

**Nanjing China - the 5th Asia Bike** -433 brands, 8866 trade visitors, 4358 bike fans on public days - the first Asia Bike Industry Summit - the third Demo Day

## Final Report: Asia Bike Trade Show 2015 Rounded Off

The fifth edition of Asia Bike Trade Show in Nanjing China successfully closed on Oct. 12. A total of 433 brands came over from all over the world to Asia Bike with their latest innovations and products on the fairground of about 40,000 sqm. Among all exhibitors, the international brands took up a proportion of 72%. In the four-day exhibition, 8866 trade visitors plus 4358 public visitors (13,224 in total) found their way to Nanjing.



Asia Bike is the trade show focused on the high-end sports bike market where visitors find the market trend and future direction here. Dealers, distributors, and bike shops made their positive participation to Asia Bike 2015. Trade visitors highly appreciated the internationalization and profession level of Asia Bike. Exhibitors regard Asia Bike as a perfect platform for brand recognition and finding dealers and distributors. Stefan Reisinger, Head of EUROBIKE, was happy to see the achievements Asia Bike has made, and he said, "Asia Bike is not only a place where brands meet dealers, but also a socializing platform where dealers can meet their partners, where it's also a perfect opportunity to get together, to use this

platform to see colleagues, to see long-term friends, for the industry to move forward the business in the future."



"As the growth rate of the Chinese sports bicycle market slows down this year, the number of trade visitors of Asia Bike 2015 only makes a little progress compared to last year. From the feedback from exhibitors, we find that the quality of trade visitors in the first two days is very high and exhibitors are satisfied with the whole service and organization of the show. Asia Bike is an indicator of the Chinese sports bike market, and we are pretty sure that this market will keep growing in the future." said Richard Li, project manager of Asia Bike. We also got the recognition from the partner from BIKE europe. Jack Oortwijn, Editor-in-chief of BIKE europe, commented, "My impression of the show is very high standard. This show stands out, comparable to the sister show of Eurobike in Messe Friedrichshafen."

The supporting programs of Asia Bike were very popular among both exhibitors and visitors, such as the Triathlon Village, Individual Design and Cycling Events & Clubs Village, which were all new this year. The first Asia Bike Industry Summit made its success with high attendance. Chris Cook, Marketing Manager of Norco, was pleased with the show and said, "Being at the trade show is a wonderful opportunity to not only see our existing dealers, but also to meet new

dealers. There are some really great learning, some great education, and some fabulous questions from dealers and consumers here. One of our core values is to listen, innovate and ride. As being present here at the bike show enables for us to do the whole lot of listening. At the end of the day for the NORCO BICYCLES is a big boom of our business. The direct consumer feedback for us is a fantastic opportunity. They ask many questions when the people coming, they would give us advise. "



Demo Day, which took place one day before the show opened, was rainy and wet, but the enthusiasm of visitors and cyclists were surprisingly high. Mr. Pinarello showed his great expectation for Demo Day, "We want people to test the bikes, try to learn, to teach them how to use bikes, the fitting on the bikes, change the gears, use the brake, etc. It's very important. It's a hard job to do it, but I want to do it."





As indicated by the Visitor Questionnaire, 85% were satisfied with Asia Bike 2015 and 98% showed their interest in visiting the show next year.

The 6th Asia Bike Trade Show will take place in Nanjing China from Sept. 13 to 15 with the Demo Day one day before. For more information, please visit the Asia Bike website at [www.asiabike-show.com](http://www.asiabike-show.com).