



INTERNATIONAL BIKE EXHIBITION  
VERONA 15-18/09/2017

## COSMOBIKE SHOW: THE BIKE ECONOMY IN TOP GEAR AT VERONAFIERE

**15-18 SEPTEMBER: FOCUS ON PRODUCTION, CYCLING TOURISM AND URBAN MOBILITY**

[www.cosmobikeshow.it](http://www.cosmobikeshow.it)

**Verona, 15 September 2017** - More than 11 thousand bike tests; 21 thousand square meters of demo and trials area with a 400 metre track; more than 30,000 square metres of indoor show area for 350 exhibitors from 25 countries (2 more than in 2016: Colombia and South Korea) as well as a calendar of more 40 events embracing conferences and performances. These are the numbers for the third edition of CosmoBike Show, the international bicycle trade fair scheduled 15-18 September at Veronafiere. More than 60,000 visitors are expected, comprising buyers, professional operators, cycling champions and enthusiasts.

The Made in Italy bicycle sector closed 2016 with turnover of 1.2 billion euros; this turnover leaps to 3 billion if allied business generated by tourism is included and even doubles to more than 6 billion euros if account is taken of other revenue items arising from fuel savings, the reduction of harmful emissions from motor vehicles and the reduction in healthcare costs for pollution-related diseases. In terms of sales, assisted-peddalling e-bikes are driving the sector, posting an increase of 120% in 2016. The conventional bicycle market (1.5 million units sold) fell back slightly, posting -2.6%, compared to a downturn of between -8% and -9% in Europe for the same product.

**Maurizio Danese, President of VeronaFiere, said:** *"For four days, VeronaFiere will be the most complete Bike Park in Italy ensuring exclusive trials of all new products set to make their debut on the market next year. There will also be a special focus on policies supporting sustainable mobility. In this context, bicycles play a crucial role in the development of the infrastructures needed to promote their use on a daily basis even in cities. This commitment is just one of the objectives of the exhibition and is also actively shared by the Government, which aims to implement 5,000 km of bicycle lanes by 2024, with an additional design stage on a nationwide scale by 2030 to complete 20,000 km of such lanes."*

In Italy, about 7,800 people are employed in more than 3,000 companies active in a sector that export more than 60% of its production. This export-oriented district is mainly located in the Lombardy, Emilia Romagna and Veneto regions and still enjoys excellent margins for growth. This is why ICE-Agency, in collaboration with Veronafiere, has selected top buyers for CosmoBike Show from 10 countries: Poland, the



**VERONAFIERE**

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United Arab Emirates, Belgium, the Netherlands, Spain, Ireland, the United Kingdom, South Korea, Kazakhstan and Russia.

*"Italy, with a 14% share, is the second European bicycle exporter close behind Portugal," said **Giovanni Mantovani, CEO & Director General of Veronafiere**. In line with our natural vocation for internationalisation, we have also enhanced the b2b soul of this event by stimulating occasions for business as well as comparisons. In fact," Mantovani went on, "Veronafiere seeks to boost the growth of the bike economy, that in Europe already generates allied business worth €44 billions, with 2 million trips and 20 million overnight stays. And Italy can further expand its role in this background."*

New entries at CosmoBike include California with San Anselmo and Marin County (where mountain bikes were born) presenting their "Destination America" package: a case history promotion of bike tracks.

*"Cosmobike Show confirms its status as an indispensable platform for the development of Made in Italy bicycles and promotion of their use," said **Paolo Coin, project manager of the event**. The sector is experiencing a period of very important evolution that includes a new approach to cycling mobility as well as increasingly innovative and technological product developments in which companies are actively involved."*

Data: Confindustria Ancma; Eurostat, Confartigianato, Enit, Legambiente.

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