

www.bike-brno.cz

international
BICYCLE
trade show



concurrently

SPORT Life

International Sports Fair

boat Brno

International Boats
and Water Sports Show

Caravanning Brno

International Caravanning Show



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

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final report

BVV



Veletrhy
Brno

exhibitors 2011

exhibitors

181 exhibitors from **13** countries*

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



exhibition space

rented exhibition space **6 789 sqm**

special presentation space **6 859 sqm**

total exhibition space **13 648 sqm**



visitors 2011

visitors

43 850 visitors from **37** countries*

6,7 % foreign visitors

268 accredited journalists

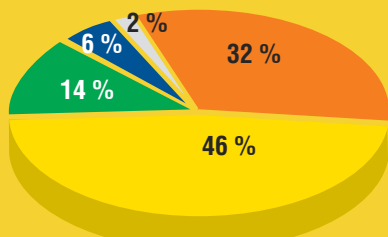
Visitor statistics includes SPORT Life, Bike Brno, boat Brno and Caravanning Brno show.

* 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

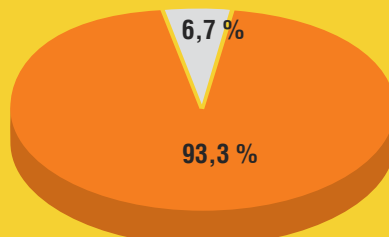
- SPORT Life
- Bike Brno
- Boat Brno
- Caravanning Brno
- Accompanying programme



Source: visitor registration

rate of foreign visitors

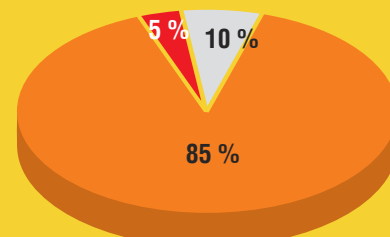
- Czech Republic
- Foreign visitors



Source: visitor registration

intention to visit the show next year

- Yes
- No
- Don't know



Source: marketing research made by the organiser

**Annick Roetynck,
secretary general, European Twowheel
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 Kulhavy, Michal Prokop, Roman Kreuziger and others, were a real spectacle, too.

**Stella Yu,
owner of VELO ENTERPRISE, Taiwan:**

Our company has exhibited here at the Bike Brno trade show for four times already; and it's the third time for myself. We are producers, and thus we consider this show important for image promotion of our brand and for getting our name spread among customers. The show is substantial as far as search for new clients is concerned, even though we do have contacts in this region already. We have entered negotiations with representatives of the Czech association of bike and bicycle parts producers, with whom we discussed particularities of the local market, and the way end customers here think. In this respect, I see many similarities in behaviour of Czech and Taiwanese consumers.

**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.

**Jakub Ditrich,
managing director of Ekolo.cz
(producer of AOGGS e-bikes):**

Being producers and suppliers of e-bikes, we believe that our presentation and the test track at Bike Brno trade show is very important. We organize about 60 events every year where e-bikes are tested, and this one – here in Brno – is the largest. In comparison to the previous years, more major foreign brands are present at the trade show, and they are dispersed over all exhibiting halls. Nonetheless, clever suppliers present their merchandise in the G1 exhibiting hall, where the test track is situated. And I reckon that you cannot offer an e-bike without a test track, let alone sell. Nine companies exhibit in the G1 exhibiting hall and offer for trial more than sixty e-bikes. On Saturday, there were 45 e-bikes circling the test track at the same moment, which actually led to jams of cyclists very similar to those that you can see in the Netherlands, for example. I can say that the

interest of visitors in e-bikes has grown in comparison to the previous years of the show, and we have users here, who bought their first e-bike three or four years ago and now they want another one.

**Maurizio Fondriest,
1988 world champion in cycling:**

I have been at the Bike Brno trade fair for four times already because we started cooperating with Kolokram, a company that imports Fondriest bicycles to the Czech Republic. Our cooperation has been very successful indeed – sales of Fondriest bicycles are increasing continuously and in spite of the relatively short time we have been present on the Czech market, we supply our importer with 500 to 600 bicycles a year. I come here in order to further promote the sales. I travel to various cycling events, and in my opinion, Bike Brno is a national trade show with similar level to those organized for example in Portugal, Spain or Denmark.

**Michal Prokop,
2011 fourcross world champion:**

I try to come to Bike Brno every year – and I must say that I mostly manage to appear here. I meet my sponsors here, not to mention lots of friends, too. Of course, I take the opportunity to have a look at what's new in the business. There is cool atmosphere here, so I feel superb.



Bike Brno Prestige 2011 Awarded Exhibits



Bike Brno Prestige 2010 – Awarded Exhibits

CATEGORY 1/A: BEST CZECH PRODUCT – BICYCLES

PELL'S SEVEN 29 X.0

Producer: PELL'S bicycles

Exhibitor: PELL'S s.r.o, Slaměňikova 27, CZ-614 00 Brno, www.pells.cz

Price: 97.970 CZK

Brief characteristics:

- Frame: SEVEN29 Full Carbon Contrast Technology, BSB, FCST, BB92
- Fork: FOX FLOAT 29 FIT RLC 15mm QR axle
- Shifter: SRAM X.0
- Bottom bracket: SRAM X.0
- Brakes: SRAM X.0
- Wheels: Fulcrum Red Metal 29 SL
- Tyres: Schwalbe Rocket Ron
- Seat: PELL'S Long Way Ti
- Size: 19/21,25" • Weight: 9,8 kgs



CATEGORY 2/A: BEST DESIGN – BICYCLES

FOCUS RAVEN 29" 1.0.

Producer: Derby Cycle Werke GmbH

Exhibitor: Derby Cycle Werke GmbH, Siemensstrasse 1-3
D-49661 Cloppenburg, www.derby-cycle.com

Price: 119.999 CZK

Brief characteristics:

Mountain bike



CATEGORY 2/B: BEST DESIGN – COMPONENTS, ACCESORIES

Yepp Maxi

Producer: GMG bv

Exhibitor: Ing. Martin Dinka, Armádna 1656/9, SK-91101 Trenčín
www.active-one.sk

Price: 95 €, aprox. 2.375 CZK

Brief characteristics:

The stable, roomy and comfortable seat for getting around with your kid. The Yepp Maxi Standard will fit 95% of all bikes. The Yepp Maxi Standard is a light and easy-to-use rear seat designed to carry children from 2.5 to 6 years of age (up to 22 kg). It combines cycling stability with comfort and safety for your kid.



Bike Brno Prestige 2011 Awarded Exhibits



Bike Brno Prestige 2010 – Awarded Exhibits

CATEGORY 3/A: PRODUCT HARMONY IN DESIGN, DUALITY AND PRICE – BICYCLES

GIANT XTC COMPOSITE 29ER 0

Producer: GIANT

Exhibitor: Progress Cycle, a.s., Logistický park Tulipán 1371
CZ-25301 Hostivice - Palouky, www.progresscycle.cz

Price: 69.999 CZK

Brief characteristics:

Superfast and light XC/marathon 29" hardtail built on Xtc composite frame with 100 mm front suspension, OverDrive tapered headtube and 15mm thru axle.



CATEGORY 3/B: PRODUCT HARMONY IN DESIGN, DUALITY AND PRICE – COMPONENTS, ACCESORIES

GIRO AEON™

Producer: GIRO

Exhibitor: Progress Cycle, a.s., Logistický park Tulipán 1371
CZ-25301 Hostivice - Palouky, www.progresscycle.cz,

Price: 5.299 CZK

Brief characteristics:

Top class Giro Aeon™ race helmet - the leading combination of light weight, comfort and cooling performance.



CATEGORY 4: OPEN CATEGORY

Hai eQ Xduro FS RX

Producer: Haibike

Exhibitor: Accell Germany GmbH, Max-Planck-Str. 4
D-97526 Sennfeld, www.haibike.de

Price: 79.990 CZK

Brief characteristics:

The only performance e-bike on the market. The only provider with a twisted Bosch engine. Full-fledged mountain bike. Exceptional ride power. Geometry as a non-motorized mountain bike.





final report

LOOKING FORWARD TO MEET YOU NEXT YEAR

4. – 7. 10. 2012

BRNO – CZECH REPUBLIC

NEW DATE – NEW FACE – NEW BUSINESS



BVV



Veletřhy
Brno