

Press Release

CYCLINGWORLD EUROPE STRENGTHENS ITS TEAM FOR FURTHER DEVELOPMENT

With Sabina Schumann, Cyclingworld Europe is expanding its team with an experienced project manager. As Senior Project Manager, the 33-year-old is responsible, among other things, for exhibitor relations and is closely involved in the planning and further development of the Düsseldorf bicycle show.

As Cyclingworld Europe continues to grow and its importance as a meeting place for the bicycle industry increases, so too does the team behind the event. Sabina Schumann recently joined the show as Senior Project Manager. Her responsibilities include, in particular, looking after and coordinating exhibitors, as well as contributing to the development and implementation of various projects surrounding the event. In this role, Schumann works closely with the team at event agency EVENTS4iDEAS GmbH, which is behind Cyclingworld Europe.

Schumann trained as an event management professional before going on to study sports



Sabina Schumann (Senior Project Manager CW) und Joey Stozcek (CEO CW) Photo: Natasha aufm Kamp

science. Over the course of her career, she has worked on major sporting and public events, gaining extensive experience in the conception, planning and delivery of demanding projects. Originally from Berlin, she has lived in Düsseldorf for more than three years.

Joining Cyclingworld is also a natural fit for Schumann on a personal level: "Sport has been part of my life for

as long as I can remember and is an important part of my everyday life. I have been riding a single-speed myself for around ten years and am passionate about the open and diverse

cycling community. Cyclingworld gives me the opportunity to combine this passion with my professional experience while helping to further develop an already established event.”

Schumann’s particular focus will be on further developing the visitor experience and the services offered to partners and exhibitors, reaching new audiences for cycling culture and strengthening Cyclingworld as a central meeting place for the industry and the wider community.

“With Sabina, we have gained an experienced project manager who not only brings the expertise required to organise major events, but also has a genuine affinity with cycling and its community,” says Joey Stoczek, who has been part of the management team of Cyclingworld Europe alongside founder and initiator Stefan Maly since the beginning of the year. “As Cyclingworld and EVENTS4IDEAS GmbH continue to grow, we want to strategically expand our structures and expertise while creating room for new ideas and formats.”

The personal connection also shapes the structure behind the event: Cyclingworld Europe is run as a family business by Stefan Maly and his son Joey Stoczek. Together, they are continuously developing the show and the organisation behind it, with the aim of preserving the character of the event while creating room for new ideas and formats.

The next edition of Cyclingworld Europe will take place from 12 to 14 March 2027 at Areal Böhler 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 Böhler – 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/en/>

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