

Order & Preview Show from BICO and EUROBIKE on course for success

Prominent field lining up to participate in EUROBICO launch in Frankfurt am Main

Friedrichshafen/Verl – New format, new products, new order date: EUROBICO is gaining momentum and coming together. More than 100 bike industry manufacturers have already committed to the new Order & Preview Show from 24 - 26 July 2021 on the exhibition grounds in Frankfurt am Main. The organisers, including BICO Managing Director Jörg Müsse and Head of EUROBIKE Stefan Reisinger, are in agreement: “The field of participants for our joint new format is more than promising. At EUROBICO in the metropolis on the River Main, we will be taking long-overdue personal interaction between producers, specialist retailers and media representatives to a new level.”

After the cancellation or postponement of numerous events in 2020 and this year, the new EUROBICO is the first opportunity for the German manufacturing and retail sector to meet up again in a purely trade-centred setting. The idea behind EUROBICO involves the pragmatic approach of combining two products with a successful pedigree – the BIKE&CO order show and the Eurobike media events – on a suitable date at a readily accessible venue. This minimises the effort for all involved and will create new synergies.

The majority of third-party suppliers in the BIKE&CO dealer community, selected complete bike and drive unit producer, specialist dealers from German-speaking market and international trade journalists will have opportunities for ordering and new product presentations for the coming model year. The industry response is extremely positive: market leaders such as Winora, Haibike, Stevens, Scott, Conway, Merida & Centurion, Abus, Shimano, Gudereit, Husqvarna, Raymon, Bergamont and 100 others have already registered for the premiere edition of the show. “Our new concept has really hit the mark. We are offering a central B2B meeting place for producers, dealers and the media, who have all expressed great interest in taking part in EUROBICO,” says BICO Managing Director Jörg Müsse.

With its central location and first-class accessibility, as well as hotels within walking distance, the Frankfurt exhibition grounds offer ideal infrastructure for holding the show.

And due to the limit on peak numbers for both exhibitors and visitors, the organisers see a clear chance of actually implementing the show, despite the effects of the Covid-19 pandemic. As Stefan Reisinger explains: "EUROBICO will not be a mass gathering. On the contrary, we are addressing a selected group of participants, comprising specialist cycle dealers from Germany and European media representatives. Messe Frankfurt is also well versed in hygiene concepts of this kind, and, thanks to our visitor-tracking, we are ideally prepared for an event such as this." EUROBICO will occupy Hall 1, including the adjacent open air grounds for test rides and staging pictures. The process of inviting representatives from specialist dealers and the media is due to start (shortly/as from April).

For more information, please visit: www.eurobico.de.