



## Press Release

### **CYCLINGWORLD EUROPE 2024 NEARLY SOLD OUT**

**For the sixth time, CYCLINGWORLD EUROPE will open its doors from March 15th to 17th, 2024, in the industrial halls at the Areal Böhler in Düsseldorf. For the first time, the bicycle and e-bike exhibition occupies all the halls of the impressive complex, which are almost fully booked already.**

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While the cycling season is drawing to a close, manufacturers and trade show organizers are already in full swing planning for the upcoming year. The Düsseldorf CYCLINGWORLD EUROPE is no exception and has established itself not only as the season's kickoff but also as a permanent fixture in the trade show calendar for industry insiders, as well as bicycle and e-bike enthusiasts. From March 15th to 17th, 2024, "Europe's exhibition for the finest cycling culture" expects over 300 exciting exhibitors with around 500 interesting brands of various styles. Approximately 25,000 visitors are anticipated to immerse themselves in the multifaceted world of bicycles and e-bikes.

When asked about how his vision became one of the most significant consumer fairs in such a short



*Stefan Maly, CEO CYCLINGWORLD EUROPE*

time, Stefan Maly, the initiator and CEO of CYCLINGWORLD, responds, "Instead of just focusing on the growth of CYCLINGWORLD, it's much more important to me to create the most interesting, diverse, and varied fair. That has been my primary focus from the beginning." It's evident that the event isn't solely designed as a business case when looking at the on-site arrangements: "Naturally, we must operate economically. However, we are also willing to forgo some rentable space in favor of art and culture,

something not every trade show organizer dares to do. In the previous CYCLINGWORLD, alongside the world's heaviest bicycle weighing approximately two tons, there was also a special exhibition curated by collector Frank Ostrowski, titled 'FAST MOVE – The Evolution of Racing Bicycles over 120 Years,' which was shown for the first time worldwide." Stefan Maly elaborates that it's unfortunate they have had little success in finding sponsorship partners for such fantastic side events.

"So, discovering joy in what you weren't even looking for" is the motto of CYCLINGWORLD EUROPE 2024, which is nearly sold out. Exhibitors can still register, and ticket pre-sales will also begin in the

coming weeks. With the expansion to all the halls at the spectacular Areal Böhler, some exclusive global launches, not yet revealed to either the industry or the public, extensive testing opportunities, rides, and races, the fair will receive an upgrade in the upcoming year.

#### **About CYCLINGWORLD EUROPE**

Since being launched in 2017, CYCLINGWORLD Europe has consistently developed into the 'Place to be' for Europe's bicycle and e-bike industry, and is now the premium event for high-quality, innovative and stylish brands in Europe. At the start of each cycling season, Europe's bike business insiders get together at Areal Böhler in Düsseldorf, one of the most attractive and spectacular trade fair locations in Europe, to present the most breath-taking products from the world of bicycles and e-bikes to an interested public.

To this day, the CYCLINGWORLD Europe team is made up of bicycle and e-bike enthusiasts as well as internationally experienced event professionals at the same time.

Further information is available at: [www.cyclingworld.de/en/](http://www.cyclingworld.de/en/)

Accreditation at: [www.cyclingworld.de/informationen/presse/](http://www.cyclingworld.de/informationen/presse/)

**Press information and image material in printing quality is available for downloading free under 'CYCLINGWORLD Europe' at [www.cyclingworld.de/informationen/presse/](http://www.cyclingworld.de/informationen/presse/)**

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