



international
SPORTS
fair

international
BICYCLE
trade show

international
BOATS
and WATER
SPORTS
show

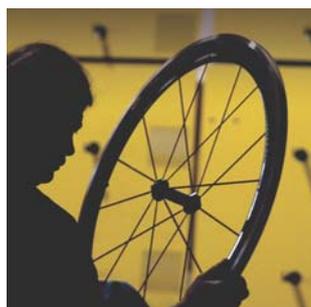
international
CARAVANING
show

www.sport-life.cz

www.bike-brno.cz

www.boat-brno.cz

www.caravaning-brno.cz



10. – 13. 11. 2011
BRNO – CZECH REPUBLIC

BVV

Veletřhy
Brno

final report

exhibitors 2011

exhibitors

show	exhibitors (from 15 countries*)	represented companies	IN TOTAL
SPORT Life	104	3	107
Bike Brno	181	0	181
boat Brno	40	0	40
Caravanning Brno	33	0	33
IN TOTAL	358	3	361



exhibition space

show	rented exhibition space	special presentation space	IN TOTAL
SPORT Life	1 851	7 200	9 051
Bike Brno	6 789	6 859	13 648
boat Brno	1 389	2 060	3 449
Caravanning Brno	5 123	1 425	6 548
IN TOTAL	15 152	17 544	32 696

* Austria, Belarus, Belgium, Czech Republic, China, Germany, Great Britain, Hungary, Italy, Netherlands, Poland, Slovakia, Spain, Taiwan, USA

visitors 2011

visitors

43 850 visitors from 37 countries*
6,7 % foreign visitors
268 accredits journalists

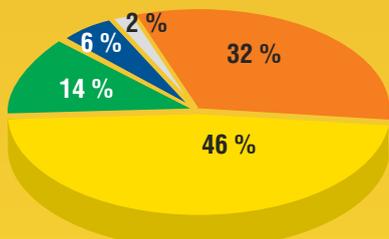
Visitor statistics includes SPORT Life, Bike Brno, boat Brno and Caravanning Brno show.

* Afghanistan, Australia, Austria, Belgium, Belarus, Bulgaria, Croatia, Czech Republic, China, Cyprus, Finland, France, Germany, Great Britain, Greece, Hungary, India, Italy, Japan, Lithuania, Latvia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Tunis, Ukraine, Uruguay, USA



main goal of the visitors

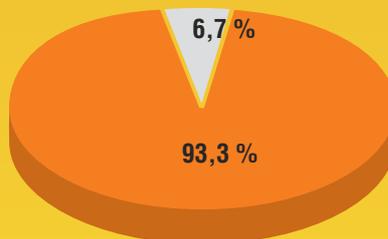
- SPORT Life
- Bike Brno
- Boat Brno
- Caravanning Brno
- Accompanying programme



Source: visitor registration

rate of foreign visitors

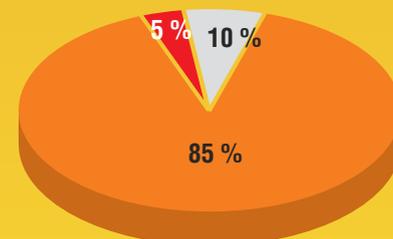
- Czech Republic
- Foreign visitors



Source: visitor registration

intention to visit the show next year

- Yes
- No
- Don't know



Source: marketing research made by the organiser

they said about the fair

they said about the fair



Annick Roetynck, secretary general, European Two-wheel Retailers' Association ETRA:

Bike Brno trade show is important for Central and Eastern Europe. It is specific by its focus on bicycles as tools for practising sport, which is what makes it different from other bike trade shows in Europe, where bicycles for urban transport prevail. However, there has been really great effort at Bike Brno recently to present e-bikes, too, which I perceive as a very positive step. I hope that these efforts shall not cease, for it is really difficult to push e-bike through in Eastern Europe.

Tomáš Bernard, Sales Manager, Specialized Eastern Europe:

Promotion of the brand and its presentation to final customers is the focussing of our presence at Bike Brno trade show. Those who visited our stand were most interested in products in the category of 29er bicycles; apart from that, famous riders from our team, and mainly the results of racers such as Jaroslav Kulhavý, Michal Prokop, Roman Kreuziger and others, were a real spectacle, too.

Karel Abraham, MotoGP racer:

A have visited the SPORT Life trade show several times before, and have always found many interesting things here. I very much like boats and caravans, so I would love to have a look at these this year again. In my opinion, the sports trade show is a superb event where people get to learn about various kinds of sports and have the chance to see which of them they might like. Kids can choose a sport to take up here – you know, I believe that every child should do sports. But even the more elderly can “get in touch” with sports a bit, and get necessary information before investing into the equipment.

Francoise and Claude Hervé, France, special guests of BIKE TRAVEL festival:

We were invited to talk about our bike trip around the world we had undertaken in fourteen years. The trade show in Brno is one of the largest meetings of cyclists in Europe, so we are very happy that we can be here.

Tomáš Kölbl, managing director of boat Master:

As exhibitors, we are very much satisfied with the course of the trade show. We like the date that is set between two other boat shows, and the location which gives us the opportunity to meet not only people from Morava, but the customers from Slovakia we invited, and individual visitors for whom it is more convenient to come to Brno. From the perspective of business, Thursday and Friday were of a great interest to us as we acquired new business contacts.

Heinrich Vik, owner of Caravan Metropolis:

We are one of the exhibitors who have been here every single year since the Caravaning Brno show started because we consider it the best in the Czech Republic. I must admit that I was slightly nervous before the beginning of the show because I was anxious whether the current crisis, which has been spoken about since last year, affects the show in any way. However, on behalf of our company I can say that we have got nothing to complain about. We were paid a visit by a couple of serious prospective buyers and we even put signs “sold” on three of our cars.

Jan Bordovský, editor in chief of Camping, Cars & Caravans magazine:

Caravans have taken the whole of the P exhibiting hall, so the show now looks more spacious and is easier to walk through and have a look at. There are certainly some great new things here, and I would say that unlike the last year, no company is absent. Quite the contrary – I actually found two or three new ones, which is great news given the current times.



they said about the fair

they said about the fair



Beata Hlaváčková, owner of Beata Yacht Marine:

This is the first appearance of Bavaria brand here in Brno; we exhibited with a different brand before. Bavaria is the second largest shipyard in the world and we are the only importers of this brand for the Czech and Slovakian market. And this is the reason we are here. I suppose that the demand for Bavaria boats will increase in the Czech Republic, although customers here – unlike in Slovakia – are more interested in sailing boats.

Petr Koukal, five-time champion of the Czech Republic in badminton:

I enjoy being at such promotional events like this – not only can I play badminton, but I can present the sport to people who might not otherwise get to it. It is very important for our relatively less significant sport that public gets to know it. And I think that seeing it being played live could be very interesting, too!

It is my first time here at SPORT Life trade show in Brno because in the past during the date of the show, I was always playing at a major tournament. I am going to see what all exhibiting halls have got to offer, and I am looking forward to finding out what is new and trendy. This is the largest sports show in the Czech Republic and I enjoy myself very much here. It was only 10 AM and the exhibiting hall was pretty packed with people, which surprised me pleasantly. I am glad for that and I would welcome a greater number of such events.

Kateřina Fantová, sports officer of Regional authority of the Southmoravian region, exhibition organizer:

We have participated in the SPORT Life trade show since 2004, but considering it necessary, we have increased the exhibiting space of our stand dramatically this year. We are thus giving more space to non-profit organisations engaged in sports which can present their activities here, or have the opportunity to increase the number of their members in times when there are less children doing sports. We are getting great response from their side and are very happy with the larger exhibiting space; people have got enough room to try sports they are interested in. We have invited successful sportsmen and sportswomen from our region, too, and we are glad to say that there was no need to persuade them to come. They did so; they enjoyed their time here very much, so eventually, they spent here more time than they had originally planned. We hope to meet them next year again, whether with or without medals from London – everybody sees that the main point of being here is promotion of sports and sports activities in general.

Petr Lipka, salesperson for Caravan Exclusive:

We came to Caravaning Brno to present luxurious mobile homes produced by MORELO, a new brand on the Czech market. The public was aware of the brand before the show; people knew it from magazines and pictures. But it was only here in Brno that those interested in it had the chance to see it "live", and the most serious ones were offered a tour of the production plant in Germany. We feel very positive about our presence at the show. We came here predominantly to acquire business contacts and show the car to potential buyers, in which we succeeded. We brought with us two boxes of catalogues and pricelists, all of which were taken by visitors by Saturday. And we were presenting them only to serious potential buyers and those who own big car already! Negotiations connected with purchase of such an expensive vehicle take long time, and this is our first direct contact with the Czech market, so we can say that we are absolutely satisfied with our presence here.





final report

LOOKING FORWARD TO MEET YOU NEXT YEAR...

4. – 7. 10. 2012

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Veletrhy
Brno