



Forward-looking keynotes and networking at the highest level

Eurobike 2024: Prominent Patrons and Exclusive Keynote Speakers for the Specialist Program

Frankfurt am Main – Eurobike will also feature top speakers in the specialist program in 2024. The Leaders' Night on Tuesday evening kicks off the program and also provides a high-level event for decision-makers in the industry. Presentations by Deutsche Bahn board member Stefanie Berk, Maria Kristalinskaya from adevinta, and Kersten Heinecke from McKinsey, among others, will follow over the next few days. The political framework is marked by the patronages of Volker Wissing, Federal Minister for Digital Affairs and Transport, Kaweh Mansoori, Hessian Minister for Economic Affairs, Energy, Transport, Housing and Rural Affairs, and Mike Josef, Mayor of the City of Frankfurt am Main.

The patronages at national, regional and local level are undoubted testimony to the social, political and, above all, economic relevance of Eurobike. They have an impact beyond the confines of the trade fair and provide the industry with important networking opportunities and help raise its profile.

In addition to the patronages, Eurobike is pleased to offer a comprehensive specialist program with numerous experts on the three days devoted to trade visitors. Professor Meredith Glaser will speak on the transformation of the world and the role of the bicycle industry will play in it. PR expert Tilo Bonow picks up on this thread and explains what successful transformation narratives can look like for the mobility turnaround, but also for the industry. Professor Swen Malte John talks about empowerment and accessibility – exploring how the bike can become more accessible as a means of transport. Kersten Heinecke of McKinsey and Jutta Maier of Tagesspiegel pose a similar question. But concrete operational issues, such as the current EU Battery Regulation, are also on the agenda. The new partnership with the German Digital Media Association, which offers a series of panels and presentations as part of Eurobike, will help promote knowledge transfer and provide inspiration.

Between platform, business development, transformation and communities: The Leaders' Night

The bicycle industry is currently facing massive challenges. The topic in hand is none other than the transformation of the bicycle sector. How to deal with full department stores, subdued consumer sentiment and EU regulations? And this is where the industry is transitioning to holistic sustainability, the promotion of socially and climate-friendly mobility and the integration of new players. The Leaders' Night sets an inspiring framework for the upcoming Eurobike Business Days.

"The enormous opportunities as well as the challenges of the bicycle industry can only be tackled together. The Leaders' Night and the Eurobike Business Days are meeting points and barometers of the bike world. In this way, we are heralding Eurobike as a top-class event, setting out the globally relevant topics and setting the course for the future. I'm looking forward to a great speaker lineup and meeting the C levels of the industry," says fairnamic Managing Director Stefan Reisinger.

Among others, mobility expert Professor Meredith Glaser from the University of Ghent, the inventor of the service bike leasing model and founder of today's JobRad Group Ulrich Prediger, Tilo Bonow, CEO of PIABO, a leading European PR agency, as well as Thomas Egli and Nathan Pund from investment bank Houlihan Lokey will be providing fresh impetus.

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 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

About fairnamic GmbH:

With the founding of fairnamic GmbH, the trade show companies Frankfurt and Friedrichshafen are sealing a 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 leading trade shows. For more information, go to: www.fairnamic.com