



## EUROBIKE 2024 – Brief Information

<b>Time</b>	Wednesday, July 3 to Sunday, July 7, 2024
<b>Place</b>	Messe Frankfurt, Ludwig-Erhard-Anlage 1, 60327 Frankfurt, Germany
<b>Opening hours</b>	Wednesday to Friday: 9 a.m. to 6 p.m. (industry professionals) Saturday & Sunday: 9 a.m. to 6 p.m. (EUROBIKE Festival Days)
<b>Organizer</b>	fairnamic GmbH, Neue Messe 1, 88046 Friedrichshafen, Germany <a href="http://www.fairnamic.com">www.fairnamic.com</a> / <a href="http://www.eurobike.com">www.eurobike.com</a>
<b>EUROBIKE profile</b>	EUROBIKE is <i>the</i> central platform of the cycling and future mobility universe. In response to global challenges such as climate change, digitalization, urbanization and demographic shifts, EUROBIKE is driving the bicycle's transformation from a leisure and sports device to a central pillar of sustainable mobility.
<b>Exhibitors</b>	More than 1,800 exhibiting companies from over 60 countries
<b>Exhibition space</b>	More than 150,000 sqm of indoor and outdoor space
<b>Patrons</b>	<b>Dr. Volker Wissing</b> , Federal Minister for Digital and Transport, MP <b>Kaweh Mansoori</b> , Hessian Minister for Economic Affairs, Energy, Transport, Housing and Rural Areas and Deputy Prime Minister of Hessen <b>Mike Josef</b> , Mayor of the City of Frankfurt
<b>Tickets &amp; opening hours</b>	<a href="https://eurobike.com/frankfurt/en/your-visit/tickets-and-opening-hours.html">https://eurobike.com/frankfurt/en/your-visit/tickets-and-opening-hours.html</a>
<b>Format premieres</b>	<b>HANDMADE AREA:</b> EUROBIKE is bringing in brands whose core business is frame construction, customization, small series of bikes and components, but also individual fashion and bicycle accessories. <b>ECOMOBILITY EXPERIENCE GALLERY:</b> This is where a wide range of ecomobiles, suitable for both private and commercial use, are on display. Tradespeople, home and garden construction companies, and anyone traveling with equipment and materials can explore these options. <b>Partnership</b> with the German Association for the Digital Economy: Through this partnership, EUROBIKE will tap into specialized insights on the topics of e-commerce, retail media and direct-to-consumer at the trade fair. <b>Conferences:</b> This year, we're introducing some new formats for the first time: Ecomobility Talk, radTALK, Retail: Sales & Services, Mobility Goes Digital Commerce <b>Networking:</b> Two new events are kicking off in collaboration with strong partners: "East Meets West" together with Anchor Taiwan and "Travel Industry Meets Bike Industry" together with Travel Industry Club.
<b>Demo Area &amp; Test Track</b>	176 exhibitors offer a total of 1,250 test vehicles, on a 3.6 km test track: <a href="https://eurobike.com/frankfurt/en/eurobike-festival/festival-days/demo-area-test-track.html">https://eurobike.com/frankfurt/en/eurobike-festival/festival-days/demo-area-test-track.html</a>
<b>Program overview</b>	<a href="https://eurobike.com/frankfurt/de/themen-und-programm.html">https://eurobike.com/frankfurt/de/themen-und-programm.html</a> Program at the <b>EUROBIKE Festival Days:</b> <a href="https://eurobike.com/frankfurt/en/eurobike-festival/festival-days.html">https://eurobike.com/frankfurt/en/eurobike-festival/festival-days.html</a>

Status: June 21, 2024 – subject to changes