

## Press Release

### **CYCLINGWORLD EUROPE STRENGTHENS ITS INDUSTRY FORMAT WITH GROFA AS NEW PARTNER**

**Distributor GROFA to co-develop the new B2B Experience from 2026 onwards, supporting the show in further expanding its position as a consumer-focused industry platform.**

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Cyclingworld Europe, an increasingly influential platform for bicycle culture in Europe, is restructuring and professionalising its B2B activities. With GROFA Action Sports GmbH, the show has secured a strong partner who will work alongside the organisers over the next two years to shape the content and structure of the new B2B Experience. The aim is to enhance industry exchange while preserving the unique experiential character that defines the event.

"We want to offer our exhibitors not only a showcase to reach end consumers,



but also a dedicated space for business-relevant conversations and personal networking," explains Stefan Maly, Managing Director and founder of Cyclingworld Europe. "With GROFA, we are gaining an experienced partner deeply rooted in the industry, who shares our

ambition to meaningfully connect professional visitors with a public-facing event."

A key component of the new partnership is to position the traditional opening day of the show – Friday, 20 March 2026 – even more clearly as a platform for professional exchange. Ahead of the official opening, Cyclingworld and GROFA will for the first time host an industry meet-up featuring networking

elements. In addition, professional visitors will receive dedicated access points and passes, a distinction introduced in response to requests from many exhibitors. This will enable more targeted business conversations, while the open and consumer-oriented atmosphere of the show remains intact.



"Cyclingworld and GROFA share a vision of a modern, connected bicycle industry. We want to create experiences that inspire brands, retailers and consumers alike – well beyond classic product presentations. As a modern distributor, we shape the future of the market in partnership with brands and specialist retailers. The collaboration with Cyclingworld is the ideal format for this and a strong signal, as it allows us to keep end customers firmly in view," says Thomas Laschet, Head

of Brand & Marketing at GROFA.

With around one third of its visitors coming from the trade, Cyclingworld continues to see itself primarily as a consumer show with a strong commitment to the industry. Its strength lies in creating experiences, making products tangible and fostering exchange. Alongside the new Urban Hub in Düsseldorf's city centre – a second venue aimed particularly at families – the new B2B Experience continues this path without altering the core identity of the event.

#### **About CYCLINGWORLD EUROPE**

Since its launch in 2017, CYCLINGWORLD EUROPE has steadily developed into the "place to be" for Europe's bicycle and e-bike industry. It is now established as the premium event for high-quality, innovative and stylish brands on the continent. At the beginning of each cycling season, Europe's bike business insiders gather at Düsseldorf's Areal Böhrer – one of the most spectacular event venues in Europe – to present the most exciting products from the world of bicycles and e-bikes to a wide public audience.

The CYCLINGWORLD EUROPE team has always combined bicycle and e-bike enthusiasm with the expertise of internationally experienced event professionals.

**Press information and print-ready image material are available free of charge at:** <https://www.kernpunktpr.de/pressebereich#cyclingworld-europe>  
**Information B2B Experience:** <https://cyclingworld.de/b2b/>

**Press accreditation:** <https://cyclingworld.de/presse/>  
**Further information:** <https://cyclingworld.de>

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**Press Contact:**



Gabriele Jung  
Schraudolphstr. 3a  
80799 München  
GERMANY  
Tel.: +49 1520 8695056  
jung@kernpunktpr.de  
www.kernpunktpr.de



Stefan Maly  
Rubensstr. 3  
40237 Düsseldorf  
GERMANY  
Tel: +49 211 69571517  
info@cyclingworld.de  
www.cyclingworld.de