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Final Report for asia bike 2013

Asia bike Enjoys Strong Growth and Solo Success

Friedrichshafen/Nanjing - There were 394 brands on display (of which 80 percent were international) occupying 36,000 m² of exhibition space (26,000 m² indoors and 10,000 m² outdoors) with a total of 11,674 visitors (7,020 trade visitors as well as 4,654 bike fans on public days): these are the final figures for the third asia bike, which took place in Nanjing, China, from October 10 to 13, 2013 (with a Demo Day on October 9). "After a two-year collaboration with Asia Outdoor, always in late July, we have now successfully established asia bike as a solo trade fair, with an October date," says Knut Jaeger, the trade fair’s chairman.

"This trade show in early October is an important marketing platform for us. The organization is very professional and the quality of exhibitors and trade visitors is extremely high. It almost felt like EUROBIKE had come to Nanjing," said Erhard Buechel, Vice President of COLIPED (Association of the European Two-Wheeler Parts & Accessories Industry).

Stefan Reisinger, Head of EUROBIKE at Messe Friedrichshafen, was also impressed by the caliber of exhibitors and excellence of exhibition booths. "This level
exceeded even the most optimistic expectations. It’s clear that Western brands will find great potential for future growth in China’s emerging market for sport bikes and luxury bikes. I was also surprised that asia bike’s first ‘Demo Day’ attracted so many dealers and media representatives.”

A visitor analysis showed that many bike dealers, media representatives and bike clubs had traveled far, even from the most remote provinces of China, to visit Asia bike in Nanjing. “Another interesting new development is that outdoor recreation dealers are increasingly handling sport bikes and bike accessories. We also were very impressed by the number of visitors from Taiwan,” says Richard Li, Director of Asia bike and Asia Outdoor. Among trade visitors, the average stay at Asia bike was 1.5 days.

The fourth edition of asia bike will take place from October 9 to 12, 2014, with a Demo Day on October 8, 2014. Further information and press images can be found at: www.asiabike-show.com

Exhibitor comments:

Maik Geletneky, Export Manager, Bergamont Germany:
“For us, it’s very important to be here, because we reach the right people at the right place. We had a lot of talk with many distributors and consumers, and we learned a lot more about the Chinese market.”

Tim Lee, Business Manager, BH Ultra-light Bicycle Spain:
“This is the third year of asia bike, and this is the second time for BH to exhibit here. Flow of visitors at the show is very good. At asia bike, we seize the chance to present the BH bikes from Spain. BH won’t be absent in the Chinese market, one of the most important markets in the world. That’s why we attend asia bike, and we will continue to attend the show in the future.”

Joshua Hon, Vice President, Tern Bike, Taiwan:
“We had a very good show this year. And I think the people who are in attendance are very professional. So every person who comes in the booth is potential customer. So everybody comes in and say, “I’m looking to be a dealer; I’m looking to be a distributor”, that’s the kind of thing that we are looking for.”

Luciano Fusar Poli, Global Marketing Director, Pinarello Italy:
“The show is well organized. I think it’s of high quality and we see a lot of good brands already at the show. That means the internationality of show is already there. For sure it’s very well organized, very well attended, and there will be a bright future for the show for sure.”

Dennis Chan, Iron Ore Managing Director: BMC, Cervelo, Yeti, Fox, Hong Kong:
“I have a very good feeling about the show. This is the first day of the show, and we have already been very busy. I feel the target segment is getting there, and the marketing of the organizer is very precise. People understand what they can expect here. We see our target customers. We see a lot of necessary suppliers and different leading people from the market at the show. In terms of the support, I think it’s
getting better and better. We like the Show in Show, and also the events and facility around the show. This is our 3rd times in Nanjing and we are planning a bigger booth next year.”

Kristin Ketilsdottir, Specialized:
"Specialized considers the asia bike Trade Show a great success. We had many visitors for our Test the Best on Demo Day where our 29er bikes were well received among Chinese riders. Next year we hope it will be even bigger with more tracks, including dirt. We are proud of the attention our women area got and believe it's because of the variety of bikes Specialized offers that are engineered specifically for women. Three strong Taiwanese women mountain bike riders visited us explicitly for the show and gave a presentation on 29er bikes which went really great. We'd like to give the organizers compliments and thanks on how smoothly everything went and look forward to see you again next year!"
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In case of further questions please contact our press department. They will be glad to help you.