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New award at the leading trade show: Eurobike Innovators' Prize

Rethinking Mobility – Wanted: Most Innovative Projects for Eurobike Innovators' Prize

Frankfurt – At the location's premiere of the platform for the global bicycle and mobility industry at Messe Frankfurt from July 13 to 17, 2022, Eurobike is awarding a new prize for the most innovative products, services and ideas from the bicycle and future mobility industry. Companies can submit their projects by June 6. "We have completely redesigned the Eurobike for 2022. That's why we have also changed our way of how to acknowledge outstanding innovations. Projects awarded with the Eurobike Innovators' Prize rethink sustainable mobility and product experience. Their contribution will go far beyond the bicycle world," explains Head of Eurobike Stefan Reisinger.

The Eurobike Innovators' Prize pursues a new approach: It now focuses on innovations from start-ups and established companies that can submit their ideas in the award categories vehicles, components, and equipment as well as services and infrastructure ideas via the Eurobike website (<https://www.eurobike.com/en/program-highlights/events/innovators-prize/>). In comparison to the Eurobike Award, the Eurobike Innovators' Prize has a different selection and decision-making process. It consists of public voting, new evaluation criteria, an expert jury and a live pitch.

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Eurobike audience nominates the most innovative projects

The most innovative projects are awarded in a new multi-stage nomination and selection process. On the one hand, the opinion of a top-class jury of experts counts, and on the other hand, the broad Eurobike public also has a major influence on the decisions. The preselection for the final round will take place from June 13 to June 24 in an online vote. The interested, global online audience can cast their votes and define 15 nominees in the five categories. On July 14, the 15 finalists will have the opportunity to pitch their products and ideas at the Eurobike. At the big prize-giving ceremony, both the trade audience and the expert jury will select the winners among the most innovative projects.

The evaluation is based on the degree of innovation and disruptive potential, the applicability and improvement compared to existing approaches, the market potential as well as scaling possibilities, the social and media-related impact and the contribution to a sustainable mobile future.

The prize winners will benefit from a wide range of Eurobike Innovators' packages. They will receive extensive media attention with ads in the Eurobike media and customized press releases as well as free-of-charge booth space at the VELOBerlin public festival in spring 2023. Individual coaching with renowned industry experts will help the young companies to establish their projects on the bicycle market.

Further information and contact for submissions (until June 6, 2022):

<https://www.eurobike.com/en/program-highlights/events/innovators-prize/>

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The 30th Eurobike will open its doors from Wednesday, July 13 to Sunday, July 17, 2022, from 9 a.m. to 6 p.m. Pu-

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**31st International
Bicycle Trade Exhibition**
June 21–25, 2023
Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
21.–25. Juni 2023
Messe Frankfurt

Public days: Saturday and Sunday. For more information, go to: www.eurobike.com. Tickets for the Eurobike Festival Days are available here: [Tickets](#)

Instagram: www.instagram.com/eurobike_show

Facebook: www.facebook.com/EUROBIKE.tradeshow