

Press release

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Messe Frankfurt Hong Kong to pedal Chinese exporters to success in the global cycling market

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China was known colloquially around the world as the kingdom of bicycles when German trade fair Eurobike was making its debut in 1991. Fast forward to today and the middle kingdom has become a global leader in the export of two wheelers, while Eurobike is preparing for another record-breaking edition in Frankfurt later this year. Bringing its extensive expertise in connecting Chinese manufacturers with the world since it was founded as the company's Asia headquarters in 1994, trade fair organiser Messe Frankfurt (HK) Ltd is now stepping forward as the exclusive sales agent for Eurobike in China, effective from the 2023 edition onwards.

The new arrangement builds on the company's existing Eurobike involvement. Beginning in 2021 Messe Frankfurt joined forces with Messe Friedrichshafen as a co-organiser, forming a new joint venture company fairnamic GmbH. The fair has since been on an upward trajectory, relocating to a new home in Frankfurt and attracting a record 1,500 exhibitors from 57 countries and regions last year. The 2023 edition, taking place from 21 – 25 June, is set to be another sellout with exhibition space rising to 150,000 sqm to accommodate continued growth.



Eurobike relocated from Lake Constance to the Messe Frankfurt exhibition grounds in 2022.
Photo: fairnamic GmbH

Explaining the strengths that Messe Frankfurt's China headquarters will

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bring in attracting more participation from Chinese exhibitors, Ms Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd says: “While Chinese suppliers are already a popular attraction at Eurobike, we know that we can raise the bar even further. With our network of sales offices in China, we bring a vast amount of experience in building bridges for Chinese companies to attend trade fairs overseas. We have been doing this for almost 30 years across industries as diverse as consumer goods, the textile business, event and entertainment technologies, building technologies, mobility and logistics and more.”

Ms Wen continues: “Above all else, we look forward to promoting Eurobike’s sustainable and green outlook to Chinese exhibitors while also encouraging more Chinese buyer delegations to source from European and global brands at the fair. In this respect, the growth of Eurobike since its move to the Frankfurt exhibition grounds gives us huge confidence. This is a venue that Chinese participants are familiar with from Messe Frankfurt’s other globally renowned trade fairs such as Ambiente and Automechanika to name just two.”

Cycling: a sustainable transport solution from Beijing to Frankfurt

With its emphasis on cycling as a green transport solution, Eurobike is an important part of Messe Frankfurt’s ongoing sustainability campaign. The fair regularly promotes cycling as an answer to the challenges of urbanisation through its Future Mobility concept and at conferences covering new infrastructure, logistics solutions, battery technologies and start-ups. “We know that the Chinese manufacturers bring a significant amount of know-how in this area, particularly when it comes to green technology and e-bikes,” adds Ms Wen.

As local authorities in China aim to reduce air pollution, cycling and digital technology such as bike sharing apps have become ubiquitous in cities such as Beijing. Although the industry is encountering challenges such as rising material costs, cycling (including e-bike) is widely recognised as an important means to achieving China’s green goals. Moving in this same direction, with its 477,456 km of mapped bike paths and around 6,890 cycling routes, Frankfurt is emerging as a growing cycling hub in Europe.

For more information about Eurobike, visit: <https://www.eurobike.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 2,200* 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 €450 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

* Preliminary figures for 2022