

Eurobike Strengthens Management of Brand and Content

- **Martina Rumschick becomes Head of Brand & Content**
- **Clear signal for Eurobike's growth strategy**

Friedrichshafen/Frankfurt am Main – Eurobike is strengthening its sphere of action with an expert from its own ranks: From September 1, 2024, Martina Rumschick will take over the newly created position of Head of Brand & Content. In this role, she will oversee the strategic management of the Eurobike brand, enhance the show's content and position the event in relation to its international competition.

Martina Rumschick already has extensive professional experience with the leading trade fair for the bike and ecomobility industry. Since the founding of fairnamic in 2021, she has already supervised Eurobike as a project manager, starting with the inaugural event in Frankfurt and has played a major role in shaping its development ever since. The trade show, congress and event manager with an additional master's degree in business psychology began her professional career in 2014 at Messe Frankfurt, where she held various positions until 2021.

"With the appointment of Martina Rumschick as Head of Brand & Content at Eurobike, we are sending a clear signal for the growth strategy and are bolstering its international competitiveness. We are pleased to welcome her to this key position," says fairnamic Managing Director Stefan Reisinger. "With her extensive know-how, Martina Rumschick will make an important contribution to further expanding the brand and retaining its position as the leading global trade fair."

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kick-off days reserved for the international expert audience (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

Follow on LinkedIn: <https://www.linkedin.com/showcase/eurobike-show>

Follow on Instagram: https://www.instagram.com/eurobike_show/

Follow on Facebook: <https://facebook.com/Eurobike.tradeshow>

Follow on YouTube: <https://youtube.com/@eurobikeshow>

Press contact:

Frank Gauß, Head of Communications & Press Officer

Phone: +49 7541 708-310

E-mail: frank.gauss@messe-fn.de

About Eurobike:

Eurobike is the central platform for the bike and ecomobility 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. In Eurobike, the booming and rapidly changing bicycle and ecomobility 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:

The fairnamic GmbH joint venture founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen is a highly specialized organizer for innovative and future mobility. With the AERO – International Leading Trade Fair for General Aviation and the Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade fairs and international satellites globally.