

## Knowledge Transfer and High-Profile Networking: The Eurobike Specialist Program 2025

- **Leading trade show addresses global topics on the future of the industry**
- **Impetus for broad-based partnerships**

Frankfurt am Main – Eurobike is presenting its top-class specialist program just in time for the start of the cycling season. Topics include the current challenges for the bike and ecomobility industry as well as their promising development prospects. Internationally renowned speakers give their insights and discuss potential to actively develop the industry together. On the three trade visitor days (June 25-27, 2025), various conferences, networking events, tours and workshops will provide a central platform for global dialogue. The versatile program was launched in close cooperation with the partner associations CIE, CONEBI, ZIV, Zukunft Fahrrad and VSF. The goal is to provide strategic impetus and thereby advance the industry both economically and sustainably.

### Shaping active mobility

The Industry & Start-Up Day on June 25 will kick off the trade visitor days of the 33rd Eurobike. Here, major industry policy issues will be addressed, and development opportunities for the future will be highlighted. Marianne Weinreich will open this year's specialist program. She is an expert in cycling policy and promotion, has been advising cities and municipalities for over 20 years and is co-founder of the Cycling Embassy of Denmark.

The Industry & Start-Up Day will focus on market development, digital innovations and transformation – topics and strengths with which the industry has repeatedly managed to reinvent itself. Mikko Ampuja (Founder Vapus) and Eva Guldentops (COO Cyclis Bike Lease) will take a look at services as a growth market, Björn Bergfeld (CarGoes Bikes) will focus on the impact of digitalization and artificial intelligence on the bicycle ecosystem.

Zukunft Fahrrad Managing Director Wasilis von Rauch explains: "Every year, Eurobike is a highlight for the bike industry. Together with the other bicycle associations, we are creating a strong program that focuses on the central future topics of our industry. I am looking forward to exciting discussions and

valuable insights, particularly regarding the European and German leasing market. Company bike leasing is a success model for the entire industry that we need to further consolidate and strengthen politically."

The Mobility Convention on June 26 will shed light on the challenges of transitioning to sustainable mobility for municipalities, companies and institutions. It will also demonstrate how strategic mobility management can anchor sustainable solutions. In 2025, it will focus more on interdisciplinary networking – especially with the idea of smart cities in mind.

Manuel Marsilio, General Manager of CONEBI, said: "CONEBI and Eurobike share a long-standing partnership rooted in a common vision: promoting the bicycle industry as a cornerstone of sustainable mobility in Europe and beyond. Through our collaboration, we are uniting the leadership of the industry to accelerate the transformation of our ecosystem."

Cargo bikes are another key component for the economic and sustainable mobility transition. As part of the Cargo Academy on Thursday afternoon, market developments, regulations and opportunities for integrating cargo bikes across various industries will be shown – with their respective impacts on economic, ecological, but also organizational areas.

With the Ecomobility specialist program, the trade show presents numerous innovative and sustainable solutions – from e-scooters to cargo vehicles and narrow electric vehicles for company fleets. Especially in the business context, these specialized vehicles create sustainable mobility – whether in kindergartens, company gardening and maintenance activities or in internal logistics.

Digitalization will be a constant theme throughout the entire conference program. The experts from the Federal Association of the Digital Economy, with which Eurobike is once again collaborating in 2025, are providing important impetus in this field. Shaping Active Mobility will be the overarching theme for all the show days. It will be introduced during the Leaders' Night on Tuesday evening.

The conference program is rounded off by networking events of Women In Cycling, Pink Thursday as well as guided tours and work meetings on bike tourism, ecomobility and the cargo bike scene. The Bike Travel Forum and the

subsequent Gravel Talk will bring bike tourism and the community into the spotlight.

**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 followed by the weekend of June 28 and 29, 2025, open to the general public. 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 Show for General Aviation and Eurobike as the world's leading trade show 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 shows and international satellites globally.