

## **fairnamic expands Eurobike leadership team**

- **Adrien Sockeel joins the team as "Head of Sales"**
- **Trio for growth and internationalization of Eurobike**

Friedrichshafen/Frankfurt am Main – fairnamic GmbH is strengthening its Eurobike team with a competent sales executive. With Adrien Sockeel, the leading trade fair gains an experienced professional from the bicycle and e-mobility industry for the newly created "Head of Sales" position.

Adrien Sockeel has more than ten years of professional experience in various positions in the retail and sports industry (including Decathlon and MediaMarkt). With his passion for customer interaction he will significantly contribute to offering tailor-made solutions for the bicycle and ecomobility industry, providing even better support to national and international customers, actively shaping the global expansion of Eurobike. His studies in environmental science at the University of Lille convinced Adrien Sockeel that individual mobility with eco-friendly means of transportation is an important building block for a sustainable future. "The bicycle industry is highly dynamic. In order to succeed in this environment, an agile adaptation of our sales strategies is essential. It is an honor for me to work in this dedicated Eurobike team. Together with our customers, we will create innovative, new formats and sustainably advance the trade fair platform," says the 41-year-old native Frenchman.

With Adrien Sockeel's start at fairnamic in Friedrichshafen, the new Eurobike leadership team is complete. The long-time trade fair professionals Martina Rumschick as "Head of Brand & Content" and Dirk Heidrich as "Head of Operations & Services" keep their responsibilities in the new trio. fairnamic managing director Stefan Reisinger is pleased about the new addition: "By expanding our leadership team, we underline the critical role of sales for Eurobike's growth and internationalization. We are sending a strong signal for the future of the industry and its role as a global meeting point."

**Further information:**

The 33<sup>rd</sup> Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (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](http://www.eurobike.com)

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**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. With 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 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.