

## Presseinformation

Press release

Communiqué de presse

Informazione stampa

## 29<sup>th</sup> International Bicycle Trade Exhibition

September 1 – 4, 2021

Friedrichshafen, Germany



## 29. Internationale Fahrradmesse

1. – 4. September 2021

Friedrichshafen, Bodensee

09/30/2020

After the successful Interboot, the Eurobike special edition 2020 will follow at the venue Messe Friedrichshafen – Hygiene and health and safety concept in place

## Eurobike Special Edition on the right track

**Friedrichshafen – The Eurobike Special Edition (24 to 26 November 2020) in Friedrichshafen will be one of the few trade shows this year to take place as a live, physical event and not online. There is a comprehensive hygiene and health and safety concept in place to protect all participants. “We understand that the bike industry wants to meet up and discuss matters in this exceptional year. Eurobike 2020 at the end of November is an important opportunity for everybody to gain perspective,” explains CEO Messe Friedrichshafen, Klaus Wellmann. Nearly 400 exhibitors are expected to attend the industry get-together at Lake Constance.**

The effects of the Corona pandemic and the post-season scheduling have made it a challenge to organise a big trade show in the current climate. “Larger formats and internationality are understandably more like limiting factors at present. Whereas, modest size events and regionality are perceived as helpful. As such, the coming special-edition Eurobike will be bringing together industry members who do not have to travel half way around the world by plane. Nevertheless, Eurobike will take place live as we believe that this is important – and this belief is also shared by

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### Abteilung Kommunikation

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Oberbürgermeister Andreas Brand  
Geschäftsführer: Klaus Wellmann



some 400 international exhibitors,” announces Head of Eurobike Stefan Reisinger from Messe Friedrichshafen. He also adds that the show will be focussing on networking, know-how and knowledge transfer, in keeping with its slogan “Eurobike Special Edition – The Place To Connect.” The maximum number of visitors will be around 10,000 per day. Visitors will be spread cross over five exhibition halls and two further halls with test circuits for trend scouting.

Moreover, the central themes at Eurobike 2020 include providing a clear overview of new forms of mobility in the Zeppelin Cat Hall A1 and the well-established Eurobike Awards. The deadline for entries to the Eurobike Awards is 1 October. Application is available online until that date to add new products or amend and submit entries. Participation is also open to non-exhibitors this year too. For more information, visit: <https://www.eurobike-award.com>.

Trade shows have been starting to take place across Germany again, including the extremely successful Interboot in Friedrichshafen at the start of September. There have been compact trade fairs open to trade visitors only, but also large public trade shows with respectable numbers of visitors that offer exhibitors good opportunities to make contacts and conduct business. Jörn Holtmeier, CEO of AUMA, the German Trade Fair Industry Association, explains: “It has become clear that participants view coming to a trade show as similar to situations they are familiar with in everyday life, such as visiting a shopping centre or a department store. We are delighted that trade fairs for trade visitors with an international orientation are now taking place again. Comprehensive protection for the health and safety of exhibitors and visitors is in place. All German trade show organisers have implemented detailed concepts that have been approved by the corresponding authorities.” These efforts have also contributed to the German government’s decision to allow trade show participants (exhibitors and visitors) to travel to Germany – including if they come from a country outside the EU/ Schengen area and from countries on the German positive list. For

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more detailed information, visit: <https://www.auma.de/en/exhibit/legal-matters/entry-requirements>

The Eurobike Special 2020 takes place live in Friedrichshafen from 24 to 26 November and is open to trade visitor only. Tickets are available online on a first come, first-served basis. For all other Eurobike information, please visit: [www.eurobike.com](http://www.eurobike.com), for more information about the successful course of the Interboot show, see: [www.interboot.com](http://www.interboot.com)

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