

# EUROBIKE CYCLING WEEK

EUROBIKE SHOW | EUROBIKE CITY

July 13–17, 2022, Frankfurt



 Taunus  
19min

 **EUROBIKE Lane: Messe <-> Mainkai**  
17min – 3,8km

 Messe Frankfurt  
July 13 – 17, 2022  
 **EUROBIKE SHOW**

 Frankfurt (Main)  
Main Station

 Frankfurt Mainkai  
July 13 – 17, 2022  
**EUROBIKE CITY MAINKAI**

 Frankfurt Osthafen  
July 13 – 17, 2022  
**EUROBIKE CITY OSTHAFFEN**




 **EUROBIKE Fast Lane: Messe <-> Main Station**  
9min – 2,3km

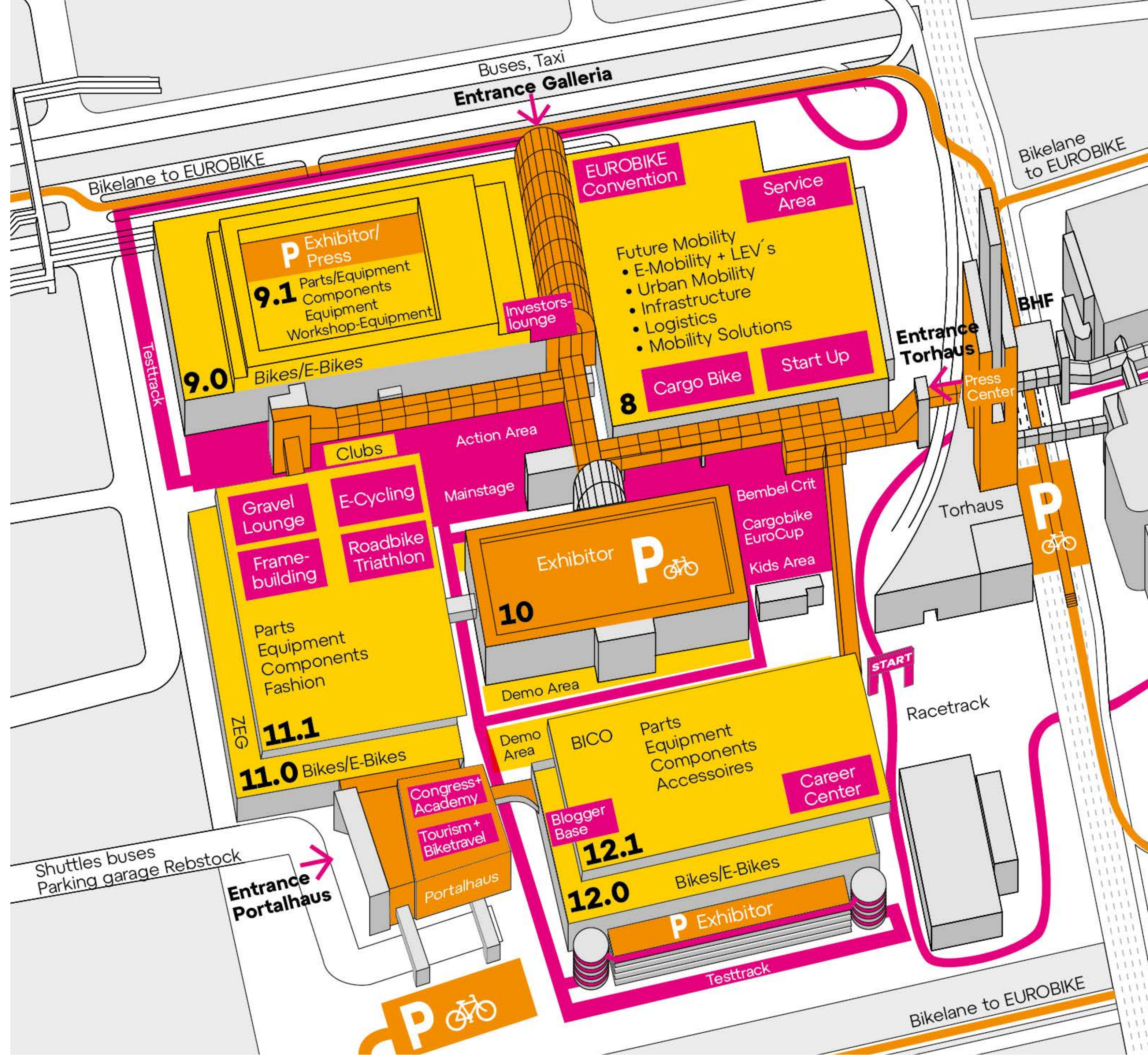
 **EUROBIKE Mainkai Lane**  
6min – 1,9km



# EUROBIKE SHOW

## Site plan

-  Logistics, routes, entrances
-  Event areas, Special exhibition areas
-  Exhibition area





# EUROBIKE SHOW

## Focus

**Festival visitors:**  
Families, bike fans, commuters

**Visitors:**  
Wed – Fri: 50,000  
Sat – Sun: 50,000

### Exhibition

July 13–17, 2022

9 a.m.–6 p.m.

**Halls:** 8, 9, 11, 12 + outdoor area  
**Admission Wed. - Fri.:** 1 day: 63€  
2 days: 80€  
3 days: 85€

- indoors
- outdoors
- Special areas
- Test tracks
- Bicycles, parts, accessories
- Clothing, accessories
- Services, Services
- Future & Urban Mobility
- E-bikes, scooters, LEV'S
- Road bike, Gravel, MTB
- Cargo bikes, startups
- Cycle tour, insurance

### Festival

July 16–17, 2022

9 a.m.–6 p.m.

**Halls:** 8, 9, 11, 12 + outdoor area  
**Admission Wed. - Fri.:** 1 day: 15/13€  
2 days: 22/20€  
1 day family: 37€  
2 days family: 53€

- To inform
- Testing
- Advise
- To inspire
- Test Track
- Workshops
- Competitions
- Kids Test Track
- Criteria
- Cargo Bike Race
- FMB slope style
- Impeller Race
- Bike Brands
- Food & Beverage
- Stage program
- Bike Clubs

### Conferences

July 12–15, 2022

Portalhaus + Hall 8

July 12, 2022

**BIKE BIZ  
REVOLUTION**  
Admission Fee:  
100 €

July 13, 2022

**EUROBIKE  
CONVENTION**  
Admission Fee:  
159 € (Combi-Ticket)

July 14, 2022

**START UP &  
INNOVATION DAY**

July 14, 2022

**CARGO  
ACADEMY**

July 15, 2022

**TRAVEL  
TALK**  
Admission Fee:  
159 € (Combi-Ticket)

# EUROBIKE SHOW

## Conference Program

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### Portalhaus

#### **BIKE BIZ REVOLUTION**

Tue. July 12, 2022, 12:45 p.m. – 6:00 p.m.

Topic: Conference for Visionaries  
Target: Top decision-makers in the bicycle industry, Investors, innovators, members of the press

#### **EUROBIKE ACADEMY**

Wed. 13 – Sun. July 17, 2022, 10 a.m. – 6 p.m.

Topic: Topics which move the bicycle industry  
Target: From experts for experts

### Hall 11.1

#### **GRAVEL TALK**

Thu. 13 + Sat. 16 July, 2022, 2 – 4 p.m.

Topic: Offroad + Microadventure = Gravel  
Target: Bike industry, bike tourists, bike fans

#### **Frame Builder Talk**

Wed. 13 – Sun. 17 July, 2022, 11 a.m. – 12 p.m.

Topic: Innovations, disruption and creativity  
Target: Frame builders, bicycle industry, bike fans

### Hall 12.1

#### **EUROBIKE CAREER CENTER**

Wed. 13 – Sun. July 17, 2022, 10 a.m. – 5 p.m.

Topic: Education, training and reform of cycling professions  
Target: Pupils, associations, schools

### Hall 8 Future Mobility Forum

#### **EUROBIKE CONVENTION**

Wed. July 13, 2022, 10 a.m. – 6 p.m.

Topic: Designing the Future of Mobility (planned, job and local mobility)  
Target: Urban planning and administration, companies, actors of local mobility

#### **CARGO ACADEMY**

Thu. July 14, 2022, 2 p.m. – 6 p.m.

Topic: politics, components, infrastructure, security  
Target: bicycle industry and -trade, associations, science, media, administration

#### **START UP & INNOVATION DAY**

Thu. July 14, 2022, 10 a.m. – 6 p.m.

Topic: Here to learn/innovate/network  
Target: Start-ups, innovators, investors, accelerators

#### **TRAVEL TALK**

Fri. July 15, 2022, 11 a.m. – 5 p.m.

Topic: From the niche to mass trend  
Target: cyclists, cities and municipalities, industry and trade

# EUROBIKE SHOW

Events Calendar: July 12–17, 2022

## Tuesday

**Industry Talk**  
11 a.m.–12 p.m.

**BIKE BIZ REVOLUTION**  
12:45–6:00 p.m.

**Networking Dinner**  
6–10 p.m.

## Wednesday

**Breakfast of the Mobilitätsforum**  
8–9:30 a.m.

**EUROBIKE CAREER CENTER**  
9 a.m.–6 p.m.

**EUROBIKE ACADEMY**  
10 a.m.–6 p.m.

**Opening of EUROBIKE & EUROBIKE CONVENTION**  
10–10:45 a.m.

**EUROBIKE CONVENTION**  
10:45 a.m.–6 p.m.

**Frame Builder Talk**  
11 a.m.–12 p.m.

## Thursday

**Leaders' Breakfast**  
8–9:30 a.m.

**EUROBIKE CAREER CENTER**  
9 a.m.–6 p.m.

**EUROBIKE ACADEMY**  
10 a.m.–6 p.m.

**START UP & INNOVATION DAY**  
10 a.m.–6 p.m.

**CityChangerCargoBike**  
11 a.m.–1 p.m.

**Frame Builder Talk**  
11 a.m.–12 p.m.

**CARGO ACADEMY**  
2–6 p.m.

**GRAVEL TALK**  
2–4 p.m.

**EUROBIKE PARTY**  
6 p.m.–open End

## Friday

**Women in Cycling/ Mobility Breakfast**  
8–9:30 a.m.

**EUROBIKE CAREER CENTER**  
9 a.m.–6 p.m.

**EUROBIKE ACADEMY**  
10 a.m.–6 p.m.

**All female panel: mobility budget**  
10–11 a.m.

**TRAVEL TALK**  
11 a.m.–5 p.m.

**Frame Builder Talk**  
11 a.m.–12 p.m.

**Bike & BUSINESS AWARD of the LAND HESSEN**  
1–3 p.m.

## Saturday

**BEMBEL CRIT**  
9 a.m.–6 p.m.

**EUROBIKE CAREER CENTER**  
9 a.m.–6 p.m.

**EUROBIKE ACADEMY**  
10 a.m.–6 p.m.

**Drop & Roll Tour**  
10 a.m.–6 p.m.

**FMB Slopestyle**  
10 a.m.–6 p.m.

**Frame Builder Talk**  
11 a.m.–12 p.m.

**GRAVEL TALK**  
2–6 p.m.

## Sunday

**EuroCup Cargo Bike**  
9 a.m.–6 p.m.

**EUROBIKE CAREER CENTER**  
9 a.m.–1 p.m.

**EUROBIKE ACADEMY**  
10 a.m.–1 p.m.

**Drop & Roll Tour**  
10 a.m.–3 p.m.

**FMB Slopestyle**  
10 a.m.–3 p.m.

**Frame Builder Talk**  
11 a.m.–12 p.m.

# EUROBIKE CITY

## Highlights

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### EUROBIKE CLUB NIGHT

Friday + Saturday  
from 11 p.m.

In selected Clubs in  
Frankfurt

### EUROBIKE CITY MAINKAI

- Street food festival
- Kids Bike Track
- Information booths of cycling initiatives, cycling clubs, etc.
- Lots of hands-on activities around the bike

#### **Bicycle Flea and Bicycle Art Market**

Sat. July 16, 2022, 9 a.m.–6 p.m.

- Upcycle & Recycle
- Handmade & Bike Art

#### **Cycle marathon in Frankfurt**

Sun. July 17, 2022, 8 a.m.–4 p.m.

- The cycling experience for the whole family
- 5 routes from 40 to 250 km
- Refreshments along the route

#### **On site setting**

- 2 stages (race and event stage)
- Food/beverage, restrooms
- Bike parking

### EUROBIKE CITY Osthafen

#### **Pump Track Challenge BMX shows & workshops**

Fri. 15 - Sat. 16 July 2022, from 4 p.m.

Action, fun and challenge for young and old

#### **Chilling & grilling**

End the day with music, food and beverage

#### **On Site Setting**

- DJ Set Up
- Food/beverage, restrooms



# EUROBIKE CITY

Preliminary calendar of events: July 13–17, 2022

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## Wednesday

**Gravel Overnighter**  
9 p.m.–8 a.m.

**E-Bike Tour**  
„Best of Frankfurt“  
9–11 a.m.

**MTB Tour**  
10 a.m.–12 p.m.

**Children's Test Track**  
3–8 p.m.

**MTB Tour**  
4–9 p.m.

**ADFC Tour**  
5–7 p.m.

**Nightride Tour**  
9–11 p.m.

## Thursday

**Early Bird Tour**  
7–9 a.m.

**E-Bike Tour**  
„Best of Frankfurt“  
9–11 a.m.

**Children's Test Track**  
3–8 p.m.

**MTB Tour**  
4–9 p.m.

**E-Bike Tour**  
„Best of Frankfurt“  
5–7 p.m.

**Women's Social Ride**  
5–8 p.m.

**Bike Shorts Film-Festival**  
8–11 p.m.

## Friday

**Gravel Tour**  
7–10 a.m.

**E-Bike Tour**  
„Best of Frankfurt“  
9–11 a.m.

**Children's Test Track**  
3–8 p.m.

**BMX Workshop**  
5–6 p.m.

**DIY Workshop**  
5–7 p.m.

**Pumptrack Challenge**  
5–10 p.m.

**Cargo bike Tour**  
6–9 p.m.

**International Cycling  
Film Festival**  
8–11 p.m.

## Saturday

**Bike flea and bike art  
market**  
9 a.m. – 4 p.m.

**E-Bike Tour**  
„Best of Frankfurt“  
9–11 a.m.

**Children's Test Track**  
10 a.m.–6 p.m.

**VCD bike tour to the bike  
museum Hanau**  
11 a.m.–4 p.m.

**Bicycle - a cultural history  
(Reading)**  
4 p.m.–7 p.m.

**Pumptrack Workshop**  
5–6 p.m.

**BMX Show**  
6–7 p.m.

**EUROBIKE CITY Party**  
8 p.m.–midnight

## Sunday

**Cycle Marathon in  
Frankfurt**  
7 a.m. – 6 p.m.

**E-Bike Tour**  
„Best of Frankfurt“  
9–11 a.m.

**Children's Test Track**  
10 a.m.–6 p.m.

**Carrera cycle track**  
11 a.m.–4 p.m.

**Goldspint**  
11 a.m.–4 p.m.