

## **Eurobike 2027: New Date and Strong Commitment to the International Industry Platform**

- **The next Eurobike in Frankfurt will take place from June 30 to July 2, 2027**
- **Industry platform will transition to an annual cycle and three compact B2B days**
- **Innovations, international business and new networking opportunities shape the event's new concept**
- **Eurobike moves to Halls 3, 4 and 5 around the Agora, offering more space for testing, demonstrations and networking**

Frankfurt am Main – In response to extensive feedback from the international bicycle and ecomobility sectors, Eurobike is setting the course for its future development. The 35th edition will take place from June 30 to July 2, 2027, at the Messe Frankfurt exhibition grounds. Going forward, Eurobike will be held annually as the international B2B platform for the bicycle and ecomobility industry, covering the entire value chain.

During and after Eurobike 2026, Fairnamic's management team held extensive discussions with exhibitors, trade visitors, international market partners and the trade fair advisory board, systematically evaluating feedback on the presented future concept. At the same time, the strong presence of international brands and decision-makers, numerous product launches and innovations as well as the event's extensive media reach underlined the importance of Eurobike within this time frame. The feedback confirmed the clear B2B focus and a compact three-day event format, while also highlighting the strong preference for an earlier event date and an annual Eurobike. Based on this feedback, the originally proposed concept was refined and adjusted in several key areas. Initial feedback from the trade fair advisory board and exhibitors on the revised direction has been positive, validating the organizers' chosen course.

Philipp Ferger, Managing Director of Fairnamic GmbH, explains: "As planned, we used Eurobike 2026 as an opportunity to engage the market in an intensive discussion of the future concept we developed together with the industry. The feedback we received was clear on several key points, and we are responding accordingly. By scheduling the event for late June and holding it annually, we

are creating a stable and predictable platform. At the same time, we are reinforcing the core strengths that define Eurobike: its international character, its extensive media reach and its position as a global platform for the bicycle and ecomobility industry. Our goal is to bring together the key players from all global markets to drive business, foster innovation and facilitate exchange."

By shifting from the originally announced September date to an early-summer time slot, Eurobike returns to a well-established position in the international industry calendar for manufacturers, brands and media alike. The annual event cycle provides greater planning certainty.

### **Innovations meet global business**

Eurobike 2027 will focus on new product launches and innovations as well as the targeted development of international business relationships.

Manufacturers, suppliers, distributors, international trading companies and other market participants will come together over three compact B2B days with decision-makers and business partners from all over the world. Eurobike sees itself as an open platform for manufacturers and technology innovators from all relevant markets and production regions. A global network of sales partners in more than 150 countries supports the targeted international approach. Eurobike aims to showcase the full breadth of the industry's global innovation landscape, particularly in the fields of drive systems, components and new technologies.

This global focus is also reflected in the visitor profile: Already in 2026, around half of all trade visitors came from abroad. At the same time, ecomobility will be further strengthened as a key growth area, covering urban mobility, logistics, connected systems and new mobility solutions.

Matthias Pietsch, Show Director of Eurobike, says: "We are convinced that the new date is the right timing for Eurobike within the international industry calendar." Three focused B2B days where innovations are unveiled, decisions are prepared and business is initiated. We are systematically strengthening Eurobike's role as a platform for international business connections, with targeted matchmaking, bookable meeting formats and an environment that brings together manufacturers, suppliers and technology leaders from around the world. That is a clear message from our discussions with the industry."

The new participation formats include, for example, bookable meeting rooms for confidential business discussions. With a cumulative reach of 13.5 billion as reported in media monitoring, Eurobike enjoys a high level of international visibility, which will be leveraged even more specifically for exhibitors, brands and their new products. Eurobike's new venue concept will see the event move to Halls 3, 4 and 5 around the Agora in the eastern part of the Frankfurt exhibition grounds in 2027. The centrally located outdoor area will provide space for test tracks and demo areas, while the adjacent Forum and Festhalle will create an ideal setting for partner events and networking.

The 35th Eurobike will take place at the Messe Frankfurt exhibition grounds from June 30 to July 2, 2027. For more information, visit: [www.eurobike.com](http://www.eurobike.com).

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#### **About Eurobike**

Eurobike is the leading international B2B platform for the bicycle and ecomobility industry, with a global orientation. It brings together stakeholders from across the entire value chain, from bicycles, components and connected systems to urban logistics and smart mobility. As "your base to be," Eurobike creates a central hub for innovations and trends, international business connections, industry exchange and new partnerships. As point of vision, Eurobike highlights current developments, showcases future perspectives for cycling and ecomobility, and provides the industry with a platform to collaboratively drive progress and innovation.