



CYCLINGWORLD

EUROPE

Press Release – Key Facts & Press Appointments

Date:	March 15-17, 2024
Venue:	Areal Böhler Hansaallee 321 40549 Düsseldorf
Opening Hours:	Friday, March 15, 2024 - 5:00 PM: Pre-Opening 2024, only at "Alte Federnfabrik" Friday, March 15, 2024 - 6:00 PM - 10:00 PM (no test rides on Friday) Saturday, March 16, 2024 - 10:00 AM - 6:00 PM Sunday, March 17, 2024 - 10:00 AM - 6:00 PM
Area:	6 exhibition halls with more than 18,000 m ² , as well as a large outdoor area
Programme:	www.cyclingworld.de/en/program/
Tickets:	Day Pass: from 10.00 Euro to 28.00 Euro for all three days Booking: www.cyclingworld.de/en/information/visitors/ Free admission for children under 12 Discounts: Students, individuals with disabilities
Press Accreditation:	www.cyclingworld.de/en/information/press/
Organizer:	EVENTS4iDEAS GmbH Managing Director: Stefan Maly Rubensstraße 3 40237 Düsseldorf www.events4ideas.de

How many stands can visitors expect?

Currently, we anticipate slightly more than 320 individual stands within the halls, approximately 80 additional stands outdoors, and a total of about 450 brands represented at Cyclingworld Europe.

How many visitors are expected?

Approximately 25,000 visitors.

Can bicycles and e-bikes be tested on-site?

Yes, of course. In addition to all the stands in the halls, we have our large Demo World in the outdoor area. We expect that approximately 80 manufacturers will offer bicycles and e-bikes for testing there this year.

Press Appointments:

Friday, March 15, 2024

Cyclingworld Awards Ceremony by the expert jury (D)

➔ 4:00 PM - 4:30 PM, Alte Federnfabrik

Cyclingworld Press and Blogger Tour after the Award Ceremony
with Project Manager Torsten Abels (D/E)

➔ 4:30 PM – 5:30 PM, Alte Federnfabrik

Velomedia: “The current state of the industry: Lessons Learned from Covid and overstocks.” Wyatt Wees will discuss the current state of the industry with representatives from various areas of the supply chain. He will focus on the aftermath and ongoing overstock issues from Covid. (E)

➔ 7:00 PM, Blogger Lounge

Saturday, March 16, 2024

pressdienst-fahrrad - Press Tour with Gunnar Fehlau

Competent guided tour through the innovations, trends and topics of Cyclingworld 2024: lifestyle, digitalisation, sustainability, travel and much more. (D)

➔ 10:00 AM – 11:00 AM, Blogger Lounge

Düsseldorf Tourism GmbH: Düsseldorf and the Mettmann district join the Rhineland cycling region. In a panel discussion, representatives from the Rhineland cycling region, the city of Düsseldorf, and the Mettmann district, along with moderator Lee Greene, will present the concept of membership, goals, and associated measures. (D)

➔ 11:30 AM – 12:30 PM, Blogger Lounge

Orbea: The new A to B - Presentation and First Look Orbea Diem (E)

By appointment only at Phillipp Martin: pmartin@orbea.com

➔ 4:00 PM – 5:00 PM, Location via Phillipp Martin

Exhibitor Night: Get Together with the exhibitors of Cyclingworld

➔ 7:00 PM – 10 PM, Blogger Lounge

Additional Information:

Web: www.cyclingworld.de/en

Social: www.facebook.com/cyclingworld1

www.instagram.com/cyclingworld_europe/

Press information and image material in print quality can be downloaded free of charge at

<https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>

You can download additional image material here: <https://bit.ly/3YSBKSK>

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.

Press Contact:

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