



fairnamic makes Eurobike even more international – double premiere in 2024 with Eurobike Istanbul and Asiabike Jakarta – strong partnerships generate synergies

Eurobike Goes Global

Friedrichshafen/Frankfurt am Main – The fairnamic trade fair company augments its international portfolio and expands its flagship trade fair Eurobike on two fronts toward the east. On March 28, 2024, the first Eurobike Istanbul will open its doors in Turkey and from April 30 to May 4, 2024, Asiabike Jakarta is due to celebrate its premiere in Indonesia. Both new events coincide with well-established mobility events and the trade fair organizers are drawing on strong partnerships and their international networks.

Following the relocation and redesign of Eurobike in 2022, fairnamic is taking the next step in its internationalization strategy and is further expanding its reach. "There is hardly a major city in the world that does not face massive transport challenges. The demand for sustainable forms of mobility and innovative products is increasing rapidly. Bicycles, e-bikes and light electric vehicles have the potential to provide reliable answers to the most pressing questions surrounding sustainable mobility around the globe. Our new events help us serve the needs of exhibitors and the trade public in two populous key and future markets for our industry and enable us to move forward with the rollout of bicycle and light electric mobility as global movements," explains fairnamic Managing Director Stefan Reisinger.

To implement the new events in Turkey and Indonesia, fairnamic GmbH is building on Messe Frankfurt's global trade fair network. As Eurobike is already held in Frankfurt in cooperation with Messe Frankfurt, this successful collaboration also continues in the other markets. New synergies are created by strong local partners with Messe Frankfurt's subsidiaries and by simultaneously holding the premieres with specific mobility fairs. Stefan Reisinger says: "We are undertaking these new ventures resolutely with a long-term perspective, working with our colleagues in Asia and Turkey to shape positively the prospects of these two key high-growth markets. Neither Turkey nor Southeast Asia has its own

specific trade fair platforms for bicycles, e-bikes and light electric mobility. This opens up a great opportunity to develop Eurobike Istanbul and Asiabike Jakarta together with and for the industry in the future."

Eurobike Istanbul – March 28-31, 2024

The first edition of Eurobike Istanbul will be held at the Istanbul Expo Center in conjunction with Motobike Istanbul. Run by Messe Frankfurt Istanbul, 126,094 people visited the 14th edition in 2023, which attracted 300 exhibitors from 31 countries. The product portfolio ranges from motorcycle and bicycle models to equipment and offers its guests from different parts of Turkey and beyond a comprehensive trade fair experience with stunt demonstrations, interviews, product presentations, workshops and training programs. For further press information, go to: <https://motobike-istanbul.tr.messefrankfurt.com/istanbul/en/press/press-releases/2023/2023-04-30-EN.html>

With the emerging metropolitan region of Istanbul as the geopolitical and economic hub linking three continents and a large number of manufacturing and assembly companies for bicycles, e-bikes, clothing and accessories in Turkey, Eurobike Istanbul will offer a B2B platform and the perfect venue to target end customers. All this is happening in a market that is becoming increasingly relevant for the bicycle and mobility industry.

Asiabike Jakarta – April 30 to May 4, 2024

The venue for the Asiabike Jakarta premiere is the JIE (Jakarta International Expo Kemayoran) and will coincide with the 3rd edition of the Periklindo Electric Vehicle Show (PEVS) (<https://pevs-id.com/>). The new Eurobike satellite will be organized by Messe Frankfurt Hong Kong, the Jiangsu Province Bicycle Company, the Indonesian Electric Vehicle Industry Association Periklindo, and Dyandra Promosindo. The new trade fair's product portfolio includes traditional bicycles, e-bikes and e-scooters, e-motorcycles and all areas of related supply chains.

Indonesia, one of the most populous countries in the world, is an undoubted future market. Both in terms of product sales and the potential in Southeast for sourcing suppliers of goods and services. Here, too, fairnamic has the perfect

setup courtesy of Messe Frankfurt's partner network to expand an existing specialist e-mobility trade fair with Asiabike Jakarta.

About Eurobike:

Eurobike is the central platform of the cycling and future mobility 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 fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, micromobility 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 flagship trade fairs. For more information, go to: www.fairnamic.com