



FOR BIKES

9th CYCLING TRADE FAIR

FINAL REPORT

P V A
EXPO PRAGUE

www.forbikes.cz

6–8 April 2018

WE SHIFTED TO...

30,456	visitors
1,800	exhibited bicycles
430	electric bikes
146	accredited journalists
265	exhibitors from
5	countries (Austria, Germany, United Kingdom, Slovakia, Taiwan, Czech Republic)
22,200	sqm of rented exhibition area

Source: ticket office TICKETSTREAM

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

Also at the FOR BIKES Trade Fair it is possible to support good ideas, for example just by walking round the Exhibition Centre. Thanks to the **EPP mobile application – Help through Movement** – the users can collect points through their energy and activity and subsequently they can devote them to some of the currently offered projects of not-for-profit organisations, schools or communities. The points collected will then be converted by the **ČEZ Foundation** into the financial support for specified projects. The EPP application is quite popular with bikers, only in 2017 they rode altogether 1,140,981 kilometres.

PARTNER



CEZ GROUP

OFFICIAL CARS



Go Further

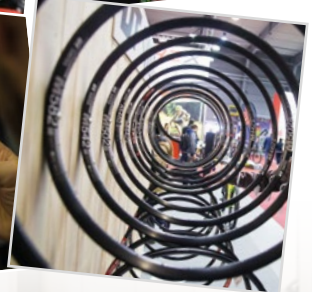
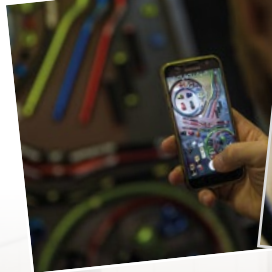
OPENING OF THE FAIR

The trade fair was officially inaugurated by **Ing. Pavel Sehnal**, Owner and 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; **Petr Dolínek**, Deputy Mayor of the Capital City of Prague for the area of transport, sports and leisure time; **Mgr. Pavel Drahovzal**, Managing Director of the Union of Towns and Municipalities; **Prof. MUDr. Pavel Pařko, DrSc.**, Head Physician of the University Hospital in Motol and **Jiří Ježek**, the most successful Czech Paralympian and Trade Fair Ambassador.

The trade fair was attended also by **Jaroslav Kulhavý**, Olympic winner, and there were also various signing events of VIP biking personalities, e.g. **Ondřej Cink** and **Kristián Hynek**.



WORLD OF BICYCLES



CZECH AND FOREIGN REGIONS

The trade fair offered, within the framework of the Regions section, the latest news and integrated information on possibilities of biking and biking tourism in all regions of the Czech Republic. We are glad to see that representatives of Austrian, Swiss as well as Polish information centres and regions presented their offers at the trade fair this year as well.

Individual regions, areas, organisations and towns presented in their expositions to the trade fair visitors interesting tips for biking trips, biking events, accommodation possibilities and other activities associated with recreational biking and follow-up sports as well as recreational activities.



GRAND PRIX

Altogether 25 exhibits were registered for the competition this year, 6 exhibits of which were in the category “**The Best Bike**”, 5 exhibits in the category “**The Best Electric Bike**” and 14 exhibits in the category “Best Cycling Component”. **Canyon Grail CF SLX** became the winner in the category of bikes, **RALLON M10 29**“ finished on the second place, while the third prize was granted to **GIANT ANTHEM ADVANCED PRO 29 0**.

Concerning the Best Electric Bike category, the winner was **Rocky Mountain Altitude Powerplay Carbon 90**, while **Rock Machine Blizzard e90-29 25th Anniversary** was on the second place and **Rock Machine STORM e60-29 25th Anniversary** won the third prize.

CATEGORY BIKE



1st PLACE



2nd PLACE



3rd PLACE

CATEGORY ELECTRIC BIKE



1st PLACE



2nd PLACE



3rd PLACE



TOP EXPO

At the fair, not only the presented exhibits, but also the expositions, were carefully considered.

The following companies were awarded the most attractive expositions: **UNIVERSE AGENCY spol. s r.o.**, **BRETTON s.r.o.**, **MERIDA CZECH, s.r.o.**, **KELLYS BICYCLES CZECH REPUBLIC s.r.o.**, **CYKLOMAX, spol. s r.o.**, **BOTTICO s.r.o.**, **CYKLOBEST s.r.o.**, **CYKLOSPECIALITY s.r.o.**, **GARMIN CZECH s.r.o.**



MAIN PRIZE FOR VISITORS

The main prize in the competition for visitors, i.e. the fully sprung bike "Author A-Ray 29" valued CZK 59,990 was devoted by **UNIVERSE AGENCY spol. s r. o.**

The lots were officially drawn at presence of a notary on Sunday. **The lucky winner from Prague** was not present at the time of the announcement. The prize was handed over to him at the company's headquarters.



Vyhraj kolo
AUTHOR A-RAY 29
v hodnotě
59 990 Kč!

CELOUVOZDAČE PŘÍMA
UNIVERSE AGENCY spol. s r. o.

6.-8. 4. 2018 FOR BIKES

MEDIA AND MARKETING SUPPORT

OUTDOOR ADVERTISING

This year we used 100 pieces of billboards of the Europlakat, Bigmedia and Nationmedia companies in Prague, Brno, Hradec Králové and in South Bohemia in the marketing campaign. 120 pieces of advertising medium in metro was rented from Dopravní podnik hl.m. Prahy and there were 30 pieces of banners in the trams and 196 pieces of advertising medium in the trams in Prague.

ADVERTISING IN MASS MEDIA

CT SPORT – advertising in broadcasts and recordings of cyclocross - World Championships, World Cup, Czech Cup
tn.cz – invitation to the fair

RADIO – 320 radio spots on the radio Frekvence 1, Evropa 2, Radiohouse, Blaník, Radio Bonton, Hitradio, Fineradio, Oldies radio and 40 spots on 18 internet radio. Broadcast advertising was nationwide.

ADVERTISING ON THE INTERNET

The FOR BIKES trade fair was supported by a large PPC campaign and video advertising at www.seznam.cz. Flash banners were displayed on the most famous professional websites, cycling, sports and information servers: www.mtbs.cz, www.ivello.cz, www.roadcycling.cz, www.electricbikeaction.cz, www.supercycling.cz, www.damynakole.cz, www.nakole.cz, www.nakolejensprilbou.cz, www.cykloserver.cz, www.cyklistevitani.cz, www.seznam.cz, www.greenways.cz, www.kamven.cz, www.kamposcesku.cz, www.kudyznudy.cz, www.cyklofest.cz, www.labska-stezka.cz, www.prahaviden.cz, www.vinarskestezky.cz, www.czechtourism.cz, www.active-sport.cz, www.praha.eu, www.aukro.cz.

ADVERTISING IN PROFESSIONAL JOURNALS

We are already traditionally advertising in the VELO, BIKE, Cykloturistika, Cykloturistika - Dovolená na kole, Electric Bike Action, Kam po Česku, Pražský přehled kulturních pořadů, Letňanské listy and Metro magazines.

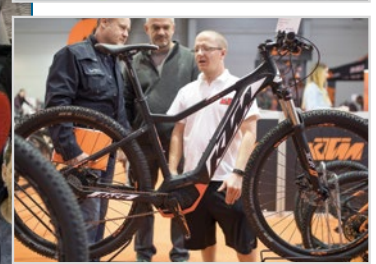
PROMOTION AT THE RACES

Galaxy series – www.galaxy-serie.cz, TOI TOI cup – www.cyklokros.cz, Cyklokros Veselí nad Lužnicí



FOR E-BIKES

Of course, the FOR BIKES Trade Fair responds to the great boom in the sales of electric bikes too, through its special hall referred to as FOR E-BIKES and a test track along its circumference. More than two thousand visitors tried their selected electric bikes there in the course of the trade fair.



ACCOMPANYING EVENTS

The **FOR BIKES 2018** trade fair offered an attractive accompanying programme for viewers this year as well. Trial, freestyle scootering and freestyle BMX riders tried to present their best skills in races. And there were really many things to see!

TRIAL

Vlasta Kabeláč Čiháček, a representative of the TRIALSHOW.cz team, said: "This year's edition of the FOR BIKES Trade Fair welcomed, after a one-year break, again an accompanying programme directed by the TRIALSHOW.cz team. This year's event was entrusted to legendary Martin Šimůnek, UCI Vice World Champion and 3x BIU World Champion, who prepared exhibition shows on Friday and Sunday show and a jump championship for Trial (street) bikes on Saturday. His invitation was accepted by top Czech bikers, including Vlasta Kabeláč Čiháček, holder of 6 Czech records in jumps and 9x mountain bikes Trial champion of the Czech Republic. Honza Šmíd, holder of 4 Czech records on twenty-inch specials, was present as well. At the end of the day, when Trial specialists, after several hours of jumps and moving their own limits, competed in five disciplines, the final order in mountain bikes was as follows: Vlasta Kabeláč Čiháček was the winner, the second place belonged to Lukáš Muller, while Tomáš Kočíčka was on the third place.

V. K. Čiháček controlled most disciplines and also due to indisposition of Marek Tryner, Czech Cup winner, and Michal Budský, Vice Champion of the Czech Republic, who did not take part in some disciplines, he could enjoy the champion's title in mountain bike jumps. Honza Šmíd has a little more complicated job because of Mára Pochtiol, junior rider, and it was only the last discipline consisting in jumps from a short acceleration section that decided. The surprise with the name "Mára" was double, thanks to Marek Buchtele, who was on the third place with a minimum loss. The twenty-inch category brought even two new Czech records. Honza Šmíd moved the limits in the last discipline to 230 cm in the jump from the shortening acceleration and Marek Pochtiol moved stability on the rear wheel to 28:68 sec

The exhibitions included also presentations of child riders from the MTB & TRIAL Mravenišťě Říčany club and Jirka Sehnal, who belongs among our most talented young riders. The performance of Jirka Šilhán was excellent too, as he demonstrated unbelievable masterpieces on a street bike with a saddle (these bicycles are not just light and suitable for several types of jumps like Trial specials).

Vlasta Kabeláč Čiháček, TRIALSHOW.cz team

– Multiple Trial Champion of the Czech Republic, winner of the UCI European Cup, holder of several Czech records in bike jumps and Guinness record holder in jumping up and going down of the Petřín view tower.

Mercedes-Benz Freestyle zone

Jan Valenta, event organiser, said: The VSA Xtreme agency and team arranged for an interesting and viewer-attractive accompanying programme with summer extreme sports this year as well - freestyle BMX and freestyle scootering. Also for this year we prepared new composition of hurdles, and by doing so we prepared good environment for two races of these sports and a good opportunity for the viewers who could enjoy presentations of the best sportsmen of both the sports in live transmission. Two races were prepared for viewers and riders within the programme, on Saturday: Mercedes-Benz funbox BMX jam, in which altogether 24 racers got registered in two categories: amateur and PRO with participation of the best CZ riders. There was really a lot of to see in the category of professionals. It was possible to admire the selection of the best riders of the Czech Republic, led by VSA Xtreme team riders, for example Zdeněk Pešek, multiple champion of the Czech Republic, David Janáč, trick master, or Honza Hanzlík and Mišo Kovačovič from Bratislava who presented world tricks in their rides.

On Sunday, the arena was available to freestyle scootering riders in the Gizmania cash for trick jam race where a lot of riders from all over the Czech Republic took part.

Besides the excellent show, the hall offered also various zones of partners of this accompanying programme with active expositions, such as Author Rising Skills, where visitors could try new children's mountain bikes and BMX bikes of the Author brand, as well as Gizmania freestyle scooters on small hurdles.

Jan Valenta, VSA Xtreme s.r.o.



ACCOMPANYING PROGRAM

RACING

A part of the accompanying programme of the trade fair was also the 3rd edition of the race for professionals known as **AUTHOR ROAD CRITERIUM**, which was held on the first day of the trade fair. The winner of the race was already for the third time Vojtěch Hačecký from the Author Elkov cycling team, while the second place belonged to Václav Sirůček from the Topforex Lapierre team, and Jaroslav Kulhavý from the Specialized Racing team finished on the third place.



Another race, which - on the other hand - closed the trade fair, was the fourth edition of the race for the public known as **HERVIS RACE FOR BIKES**. The winner in the men's category was Jan Škarnitzl (Mitas Trek), while the second place belonged to Daniel Mader (Česká spořitelna - Accolade cycling team) and Petr Tatiček (RAJEC TREK) was on the third place. The order in the women's category was following: 1st place Jana Pichlíková (Erste premier mtb team), 2nd place Milena Cesnaková (Maloja - Rocky Mountain Team), 3rd place Vendula Kuntová (Ghost Team).

For the first time the visitors could see an exhibition show on Brompton folding bikes. The history and development of bicycles could be seen in the exposition of vintage bicycles.



TESTIMONIALS...

Universe Agency, manufacturer of bikes and bike accessories of the Author brand, adopted a slightly wider concept for the FOR BIKES Trade Fair in comparison to previous years. Apart from the classical product presentation which was divided into two parts again (namely Author and exclusive Author Direct) and whose servicing was ensured by the network of Cyklocentrum retail shops, we were again the partner of exhibition shows by Jeny Valenta and his team in the hall no. 6. Besides, we took part in the successful Author For Bikes Criterium, which was won by Vojta Hačecký, a rider of our team, already for the third time, and last but not least we were a co-organiser of the visitors' competition known as "Win the Author A-Ray 29 Bike Valued CZK 59,990" which was very popular for the entire term of the trade fair and attracted a number of visitors. The winner who won in the lottery could not believe that he could be that lucky man when he asked in the live telephone call whether it was a joke or not! It was not any joke and the lucky winner is already enjoying his prize. What to add still? We should state, for me as well as for the owners of the firm, i.e. brothers Martin and Ondřej Havlena, that we were satisfied. With the interest of visitors, their number, with services provided by the ABF Company, and also with the fact that our stand was one of the stops of the children's competition of the Help the Children Foundation and its ever-present Chicken logo. Karel Říha, Universe Agency spol. s r.o.

Karel Říha, company Universe Agency spol. s r.o.

"We are very grateful for the FOR BIKES concepts. The entire team of Cyklomax – distributor of bikes of the Rock Machine brand - has a unique opportunity of listening to authentic responses of end customers concerning this year's models. You cannot get such a huge quantity of clear and up-to-date news and information indicating how you managed to assemble the offer of shapes, colours, equipment and prices of electric bikes, conventional bikes and accessories from any enquiry, market research, any pre-tests – just during the three days at the stand where crowds of bikers looking forward to the season are coming. There is no better tool by which it would be possible to measure trends in the shopping decisions of Czech bikers of all categories. Now we already know that we can expect a nice season, despite any possible rains in June."

Roman Čechura, marketing manager, CYKLOMAX, spol. s r.o.

FOR BIKES is an optimum start into the spring season for end customers. Our company, as the importer and distributor of premium brands, has a possibility of rendering the public familiar with innovations and obtaining appropriate feedback from the public. This helps us to acquire arguments and perception of these brands by end users, which we pass to our business partners.

Ing. Petr Veselý, company LEVELSPORTKONCEPT, s.r.o.

TEST TRACKS

As in previous years, we have prepared for all age groups test and skill tracks for electric, mountain and children's bicycles. This year, nearly three thousand people have been tested.





...ABOUT THE FAIR

“The FOR BIKES Trade Fair is, for the RoadCycling CZ Company, already an integral part of its spring programme. After the winter season, there is some space for meeting supporters, fans, clients as well as the public and especially friends, operating in the cycling sector. We have introduced a new project this year, known as RoadCup - a series of road races for amateur bikers, with which we have great plans. This trade fair is a great festival for those who love the sport on two wheels and it welcomes tens of thousands of visitors every year. In addition to presentation of most brands of manufacturers and sellers, the organisers try to prepare also an accompanying programme, which means that the event is not a presentation of the goods only, but that visitors can spend there three days full of entertainment and positive energy. I believe that many European countries where cycling is very popular may envy us such a sophisticated event.”

Simona Davidková, managing director, RoadCycling.cz.

We perceive the FOR BIKES Trade Fair as the largest festival of cycling and as an overview of the best what the Czech bike and electric bike markets currently offer. The quality of organisation services on the part of the organising company was at a high international level again this year. The FOR BIKES Trade Fair quality is confirmed also by the large number of visitors which we registered in our exposition. We appreciate also the rich accompanying programme which is worth spending the entire business day from the viewpoint of visitors. Just for these reasons we will always be very glad to take part in the FOR BIKES Trade Fair in the future as well.

Jakub Danačik, product manager, CRUSSIS electrobikes s.r.o.

With pleasure we accepted a possibility of addressing visitors through the FOR BIKES Trade Fair with our stand in an attractive place, and simultaneously for the first time also the experts and journalists dealing with cycling transport and urban mobility within the framework of the first workshop focused on these issues held at the FOR BIKES Trade Fair at the PVA EXPO PRAGUE Exhibition Centre. Moreover, after the end of the workshop it was possible to attend very interesting lectures and video projections from our most skilled cycling and scooter travellers.

Jaroslav Martinek, national cycling co-ordinator, Asociace měst pro cyklisty.



SUMMARY

We would like to express many thanks to all exhibitors, media partners, organisers of the accompanying program as well as operational workers for participation in the trade fair, and we believe that we will meet at the next edition of the trade fair FOR BIKES. FOR BIKES 2019 will be held on 29-31 March 2019 at PVA EXPO PRAGUE.

Nikola Grácová and Lubor Tesar
managers of the FOR BIKES trade fair



PRAGUE - A metropolis in the heart of Europe

Prague has been known as the heart of Central Europe and an intersection of business routes for centuries. This dynamic, cosmopolitan European metropolis with 1,2 million inhabitants holds the status of the 5th most visited city in Europe. It is a convenient location for your business activities and it combines both the beauties of the historical centre and high-quality services, latest technologies and an effective system of public transportation. In close proximity to Germany, Austria and Poland, Prague is easily reached both by airplane and by car.



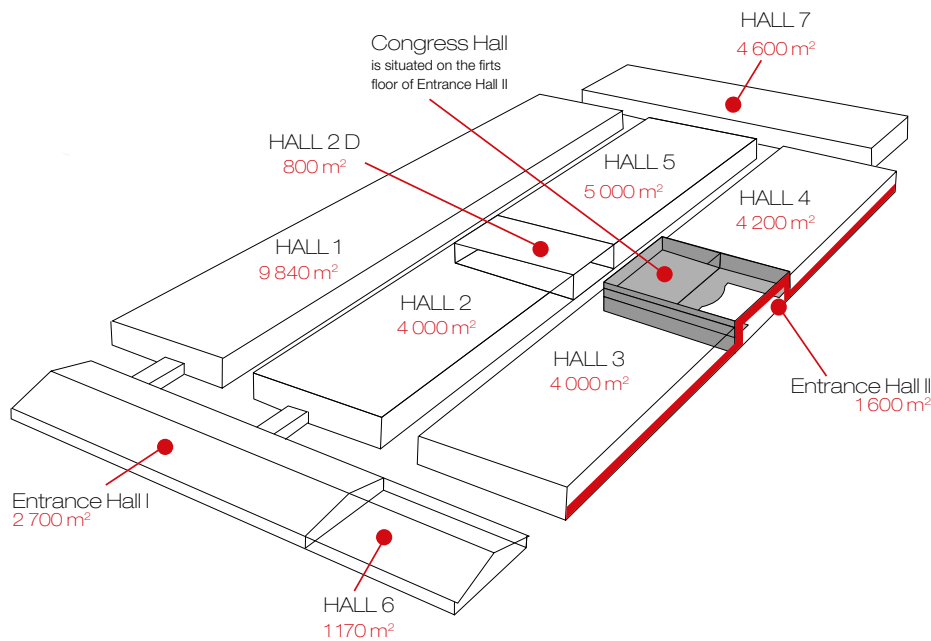
PVA EXPO PRAGUE

FOR BIKES takes place in PVA EXPO PRAGUE Exhibition Centre in Letnany. Its total area of 105,000 m² and the quality of offered services make PVA EXPO the largest and the most modern exhibition area in Prague, hosting two thirds of all Prague trade fairs.



...PLACE, WHERE YOU' LL GET NOTICED

- Variableness of venue allows to host not only trade fairs and exhibitions, but also sport events, concerts, balls, seminars, workshops, congresses and corporate presentations
- Most comfortable facilities for exhibitors, visitors and organizers of events
- 101 events per year with more than 6500 companies from 35 countries participation and attendance more than 1 million visitors



PARTNERS OF THE FAIR:

AUSPICES



MAIN MEDIA PARTNERS



MEDIA PARTNERS



PARTNERS



WE INVITE YOU TO

10th EDITION
OF CYCLING TRADE FAIR

FOR BIKES

29-31 March 2019
PVA EXPO PRAGUE

PVA
EXPO PRAGUE



ABF, a.s.
Trade Fair Management
Dělnická 213/12, 170 00 Prague - Holešovice,
Czech Republic