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Bike Biz Revolution Conference

Bicycle Industry Looking Beyond the Horizon

Frankfurt am Main – In the run-up to the leading global trade fair, Eurobike, top-class experts at the Bike Biz Revolution conference will identify the key topics of tomorrow. In its fifth edition, entertaining keynotes at the "Conference for Visionaries" will focus on two subject areas: forecasting and future technologies. Decision makers from all areas of the bicycle industry will find that this event can help them define the strategic guiding principles for sustainable business models.

The Bike Biz Revolution is scheduled for Tuesday, June 20, the day before the Eurobike. From 12 p.m. to 5:30 p.m., six speakers will be on stage at the Eurobike Hub in the "Portalhaus" for 30 to 45 minutes each and give presentations on trends and challenges for the bicycle and light electric mobility industry for 150 to 200 top decision-makers.

"The Eurobike lecture stands for knowledge transfer, high-profile networking, orientation and leveling for the upcoming days. As a kick-off, the Bike Biz Revolution will get us in the mood for the event, with a top line-up of speakers and relevant topics. We are looking forward to concentrated bicycle and future mobility expertise on and in front of the stage," says fairnamic managing director Stefan Reisinger.

Topics with revolutionary potential

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The keynote speakers of the Bike Biz Revolution are not only from the bicycle and future mobility universe. The content-related priorities of their lectures are decisive for the future; they may also be painful or controversial. Frank Puschner, who will again moderate the event, explains: "The Bike Biz Revolution stands for a view beyond the horizon of the bicycle industry. This is the right place to be for anyone who wants to have a future-proof business model and strategy. The status of the mobility transition, the importance of artificial intelligence and new manufacturing methods such as 3D printing are this year's topics and a perfect opportunity to look beyond the current horizon. But caution: All these innovations also require flexibility on the part of the bicycle industry. Curiosity and an appetite for innovation are mandatory."

Dr. Stefan Carsten will represent the content-related focus of the **forecasting**. He is a researcher at the Zukunftsinstitut Berlin and aligns the bicycle in the megatrend of the mobility transition and the associated visions of robotaxis, vehicle-to-grid communication and the like. "No matter which mobility trend is analyzed – autonomous driving, energy transition, revaluation of public space – the bicycle benefits in every way," says Stefan Carsten. Theresa Schöne and Robert Genrich from the strategy and marketing consultancy HPP will analyze the influence of shared mobility offers on mobility behavior and provide guidance for the bicycle trade. In his keynote, Stefan Schilbe, Chief Economist at the HSBC bank, will explore the question of what the central banks' fight against inflation has in common with the Tour de France.

A second content-related block is offered by the conference on the **future technologies** Open AI and 3D printing. Gert Hendricks, Global Sales Director Manufacturing at Materialise, will use practical examples to show how additive manufacturing with 3D printing can help in development and production. Two speakers are dedicated to the topic of artificial intelligence: Adrian Wenzel from Kochstrasse Agentur für Marken and Hamburg-based IT specialist Jens Dorn. Dorn explains: "ChatGPT is on everyone's lips. And yet it is

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only a first glimpse of completely new opportunities for us. We can expect the costs of using intelligence to fall dramatically."

The agenda and further information on the speakers are [available online](#). Tickets for the limited places of the Bike Biz Revolution Conference cost 199 euros and are awarded on a "first come, first serve" basis. The 31st Eurobike will open from Wednesday, June 21 to Sunday, June 25, 2023 from 9 a.m. to 6 p.m. Festival Days: Saturday and Sunday. For more information visit: www.eurobike.com.

About Eurobike:

Eurobike is the central platform of the cycling and future mobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and future mobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, light electric mobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.