



More than 1,900 exhibiting companies expected in Frankfurt – International relevance grows – New formats regarding industry and economic policy

## **Eurobike 2024 Focuses on Global Frontline Topics**

**Frankfurt am Main – Eurobike 2024 is on the way to repeating last year's top result, with its 32nd edition also expected to achieve excellent participation. From July 3 – 7, 2024, industry experts from all over the world will gather in Frankfurt for the flagship trade fair for bicycle and light electric mobility. The currently challenging market conditions are an opportunity for national and international players alike to fully embrace the established trade fair platform in order to further develop the industry, its markets and the ecosystem.**

"Over the past few months, we have managed to further expand the success of the last event and are already looking forward to excellent participation at Eurobike 2024. Face-to-face meetings, brand presence and the joint setting of topics for industry interests are what count particularly when times are tough. Eurobike has become a firm fixture and our expected field of participants from more than 1,900 exhibiting companies brings together all relevant players in the global value chain. We are delighted to welcome back global players and brands in 2024 who recently took a break from having a booth at the fair. In addition, the providers from the light electric mobility segment are increasingly in the spotlight," explains fairnamic managing director Stefan Reisinger.

At the Eurobike Business Days (July 3 – 5) and with the Eurobike Festival Days at the weekend, the organizers will be focusing on expanding the themes and making the megatrends of health, sport, mobility, technology and sustainability an experience for everyone. On an area of 150,000 square meters in eight halls and a large outdoor area, visitors can find out all about new models, new technologies and concepts and put over 1,000 bicycles, e-bikes and cargo bikes, e-scooters and light electric vehicles through their paces.

New target groups and strategic partnerships from the fields of technology and digitalization, services and logistics as well as commercial applications extend Eurobike's remit beyond the topics of bicycle and pedelec.

### **New formats and services**

The development from sports and bicycle trade fair to mobility platform of tomorrow is driving the positive development of Eurobike. For the 2024 trade fair concept, this gives rise to new formats and services, comprising everything from new camping opportunities for exhibitors in the exhibition grounds (Agora), guided themed tours, additional networking events, the Virtual Hero premiere with the presentation of the frontline topic of active e-sports, to the expansion of the test tracks in the public space and the opening of the pop-up office in the Massif Central. "Eurobike continues to develop unabated and is increasingly positioning itself as the mobility trade fair of the future in Frankfurt," says Eurobike project manager Dirk Heidrich.

### **Hello Future. Hello Transformation. Strengthening industrial and economic policy**

The Eurobike specialist program welcomes the future and over four days (July 2 – 5) will be discussing with the industry the scope for transformation. In close cooperation with the umbrella organizations of the bicycle industry (ZIV, Zukunft Fahrrad, VSF, CONEBI, CIE), a program will be curated at Eurobike 2024 that integrates the needs of the entire ecosystem and emphatically sets the course for the necessary changes. At the same time, the emphasis rests squarely on communicative reach, political and social effectiveness in Frankfurt, Rhine-Main, Hesse, Germany and the world.

Six topic tracks in particular will dominate the conferences: Innovation, Digitalization, Sustainability, Inspiration, Retail and People. The conference program constantly addresses these key areas in the triad of knowledge transfer, inspiration and networking events.

### **fairnamic expands Eurobike's international footprint**

The international appeal of Eurobike continues to grow in 2024. The trade fair organizers expect exhibitor participation from more than 60 countries at the July summit in Frankfurt. In addition, fairnamic GmbH continues to expand the Eurobike brand globally with Eurobike Istanbul (March 20 – 23, 2024) and Asiabike Jakarta

(April 30 – May 4, 2024). To open up the new markets and implement the double premiere, the team is building on Messe Frankfurt's global trade fair network.

**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. The 32nd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, July 3 to Sunday, July 7, 2024. For more information, go to: [www.eurobike.com](http://www.eurobike.com).

**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, micromobility 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. For more information, go to: [www.fairnamic.com](http://www.fairnamic.com)