



international  
SPORTS  
fair

international  
BICYCLE  
trade show

international  
CARAVANING  
show

Trade & Show  
Dance Event



[www.sport-life.cz](http://www.sport-life.cz)

[www.bike-brno.cz](http://www.bike-brno.cz)

[www.caravaning-brno.cz](http://www.caravaning-brno.cz)

[www.dancelifeexpo.cz](http://www.dancelifeexpo.cz)



final report

**October 4 – 7, 2012**  
**BRNO – CZECH REPUBLIC**



# Exhibitors

2012

show	exhibitors *	represented companies	IN TOTAL
SPORT Life	92	15	107
Bike Brno	148	2	150
Caravaning Brno	34	1	35
Dance Life Expo	46	0	46
<b>IN TOTAL</b>	<b>320</b>	<b>18</b>	<b>338</b>

# Exhibition space

2012

show	rented exhibition space	special presentation space	IN TOTAL
SPORT Life	2,036	5,190	7,226
Bike Brno	5,083	6,515	11,598
Caravaning Brno	4,756	138	4,894
Dance Life Expo	1,035	6,638	7,673
<b>IN TOTAL</b>	<b>12,910</b>	<b>18,481</b>	<b>31,391</b>

\* Austria, Belgium, China, Croatia, Czech Republic, Germany, Great Britain, India, Italy, Netherlands, Pakistan, Poland, Slovakia, Spain, Switzerland, Taiwan, USA

# Visitors

2012

38,478 visitors from 26 countries \*\*

5,1 % foreign visitors

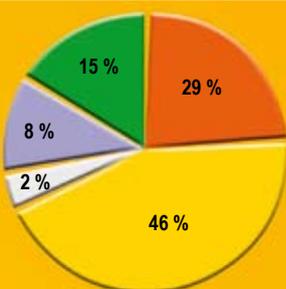
205 accredited journalists

\*\* Australia, Austria, Belgium, Belarus, Croatia, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Hungary, Ireland, Italy, Lithuania, Latvia, Netherlands, Pakistan, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Switzerland, Taiwan

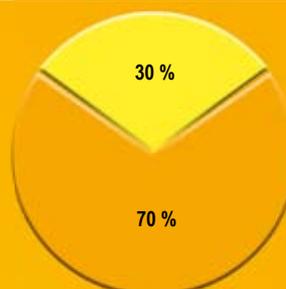
Visitor statistics includes SPORT Life, Bike Brno, Caravaning Brno and Dance Life Expo.



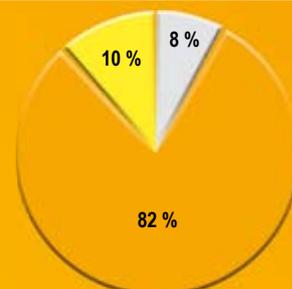
MAIN GOAL OF THE VISITORS



VISIT OF PREVIOUS EDITIONS OF THE TRADE FAIR



INTENTION TO VISIT THE SHOW NEXT YEAR



- SPORT Life
- Bike Brno
- Caravaning Brno
- Dance Life Expo
- Accompanying programme

- First visit of the trade fair
- Visited also previous editions

- Yes
- No
- Don't know



# Accompanying programme

# 2012

## SPORT Life

- The finals of "Czech Cup 2012" in inline skating
- MIZUNO Running Cup – a morning of running race
- KOLEM SVĚTA travelling festival
- Winter Sports Film Festival
- Programme on the stage – signing sessions, lectures, projections, interview and presentations
- "MISS SPORT" Contest
- Burma bridge, trunk climbing, climbing wall, rope track
- Testing of outdoor equipment
- Exhibition of tents
- Exhibition of models of skis and helmets for season 2012/2013
- Diving show
- Presentation of sports and leisure time activities of South Moravian Region
- Presentation of sports clubs and associations
- Interactive exhibition of various sports – badminton, table tennis, basketball, floorball and many others
- Exhibition of Biathlon World Championship, including laser target range
- Badminton tournament "Petr Koukal Cup"
- Presentation of "Badge of Olympic Winners Fitness"
- Teaching of juggling skills
- Air track – gymnastic trampoline
- Try a "sport for the handicapped"

## Bike Brno

- Bike Conference – International conference on cycling path development and infrastructure
- VEMA Czech Republic Championship in trial
- Cofidis Road Cycling Criterium – cycling race of „the best“
- MEATFLY BIGSHOCK! Freestyle Meeting – exhibitions and competitions in freestyle BMX and MTB
- Outdoor Test – bicycle testing (models for 2013) in the surroundings of the exhibition centre
- Pedelecs and E-bikes testing to support the development of cycling transport in the cities
- Bike Brno Prestige – best exhibit contest including the presentation of the winning products in a special exhibition stand
- Bike Travel Festival including discussion with the legendary globetrotter Tilmann Waldthaler
- Bike Show – interviews, screenings and book signings of Czech and foreign cycling stars
- Pump tracks
- Dominik Nekolný Flatland Show + trick cycling

## Caravanning Brno

- Expert lectures on caravanning
- Consulting services for both beginners and seasoned users of campers
- Simulation of a drive in a mobile home
- Children's corner and weekend babysitting
- Camper jumble sale
- Minicamp

## Dance Life Expo

- Dance workshops
- Star Performances on four stages
- Chill-out zones
- 5 stylish bars
- Seminars
- Consulting services focusing on healthy nutrition and training
- Competitions



# They said about the fair

# 2012

## **Libor Petřivský, Managing Director of PELL'S:**

*We are pleased that our model of aerodynamic road bicycle we had been developing for ten years was awarded the Bike Brno Prestige Award. However, we are less pleased with the number of visitors present this year, as it is obvious that the trade show has decreased in size. This is not a good news for us; we wish for the customer to be able to compare our offer with our competition in full strength. We are not afraid of such comparing and wish to be a part of a trade show that is complex in providing a full scope of what is happening in our industry, and by its own means prestigious, too. In the future, I would like to see Bike Brno as an important trade show extending way beyond the Czech Republic.*

## **Jan Schindler, Executive Director of Schindler:**

*At our stand, visitors were thrilled by bikes with e:i shock electronic suspension system. This is our greatest technological innovation. We consider the Brno trade show a sales support, we are glad that people like our bicycles, that our customers are satisfied and that we can grow further.*

## **Pavel Štědrý, SBCU-BG FIT Professor, Specialized Eastern Europe:**

*We tried to bring a large assortment of bicycles to our exhibit on space. By appealing to a large mass of cyclists, hobby cyclists and pure professionals alike, I hope that each visitor has found what he or she came for. I would say that the interest of public in our offer was the same like last year, nonetheless, it is quite a pity that many of our competitors, both domestic and foreign, did not arrive. Signing session of stars like Jaroslav Kulhavý or Michal Prokop was the highlight at our stand, no wonder why. Everybody wants to see the Olympic winner, right? We have got here his bike in gold colour, which is a reaction to his gold medal. It is also the attraction number one, here.*

## **Alena Fridrichová, executive of ATEX:**

*Neon colours of cycling jerseys are the most important newcomer we have come here to Brno with. Our stand has been visited mainly by people who were interested in smaller pieces such as bandannas, sweatbands, arm and leg warmers, and other accessories; a certain type of customers have come here specifically to choose and try more expensive clothes for cycling or winter clothing – we deal with garments for skiers, runners and biathletes, and have been making clothing for Czech national team for ten years, too. It is yet too soon to evaluate the trade show, however, it can be said that on-line sale and distribution through chains is increasingly important in our branch. We do not make that many contacts as we used to do here at the trade show, it is more about direct selling and presentation of clothes which we are able to tailor exactly to one's needs.*

## **Jan Fischer, the former Prime Minister of the Czech Republic and a presidential candidate:**

*I have come to Brno to see if this segment in the Czech market and exhibitors fare well. I am personally interested in the trend of e-bikes. I would say that e-bikes have great future and that we shall see more of these in the Czech Republic. Czechs are keen cyclists, though perhaps not such enthusiasts as in the Netherlands, Denmark and other rather flat countries. It is great that cycling tourism has become an inseparable part of tourism, for thanks to this, people spend more time outdoors. Here in the exhibiting halls, every lover of bicycles can find what he or she likes and needs. And as for me, there are some great pieces to be seen here, too.*

## **Petr Boržik, owner of BOBR thermowear:**

*During the period of our repeated presence at SPORT Life, the trade show has changed a lot. We as well have adjusted ourselves to our customers. The trade show used to focus on hiking and tourism, nowadays, it is bikers and cyclist who prevail, and so we had to start manufacturing socks for a completely different target group. In comparison to the past, there are not as many traders at our stand as before, on the other hand, it is nice to meet our end customers because they keep on coming back and provide us with feedback regarding our products. Dancers are a beautiful diversification of the trade show, they create the atmosphere and I would say that they have attracted a great number of people. Sports trade fair should be mainly about life, peace and ease.*

## **Kateřina Fantová, organizer of the exposition of South Moravian Region:**

*Thursday and Friday was fairly weak as regards visitors, yet the B exhibiting hall is not a commercial one and we had schools here, for which we prepared various competitions. The weekend was much better, many visitors were interested mainly in meeting the Olympians and signing sessions, such as the one of ice-hockey players of Kometa Brno. Besides that, people had the chance to play basketball with Iva Večeřová, badminton with Petr Koukal, try triple jump with Šárka Kašpárková, there were people interested in judo, gymnastics and other sports, too. We have received positive feedback only, in general, we can say we are satisfied with being here.*



# They said about the fair

# 2012

## **Jan Kodeš, marketing manager of Snowboard Zezula:**

*Our presentation at the SPORT Life trade show has been a successful this year. When it comes to visitors, we have to thank Dance Life Expo in particular for bringing us many potential new customers, so this is why we are very positive about this trade show innovation.*

## **Ivor Sekanina, representative of HUDY sport:**

*One part of our stand presents new items for winter season that we are introducing in our network of HUDY shops – outdoor garments and mountain climbing equipment. The other part presents Goretex, both the brand and the material of which the top outdoor clothes that can be found in our assortment is made. There were many people who visited us, especially on Saturday; our stand was thronged by people, so our assessment is positive entirely.*

## **Jaroslav Soukup, bronze medalist at the 2012 World Championship in Biathlon:**

*I have come to the trade show to present biathlon as a winter sport which is interesting by comprising of two disciplines, and to invite visitors to Nové Město na Moravě, where Biathlon World Championship 2012 will be held in February. I love what I see here in the B exhibiting hall, this is what SPORT Life is about – many various sports are being presented and you can see lots of children moving everywhere.*

## **Heinrich Vik, joint owner of Caravan Metropol:**

*Each exhibition is important, and the ones taking place in autumn have its foundation in people having enough time to decide and choose a camper or a caravan that would perfectly meet their requirements. There are not so many people at the trade show this year, perhaps the weather is too nice and people opted for enjoying Indian summer. This means, however, that we have had mainly people who are seriously interested in purchasing. Choosing and final decision usually takes longer time, people do not normally make their decision at the trade show. As far as our experience goes, from business perspective, our presence in Brno bears fruit for a long, long time.*

## **Patrik Burian, managing director of Burimex:**

*We have brought English campers and caravans to Brno for the first time. These machines overtake their competition by marvellous design, above standard equipment and interesting prices, thus making many people excited and keen. Still, we shall see the results after the show has ended. We are also selling accessories for caravans and equipment for camping which have been welcomed warmly. So far, I can say, I am very positive about our presentation.*

## **Pavel Myslík, J.M. Trade:**

*Optically, there are not as many people as before, but people who visit our stand, know what they are looking for and why they are here. Therefore, we have enough time to attend to real customers, which is good. And we can say that there were plenty of those interested in campers, many of them serious about purchasing one. We have even signed a few purchase orders.*

## **Michal Hruška, manufacturer of the first Czech MiniCamper:**

*As I expected, our newcomer is what people are interested in. I am satisfied that the result of our presence here is heaps of contacts to people who wish to consult us about specific model adjustments of their minicampers. I am satisfied with our presence, it has met my expectations. And now we are looking forward to much work.*

## **Vlastimil Harapes, the legend of Czech ballet:**

*I was pleased by the number of people at the dance expo. I led two courses, one for adults, the other one for kids – and there were lots of people interested in both of them. I spent two pleasant days in Brno, I met lots of colleagues, and it all ended with a successful signing sessions during which I signed hundreds of pictures. I am absolutely satisfied both with the atmosphere here, and the organisation of the show. And I am looking forward to the next year!*

## **Yemi A.D., dancer and choreographer:**

*I love it here Dance Life Expo a lot. Many people came, they could see many styles. And this is what I love, for it means meeting of people. Those who dance standard dances, streetdancers and ballet dancers are otherwise pretty far apart from each other, however, this weekend, Dance Life Expo has united them under one roof. We have brought here twenty people and tried to include as much as possible, so that we could provide people with presentation as broad as possible. I reckon that the next year will be even better.*





## Media partners

**DNES** **VELO**  
cyklistická revue



final report

LOOKING FORWARD TO MEETING YOU NEXT YEAR

**November 7 – 10, 2013**  
**BRNO – CZECH REPUBLIC**