



news +++ Asiabike Jakarta

Jakarta International Expo (JIE expo), 30.4 – 4.5.2024

Premier Asiabike Jakarta concludes, propelled by extensive government and industry support

Jakarta/Frankfurt am Main – On 30 April, Asiabike Jakarta, the first ever trade fair organised by Messe Frankfurt dedicated to the two-wheeler sector, commenced with resounding success at the Jakarta International Expo. With more than 10,000 visits, the active participation of 97 exhibiting brands, and the presence of industry leaders at various fringe events, the show provided a premier platform for forging new partnerships, conducting business deals and exploring opportunities to accelerate Indonesia’s growing e-mobility sector – a key ingredient in the country’s vision for green mobility solutions and supply chain development.

Indonesia’s captivating two-wheeler market is bolstered by several key factors, including the country’s substantial population, a comprehensive EV supply chain, favourable trade policies, and above all, the unwavering commitment of the Indonesian government to achieve carbon neutrality. Throughout the five-day event, positive momentum steadily built, kicking off with an opening ceremony and reaching a significant milestone when the Indonesian President Joko Widodo visited himself on 3 May, underscoring the importance of sustainable mobility to the nation’s future.

Mr Edward Che, General Manager of Messe Frankfurt (HK) Ltd emphasised the pivotal role of Asiabike Jakarta in encapsulating this thriving market: “Through our strategic partnerships with Periklindo, Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd, together with the strong fairnamic backing of Eurobike, we have crafted a unique formula to deliver an effective platform for global and local industry players to connect and collaboratively shape a better future for the two-wheeler industry and the economy of Jakarta. This event marks only the beginning of a prosperous journey, and we are fully committed to maximising our efforts to enhance the participants’ experience.”

The fair also welcomed visitor delegations representing Vietnam Auto Motorcycle Bicycle Association and Malaysian Institute of Road Safety Research (MIROS), as well as representatives from government and industry associations including Ministry of Industry (Indonesia), PT Surveyor Indonesia, Indonesian Automotive Parts & Components Industries Association, China Chamber of Commerce for Import and Export of Machinery and Electronic Products and Taiwan Bicycle Association. The collective sentiment expressed by numerous exhibitors and visitors alike underscored the fair's status as the go-to destination for discovering lucrative business opportunities within the fast-growing two-wheeler sector.

Complementing the green mobility concept, a well-rounded fringe programme was held to shed light on sustainability prospects between Indonesia and other well-established markets such as China and the wider Belt and Road regions. Test rides and factory tours were organised to provide fairgoers with the first-hand experience of various two-wheeler products and an inside look into the manufacturing processes.

Asiabike Jakarta is strategically co-located with the Periklindo Electric Vehicle Show – dedicated exclusively to the development of the electric vehicle ecosystem. The two shows will leverage each other's resources and technological know-how, and maximise visitor efficiencies.

Exhibitors' feedback

"We are very pleased by the number of customers who visited our booth for discussions and inquiries at Asiabike Jakarta. Within just two days, we have already achieved our target number of signed orders. The event, along with the concurrent show PEVS, has offered us a great opportunity to better understand the local market and customer needs in Indonesia. The test rides have also allowed our customers to directly experience the performance and advantages of our products in comparison to others. This experience surpasses mere verbal exchanges or video displays."

Mr Larfey Yu, Overseas Sales Director, Zhejiang Datai New Energy Co Ltd

“Two-wheelers are widely used in Indonesia compared to other countries, making them a popular mode of transportation for individuals and goods. Therefore, the Indonesian market holds immense potential, especially the government’s recent efforts to promote new energy mobility, which greatly benefits our industry. The atmosphere of the fair is vibrant, and we engaged with high-quality customers, primarily from Indonesia, Malaysia, and some from India. Meeting them face-to-face facilitated productive communication and kept us well-informed about government policies, subsidies, as well as the time and cost required for local manufacturing and certification processes.”

Ms Joyce Liang, Sales Manager for Electric Scooter Group, Zhejiang Taiya Automobile Co Ltd

About Asiabike:

Asiabike Jakarta is the sister show of Eurobike, the flagship trade fair in Frankfurt. It is organised by Messe Frankfurt (HK) Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd. For more details, visit <http://www.asiabikejakarta.com>.

Press information and photographic material:

<https://asiabikejakarta.hk.messefrankfurt.com/jakarta/en/press.html>

Social media and website:

<http://www.asiabikejakarta.com>

<https://www.facebook.com/Asiabikeshow>

<https://www.linkedin.com/company/asiabike-show/>

https://www.instagram.com/asiabike_show/

#ABJ #twowheeler

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About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are entering into a formal partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, ecomobility 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