

New at Eurobike 2025: Scandinavian Support and Adventure Area

- **Partnership with “Huginbiz” strengthens international brand presence at the leading trade show**
- **Adventure Area as a new base camp for bike, outdoor and travel attracts a lot of interest**

Friedrichshafen/Frankfurt am Main – Eurobike is further expanding its international relations with Scandinavia. To this end, the trade fair organizers of fairnamic GmbH are expanding the cooperation with the company “Huginbiz® - Helping You Grow International Business AB.” From innovative concepts of sustainable mobility to outdoor experiences by bike: the aim is to further expand Nordic trends and Scandinavian customer engagement at Eurobike and to tap into new customer groups on both the brand and retail side.

“Scandinavia stands for nature adventures, a vibrant bike, camping and outdoor business community landscape with a long tradition and is also a pioneer in the electrification of individual mobility and the mobility transition. We expect our renewed cooperation in the bike and outdoor sector with Martin Kössler and his Huginbiz team to have a variety of positive effects in terms of market and product portfolio expansion at Eurobike as well as in terms of specialist retailer participation,” announces Stefan Reisinger, Managing Director of fairnamic GmbH.

Sweden-based Huginbiz® founder, international business and trade fair expert Martin Kössler also welcomes the increased collaboration: “A strong international industry event is of great importance for the Scandinavian bicycle and ecomobility market. With our experience and our network, we are looking forward to further develop and connect the Nordic relationships with Eurobike and the international community to efficiently showing this on the trade show platform in Frankfurt.”

Hello future. Hello adventure.

A new focus at Eurobike 2025 will also be the Adventure Area, making its debut in Frankfurt. The Eurobike Awards will feature the new category “Adventure

Equipment". Whether gravel fun on a gravel bike, bikepacking adventures in the Alps or trekking tours on the most beautiful long-distance cycle trails – the possibilities are endless. In the adventure sector in particular, equipment is crucial and the product worlds of bike, outdoor and travel merge. In the new Adventure Area in Hall 11.0, trade fair visitors will find the entire portfolio: from gravel and bike-packing bikes to tents, sleeping bags, stoves, panniers and frame bags, clothing, lights and accessories. Stefan Reisinger says: "Outdoor lifestyle and bike adventure have a great overlap and we see a lot of potential for the future here. The Adventure Area has enjoyed high demand for participation right from the start and we also see a lot of momentum due to the current changes in the trade fair landscape."

About Huginbiz®:

Huginbiz® are international specialists in the sport, outdoor & fitness industries since 2004. Besides trusted representatives of leading international trade shows, they are also well-known for international business consulting with a well-equipped go-to-market strategy toolbox for new markets. They have also been recognized for their passion to initiate and nurture industry clusters and cooperations with the foundation and facilitation of the Scandinavian Outdoor Group as one of many examples.

As co-owners of EDM Publications (publisher of Sporting Goods Intelligence Europe and Outdoor Industry Compass) and Digital Crew Nordics, they are also a contributor to business intelligence and a forerunner in the development of B2B and D2C-combined business models.

Further information:

The 33rd Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 25 to Sunday, June 29, 2025. The three kickoff days reserved for international trade visitors (June 25 - 27) will then be opened up to the general public on the weekend of June 28 and 29, 2025. For more information, go to: www.eurobike.com

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About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With the AERO – International Leading Trade Fair for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade fairs and international satellites globally.