

Press Release

CYCLINGWORLD EUROPE EXPANDS ITS TRADE SHOW CONCEPT FOR 2027 **From 2027 onwards, Friday will become a full exhibition day. Düsseldorf's cycling show is responding to strong demand from both the industry and the trade while maintaining its identity as a consumer-focused event.**

Cyclingworld Europe is further developing its exhibition concept for the 2027 edition, responding both to growing demand from exhibitors and to the ongoing debate surrounding the future direction of cycling trade shows. Rather than introducing a traditional trade-only day, the Düsseldorf event will focus on bringing consumers and the cycling industry even closer together.



At the heart of the changes is a significantly enhanced Friday programme. For the first time, the exhibition day on 12 March 2027 will begin at 12 noon and run until 8.00 pm, offering a full programme including test rides. Until now, Friday had only been open to the public as an evening event. By extending the opening hours, organisers aim to spread visitor numbers more evenly

throughout the show while creating additional opportunities for manufacturers, retailers and consumers to meet and engage.

The organisers have deliberately ruled out introducing a dedicated B2B day on the Thursday. Cyclingworld will continue to position itself primarily as a consumer event while placing greater emphasis on integrating retailers and the industry into the overall exhibition concept. "Cyclingworld has always been, first and foremost, a B2C show, and that is exactly what it will remain. That is our core identity, and we have no intention of diluting it," says Show Director Stefan Maly. At the same time, organisers are working to provide trade visitors with "a high-quality experience integrated into the event rather than through a separate trade-only day," Maly adds.

The additional exhibition day also requires adjustments to the build-up schedule. For the first time, exhibitors will benefit from two full set-up days on Wednesday and Thursday.

Meanwhile, demand for exhibition space remains exceptionally strong. Cyclingworld Europe 2027 is already around 97 per cent sold out. Requests to expand existing stand space will only be accommodated in exceptional cases, as the remaining space is being reserved specifically for new exhibitors. “Having fewer exhibitors on the same—or even a larger—floor space is not what we want,” says Joey Stoczek, who joined the show's management team in 2025. In parallel, Cyclingworld is preparing to launch a new exhibitor portal, bringing together all organisational processes and orders in one central platform and making administration significantly more straightforward for all parties involved. Cyclingworld Europe 2027 will take place from 12 to 14 March at Areal Böhrer in Düsseldorf.

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>
Further information: <https://cyclingworld.de>

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