

Eurobike Creates Framework for Effective 2025 Conference Program

- **Leading trade fair provides impetus for broad-based partnerships**
- **Eurobike specialist program stands for knowledge transfer, orientation and high-profile networking**

Frankfurt am Main – Last Wednesday, the Eurobike organizers at fairnamic GmbH met with the European and national umbrella organizations of the cycling industry in Frankfurt to launch the Eurobike 2025 conference program as part of a close partnership. Under the motto "*Hello Future. Shaping active mobility.*" the world's leading trade fair, together with the partner associations Cycling Industries Europe (CIE), Confederation of the European Bicycle Industry (CONEBI), ZIV – the German Bicycle Industry, Zukunft Fahrrad, and Verbund Service und Fahrrad (VSF), is shaping a groundbreaking conference program.

All participants are united in their efforts to establish the framework conditions of the "bicycle" ecosystem so that the bicycle and the bicycle industry continue to grow in importance in terms of use, economic relevance, industrial policy and social discourse. As the leading trade fair for the global bicycle and ecomobility industry, Eurobike is particularly important for industry cooperation, political discussions, communication and networking.

"We are pleased to promote and, above all, set topics for the industry with the conference program. As a strong platform, Eurobike 2025 will once again put all relevant participants on the international stage – from the trade fair kickoff with Eurobike Media Day and Leader's Night across all Business Days formats to the grand finale with the Eurobike Festival at the weekend," says Martina Rumschick, Eurobike Head of Brand & Content.

For the trade fair organizers and their partners of the European and German bicycle associations, active mobility is an ecosystem topic with interdependence on pedestrian traffic, rail and local transport, from professional sports and adventure to leisure activities and travel, to everyday life. Together, the declared goal is: "Mobility is sustainable, socially just and beneficial to health for

us. With that we are forging more than just an industry; our aim is to shape the mobility behavior of a society and to make cities and rural regions more accessible and a touch more beautiful."

Further information:

The 33rd 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

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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. In 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.