



INTERNATIONAL BIKE EXHIBITION
VERONA 16-19/09/2016

Veronafiere Friday 16 - Monday 19 September

COSMOBIKE SHOW 2016: WELCOME TO THE CYCLING MOBILITY QUALITY LABEL

Verona 21 July 2016 - Reward bike-friendly major events and festivals. This is the objective behind the new **Cycling Mobility Quality Label**: the new quality brand created by Veronafiere with CosmoBike Show 2016, Shimano, FIAB (Italian Friends of the Bicycle Federation) and Festival Tocati (International Festival of Street Games scheduled in Verona 15-18 September 2016). The concept rewards event organisers who pay special attention to sustainable mobility by promoting cycling through the creation of park and ride, bike parking, notifications for visitors and informative material. *"The project seeks to emphasise Veronafiere's awareness of environmental sustainability and energy saving: and its commitment in this area saw it become the first Italian Exhibition Centre to obtain ISO 50001 certification in October 2015,"* – explains **CEO & Director General of Veronafiere, Giovanni Mantovani**. *The creation of the Cycling Mobility Quality Label aligns perfectly with the mission of corporate social responsibility that turns attention to the local area into effective action which has always distinguished Veronafiere's operations."*

This alternative mobility model will be in the forefront of **CosmoBike Show 2016**, the landmark bicycle event in Italy (Verona 16-19 September; www.cosmobikeshow.com), and supported by FIAB, Shimano and Tocati as the project's ethical and technical partners.

"CosmoBike Show's core business essentially embraces three fields of action: sport cycling, urban cycling and bicycle tourism. We believe," said **Paolo Coin, CosmoBike Show Project Manager**, *"in the social value of bicycles and right from the first edition of the event we decided to support them as an ideal tool for intelligent mobility in our cities. This is why we are organising the CosmoBike Mobility Conference (14-16 September at Veronafiere - <http://www.cosmobikeshow.com/area-espositori/cosmobike-mobility/>), two days in advance of the inauguration of the main event itself."*

"We hope that the quality mark we will launch during CosmoBikeShow 2016 will be a stimulus for all cities organising or hosting major events to take the topic of sustainable mobility in association with these events seriously. We hope we will be able in the future to assign the Cycling Mobility Quality Label to many Italian venues," said **Giulietta Pagliaccio, President of FIAB** (<http://www.fiab-onlus.it/bici/>). In addition to the implementation of bicycle lanes in partnership in collaboration with FIAB to make attending the event even easier, the initiative also includes the organisation of *Pedalling by Shimano* for journalists, sector professionals,



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CosmoBike visitors Show and FIAB members which will set off from Veronafiere and terminate in Piazza Bra, Verona, with a show organized for the occasion by Tocati (Friday, 16 September from 18.00).

Eduardo Roldan, CEO of Shimano Italy Bicycle Components srl (www.shimano.com), points out that *"companies in the bicycle sector have the task of promoting a culture of cycling by promoting its innumerable benefits, while the Country System has to move towards a new awareness as regards the concept of sustainable mobility. Bicycles are powerful tools for stimulating debate about the current socio-cultural context and its future developments: by no coincidence, Shimano's "Corporate Mission" is to create products and provide services that help people develop healthy lifestyles in accordance with the universally acknowledged values of sustainable development."*

Lastly, Giuseppe Giacon, organiser of the Tocati Festival (<https://tocati.it/>) explains: *"The Tocati Street Games Festival has for many years encouraged visitors to travel to the event using sustainable means. It is precisely for this reason we believe that collaboration with CosmoBike Show 2016 is an intelligent form of co-existence between two important events and as well as promoting urban mobility through the use of bicycles."*

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