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New offer for parties interested in business handovers in specialist trade – Workshop on the topic of company succession – Expert discussions for prospective buyers

New Eurobike Forum on business succession: young entrepreneurs and lateral entrants wanted in two-wheeler industry

Frankfurt am Main – The average age of bike retailers keeps rising. Many shop owners are raising the question: Who will take over my business in the future and what do I need to consider? With this as the starting point, Eurobike, taking place on the trade fair grounds in Frankfurt from June 21 to 25, will offer the new "Business Succession" formats for potential sellers and the "Buyers' Chat" for potential buyers for the first time – in cooperation with the consulting company 53-ELF. The main aspects of succession and acquisition are examined in various modules. "We are consistently expanding Eurobike to meet the demands of the industry and retail, and are pleased that we have been able to bring in Ulf-Christian Blume, a proven expert for this important topic," says Stefan Reisinger, Managing Director of fairnamic.

Ulf-Christian Blume, the owner of 53-ELF, will host the events with an admission charge that will take place on June 21 and 22 from 1 to 3 p.m. at Portalhaus on the exhibition grounds of the international bike fair. He has been

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working in the bicycle industry for many years, specializing in business transfers and company succession. "Many owners find it difficult to deal with the handover of their own business. The future of the store needs to be clarified – a process that often requires external support. And that's exactly where the two-and-a-half-hour "Sellers' Workshop" starts," Ulf-Christian Blume explains.

Sellers' Workshop for owners

The topics that will be discussed in depth range from the initial situation of the business, the prerequisites for the sale, all the way to the determination of the business value and contract negotiations. "The offer is aimed exclusively at potential sellers who are looking for a successor," explains Ulf-Christian Blume. Essential aspects of succession and/or business sales are to be reviewed in a format consisting of a presentation and open discussion.

Buyers' Chat for potential buyers

On the other hand, anyone who is thinking of buying a bicycle business should opt for the "Buyers' Chat". "This offer is aimed at potential buyers of bicycle shops – from within the industry or from other industries," adds Ulf-Christian Blume. In 45-minute time slots, a personal conversation with the expert will give interested parties an opportunity to get a profound picture of the options for a takeover and to clarify questions about the acquisition process itself.

Both the "Sellers' Workshop" and the "Buyers' Chat" will take place on the first two days of the trade fair. Tickets for the events can be booked on the Eurobike website from the end of March.

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

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**31st International
Bicycle Trade Exhibition**
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Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
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Messe Frankfurt

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. The 31st Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 21 to Sunday, June 25, 2023.

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.