

Messe Frankfurt expands into Indonesia with launch of Asiabike Jakarta in 2024

Jakarta, 31 October, 2023. With its commitment to net zero by 2060, renewable energy and green innovation are increasingly topping the list of development priorities for Indonesia. Now, Messe Frankfurt (HK) Ltd is stepping forward with its first trade fair in the country – Asiabike Jakarta, which aims to become the leading platform in the region for showcasing two-wheeler innovations and fostering business opportunities in the sustainable mobility sector. The inaugural edition is scheduled to take place from 30 April – 4 May 2024 at the Jakarta International Expo (JIExpo), organised in cooperation with the Jiangsu Bicycle Co Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), and Pt. Dyandra Promosindo.

The decision to host the event in Jakarta highlights the city's significant advancements towards sustainability, and mirrors Messe Frankfurt's dedication to paralleling such green initiatives in its own operations. "Two-wheelers inherently promote sustainability by encouraging healthier lifestyles and reducing carbon emissions, particularly through e-bikes, electrically powered scooters and other eco-friendly alternatives," says Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt. "By hosting Asiabike 2024 in Jakarta, we aim not only to support Indonesia's progression towards a cleaner, greener future but also to reinforce our own commitments to sustainability."

While Messe Frankfurt has a strong presence in Asia with nearly 50 trade fairs, the new exhibition marks the company's first venture in Indonesia which will build on the enormous success of the flagship trade fair Eurobike in Frankfurt. "With the world's fourth-largest population of over 278 million and increasing consumer spending power, Indonesia presents an ideal location for this expansion," adds Mr Marzin. "It shows that despite the uncertain economic environment, we continue to identify exciting markets in need of new trade fair concepts globally."

Indonesia's economy has remained resilient amidst the global economic slowdown, with its GDP projected to reach 5% in 2023.¹ This, coupled with the country's commitment to net-zero emissions by 2060 make it an attractive market for sustainability-focused trade fairs such as Asiabike Jakarta. At the same time, the government is actively incentivising electric and hybrid vehicle adoption, while the country's membership of RCEP – the world's largest free trade agreement – provides fertile ground for further investment and regional trade.

¹ Indonesia's Economy Looking Robust in 2023 and 2024 – Asian Development Bank. <https://www.adb.org/news/indonesia-economy-looking-robust-2023-and-2024-adb>. Published 27 September 2023.

Two-wheelers – a sustainable transport solution of growing importance

Adding to a network of about 35 Mobility and Logistics trade fairs worldwide, including 10 existing trade fairs in Asia, Asiabike Jakarta is Messe Frankfurt's first trade fair in Asia focused exclusively on two-wheelers – a topic of increasing importance to the company.

In alignment with the global trend towards small-scale mobility, the fair will also promote micro mobility solutions as an integral part of sustainable urban transportation. This includes new, eco-friendly ways for people to navigate cities individually. Electrically-powered scooters, and other compact vehicles, often combined with sharing systems and public transport, for example, are forming a fast-growing alternative to car usage.

Making its debut in April 2024, the fair is expected to attract 150 companies to showcase their latest products across an exhibition area of 8,200 sqm. Encompassing a wide range of offerings, the show will feature traditional bicycles, electric bicycles and scooters, electric motorcycles, and related sectors including batteries, charging stations, parts and equipment, fashion and accessories. Visitors will include manufacturers, wholesalers, distributors, dealers, retailers, importers, exporters, agents, traders, engineers, leasing companies, facilities and equipment management, finance and insurance professionals, clubhouse representatives, government departments, industry associations and cycling enthusiasts.

Asiabike Jakarta is organised by Messe Frankfurt (HK) Ltd, Jiangsu Bicycle Co Ltd, Periklindo (Indonesian Electric Vehicle Industry Association) and Pt. Dyandra Promosindo. For more details, visit www.asiabikejakarta.com.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when

planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com