



FOR BIKES

10th CYCLING TRADE FAIR

FINAL REPORT

P V A
EXPO PRAGUE

www.forbikes.cz

29–31 March 2019

FOR BIKES TRADITIONALLY STARTED THE BIKING SEASON

The largest cycling trade fair in the Czech Republic was officially inaugurated by **Ing. Pavel Sehnal**, Chairman of the Board of Directors of the organising firm "ABF, a.s.", followed by **Tomáš Kotrč**, MBA, Chief Executive Officer of ABF, a.s.; **Ing. Petr Marek**, President of the Czech Cycling Federation, **Ing. Pavel Richter**, Chairman of the Transport Committee of the Municipal Authority of the Capital City of Prague; **Mgr. Zdeněk Kučera**, MBA, Mayor of the Prague 18 City District; **Prof. MUDr. Pavel Pařko, DrSc.**, Head Physician of the University Hospital in Motol and **Jiří Ježek**, Paralympian Champion and Trade Fair Ambassador.



AND WHEELS ARE TURNING...

“It is easy not to make any mistake when one does not even try to do anything”.

We prepared a fully new design for the presentation Hall 3, where there were only 24 large expositions in the entire hall. For the first time we separated presentation areas from the sales stands. The trade fair was an opportunity for first presentations of new Czech brands of bicycles – premium QAYRON and children’s light RASCAL bicycles.



GRAND PRIX

The professional Jury selected the best exhibits of the FOR BIKES Trade Fair this year as well. | The best bicycle of the trade fair was **Orbea Oiz 29 M10**. | The first prize in the electric bike category was won by **NEURON:ON** | The award "Component of the Trade Fair" was granted to the **DT SWISS F 535 ONE** spring fork. | The **coXa carry R5 bag** was the winner of the newly declared category "MATTER OF INTEREST OF THE TRADE FAIR".

CATEGORY: THE BIGGEST ATTRACTION OF FOR BIKES 2019



1st PLACE
Backpack with water reservoir coXa morning R5, BIKEACTION

Category: THE BEST BIKE



1st PLACE
Orbea Oiz 29 M10, VAVRYS CZ s.r.o.



2nd PLACE:
Trek Madone SLR 7 Disc,
Trek Bicycle Corporation Ltd.



3rd PLACE:
PROWLER SONIC 12, KTM Fahrrad GmbH

Category: THE BEST ELECTRIC BIKE



2nd PLACE:
Electric kick scooter MA-MI, SPOLMETAL s.r.o.



1st PLACE
NEURON:ON, Canyon Bicycles GmbH



2nd PLACE:
Macina Chacana 293, KTM Fahrrad GmbH



3rd PLACE:
MTF Xtreme 9.0, MOUNTFIELD a.s.

CATEGORY: THE BEST CYCLING COMPONENT



1st PLACE:
Fork DT Swiss For 535 One
Bottico s.r.o.



2nd PLACE:
KASTAR XC race CA 29,
Karel Stárek - KASTAR



3rd PLACE:
Helmet Lazer Bullet 2.0
PAUL LANGE-OSTRAVA s.r.o.



3rd PLACE:
High Live training system to simulate
the alpine atmosphere, M-ex Production s.r.o.

TOP EXPO

The awards for the most beautiful expositions were granted to the following firms: **INTREA - PIKO spol. s r. o.**, **beMANIAX**, **BIKE BROTHERS IMPORT, spol. s r.o.**, **BP LUMEN s.r.o.**, **KOSTKA-kolobka s.r.o.**, **4EVER s.r.o.**, **KELLYS BICYCLES CZECH REPUBLIC s.r.o.**, **MOUNTFIELD a.s.**, **Kross S.A.**





BAFANG E-BIKES HALL

The greatest attention has been paid to the e-bike segment in recent years. Not only beautiful expositions and many testing bikes were attracting large numbers of visitors. When Jaromír Jágr appeared at the Crussis stand on Saturday in the afternoon, the hall was literally bursting at the seams.



CZECH AND FOREIGN REGIONS

We are pleased that also this year it was possible to see at the trade fair interesting presentations of representatives of not only all regions of the Czech Republic but also of Austrian, Swiss, Polish as well as Croatian information centres and regions.





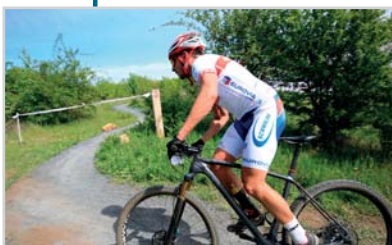
ACCOMPANYING PROGRAM

RACES

A part of the accompanying programme of the trade fair was also the 4th edition of the race for professionals known as AUTHOR ROAD CRITERIUM, which was won by Dominik Neuman from the ELKOV AUTHOR team. An exhibition race of Brompton folding bikes was prepared for the public on Friday as well.

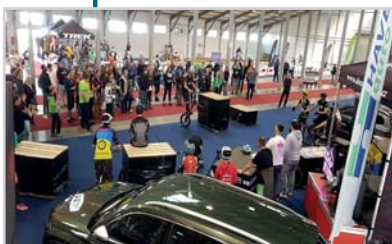


On Saturday, during the 5th edition of the HERVIS RACE FOR BIKES, bikers could compete on the track in the surroundings of the Exhibition Centre. The elite categories were won by Pavel Boudný, Ethic-sport cycling team and Lenka Fridrichová, GHOST team.



ACCOMPANYING EVENTS

The accompanying programme in Hall 1 was markedly extended for this year's event. Larger and more interesting testing tracks, children's traffic playground, e-bike school, pump tracks and a lot of entertainment on simulators for both healthy and hand-capped visitors. The visitors enjoyed also already traditional events, such as Mercedes-Benz Freestyle zone and TRIALSHOW.



MAIN PRIZES IN COMPETITIONS FOR VISITORS

Visitors' prizes were also highly valuable on the occasion of the jubilee 10th edition of the FOR BIKES Trade Fair. Unlike the competitions organised in previous trade fairs, this year the visitors did not compete just for a bike as usual, but newly also for an electric bike from the Universe Agency. A bike trip to Provence was prepared for adventurers and travellers from the CK ADVENTURA travel agency.



FOR BIKES
10. VELETRH CYKLISTIKY

- největší česká akce v oblasti cyklistiky
- více než 4 elektrická, nová a starší strojírenství
- novinky a trendy v oblasti cyklistiky
- akce a soutěže v rámci cyklistiky
- akce a soutěže v rámci cyklistiky
- akce a soutěže v rámci cyklistiky

Přeprodej vstupenek ZAHÁJEN!
www.pva.cz

PVA
EXPO PRAHA

www.forbikes.cz
29.-31. 3. 2019

Vyhrajte na veletrhu
Author A-RAY 29 | 59 990 Kč
Author Engine 29 | 49 990 Kč

Author A-Ray 29 bicycle
valued CZK 59,990

Author Engine 29 electric
bike valued CZK 49,990

Trip entitled COOL PROVENCE
BY BIKE valued CZK 30,000



AUTHOR

Vyhrajte na veletrhu

Author A-RAY 29
59 990 Kč

Author Engine 29 | 49 990 Kč
a elektrokolo

PVA PŘEPRODEJ VSTUPENEK: vstupenky-pva.cz

29.-31. 3. 2019 | **FOR BIKES** |

MEDIA AND MARKETING SUPPORT

OUTDOOR ADVERTISING

Within the framework of our marketing campaign held this year we used 100 billboards from such companies as Europlakát, Bigmedia Natiomedia in Prague, Brno, Hradec Králové, Pardubice as well as Southern Bohemia. From the Prague Public Transport Undertaking we rented advertising carriers in the metro system, in trams and we used also tram wrapping means within the framework of entire Prague.

MASS MEDIA ADVERTISING

ČT sport – advertising spots in live transmissions and recordings

FTV Prima – advertising in the Bikesalon programme

RADIO – Hitrádio City, Evropa 2, Blaník, Frekvence 1, West, Rock Rádio. Advertising promotion in radio stations was broadcast on a nation-wide basis.

WEB ADVERTISING

An extensive targeted PPC campaign for support of the FOR BIKES Trade Fair was organised within the framework of the web advertising space offered by Facebook, Google, Seznam. Flash banners were displayed on the best known professional web sites, cycling, sports and information servers: www.mtbs.cz, www.ivalo.cz, www.roadcycling.cz, www.electricbikeaction.cz, www.damynakole.cz, www.nakole.cz, www.cyklistevitani.cz, www.kamven.cz, www.biker.sk, www.kampocesku.cz, www.dopracenakole.cz, www.cestazasnem.cz, www.prazskyprehled.cz, www.hyperinzerce.cz, www.greenways.cz, www.prahaviden.cz, www.labska-stezka.cz, www.vinarske.stezky.cz, www.novida.cz.

ADVERTISEMENTS AND PR ARTICLES IN SPECIALISED PERIODICALS

It has already become a tradition that we publish our advertisements in such periodicals as VELO, Cykloturistika, Electric Bike Action, Kam po Česku, Pražský přehled kulturních pořadů, Letňanské listy and in the Metro daily press.

We have newly commenced cooperation with the CNC publishing house where our promotion was made in such magazines as Sport Magazín, Reflex, Superlife + IGSORIES, E15.

PROMOTION ON THE OCCASION OF RACES

Galaxy series – www.galaxy-serie.cz, Cyclo-cross Veselí nad Lužnicí, Beskydtour – www.beskydbike.cz, Čerčany BabyBikers series of children's races – www.bb.cesky.cz, GIANT Liga Plzeň – www.giantliga.cz



TESTIMONIALS...

For Bikes has had its irreplaceable role in the spring calendar of our events already for years. We cannot even imagine the beginning of our cycling season without this trade fair event. Thanks to For Bikes we manage to start the spring season every year still much better because personal contacts with new as well as existing customers cannot be replaced with anything else. We are highly pleased to know that many of these visitors went in a targeted way to our stand so that they could see our new collection and test our electric bikes on the adjacent track. Nevertheless, all of this was rather new for us this year, because besides the established electric bike brand "Apache Bike" we introduced our news as well – Qayron bikes. Thanks to the perfect cooperation with trade fair representatives, all was organised at a top level again. Of course, we registered also the views according to which classical bikes and accessories slowly disappear from For Bikes and that electric bikes start to be predominating exhibits in the halls. It is true that even such manufacturers that were saying that they would never produce any electric bikes did not resist this trend, and now probably almost all exhibitors have some electric bikes in their collections. We are looking forward to next editions of the event, to nice meetings with our customers as well as colleagues from the sector and to the news which are brought by the trade fair every year. .

Štěpán Pleskač, Marketing Manager of BP Lumen

The demand for our clothing collections has been exceeding our manufacturing capacities for a long time, and therefore we can afford the luxury of taking part just in one or two selected trade fairs in the year. This year we have chosen FOR BIKES again and it was a good idea. At the trade fair we wanted, most of all, to present our latest series of cycling and triathlon clothing (revolutionary materials, glued seams, unique designs etc.) to the number of visitors as large as possible, and we have definitely succeeded thanks to the large number of visitors coming to this event.

Oldřich Sova, Executive Officer of ATEX Sportswear

As publishers of the BIKE guru and OUTDOOR guru magazines we were glad to use the opportunity and within the framework of the media partnership we took part in the FOR BIKES 2019 Trade Fair. We welcomed the large number of visitors, associated with a possibility of presenting our services to the record-breaking number of visitors. It is very inspiring for us to meet personally both cycling fans and representatives of companies doing business in this sector. We appreciated good organisation and rich accompanying programme. The quality of these services contributed to the good mood of visitors and their willingness to get familiar with our magazines too.

Jan Kliment, Editor in Chief of the BIKE guru and OUTDOOR guru magazines



Source: ticket office TICKETSTREAM

Photos in the final report: Michal Červený,
MTBS, VSA Xtreme s.r.o., TOURMA s.r.o.,
Barbora Klap

The JUBILEE 10TH EDITION WAS CELEBRATED WITH US BY...

31 127	visitors
3 700	visitors testing the bikes
2 400	presented bicycles and electric bikes
106	accredited journalists
220	exhibitors
23	foreign exhibitors from
7	countries (Germany, Austria, Poland, Croatia, Slovakia, Switzerland, United Kingdom)
27 030	sqm rented exhibition area

OFFICIAL CARS



Go Further

SUMMARY

Please allow us to express our thanks to all exhibitors, media partners, organisers of accompanying programmes and races, race partners and all operational employees as well as temporary workers for participation and support during successful organisation of the FOR BIKES 2019 Trade Fair. We are looking forward to our next meeting at the FOR BIKES 2020 Trade Fair which is to be held on 20–22 March 2020 already traditionally at the Prague Exhibition Centre in Letňany.

Many thanks, your Sport Business Team – FOR BIKES Trade Fair organiser

PARTNERS OF THE FAIR:

AUSPICES



MAIN MEDIA PARTNERS



MEDIA PARTNERS

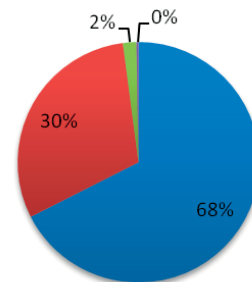


PARTNERS



FOR BIKES 2019 Opinion Poll:

Did the fair meet your expectations?



- Yes
- Almost
- Partly
- No

More than 10% of total number of visitors participated in the poll.





PVA EXPO PRAGUE

- Total surface area: 105 000 sqm
- 7 modern steel halls
- car park in a venue with capacity 3 000 cars
- 2 Entrances Halls for easy continual check-in/out of attendees
- Conference rooms with capacity of 30 & 150 people, Congress hall seats up 650 people



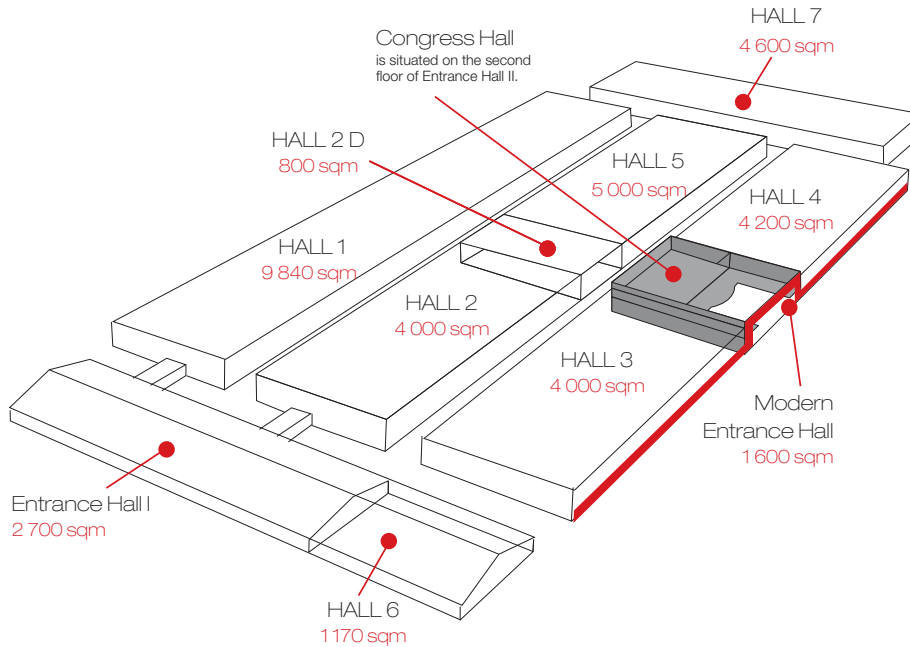
MULTIFUNCTIONAL EXHIBITION CENTRE IN THE HART OF EUROPE

- The most modern trade fair and exhibition venue in Prague
- Only 20 minutes by car from Vaclav Havel airport
- Excellent accessible by car (D8 highway from Teplice, Dresden and Berlin)
- Well accessible by mass urban transportation means (metro, bus close to venue)



PLACE WHERE YOU WILL GET NOTICED

- the variability of the premises enables not only to organize fairs and exhibitions, but also sporting events, concerts, balls, conferences, seminars, workshops, congresses, presentations of company
- the most comfortable exhibition background for exhibitors, visitors and event organizers
- 101 events per year with more than 6500 companies from 35 countries participation and attendance more than 1 million visitors



**DIRECTOR OF
BUSINESS TEAM - SPORT**
Michal Sedláček



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WE INVITE YOU TO

11th EDITION
OF CYCLING TRADE FAIR

FOR BIKES

20-22 March 2020
PVA EXPO PRAGUE