



▲ Guests enjoying the TBW Dinner Party included (from left to right): KMC President, Robert Wu; Taichung City Government Director General, Chen Sheng-Shan; Specialized Executive VP, Bob Margevicius; Taichung Industrial Development & Investment Promotion Committee (IDIPC) Director, HuangWong-Hsiu, SRAM GM, Hank Kao; Merida President, Michael Tseng; Giant Chairman, Tony Lo; Taichung City Deputy Mayor, Lin Ling-San; TBW Organizer, Steve Fenton; Joy Chairman, Steven Chen; FSA GM, Claudio Marra; Taichung City Government Director General, Liu Yau-Jr; IDIPC Assistant Director-General, Ho Min-Hao; IDIPC Assistant Director-General, Chen Chien-Ting; Ming Cycle Chairman, Tai Shan Chen and Kenda Assistant Manager, Jerry Tseng.

# Taichung Bike Week Scales New Heights

Text & Photos: Editorial Dept.

Aided by the support of Taichung City Government, year-after-year the Taichung Bike Week (TBW) event has continuously scaled new heights, and attracted the attention of more and more exhibitors. In an effort to alleviate the problem of seeing many exhibitors unable to get booth space at the event, the three participating locations,

The Tempus, Evergreen and Splendor Hotels, came to a tacit agreement prior to last year's show that they would open up extra floor space to meet the needs of exhibitors. However, despite their best efforts, once again many exhibitors found themselves unable to rent booths. The extra space the hotels created did, however, lead to the scale

of the 2015 event being the largest yet.

Held from October 20-23, 2015, TBW, and the simultaneously-held Ride On event at the Millennium Vee Hotel, attracted a total 426 participating bicycle companies occupying 471 booths—a 10% increase of 45 exhibitors from the 2014 event.

## Exhibition Space

A total of 52 vendors, displaying at 72 booths exhibited at The Tempus Hotel in 2015—the largest number ever. The hotel had dedicated more of its public space to exhibitor booths in 2015, and plans to open its Dadun building to provide an extra 14 booths in 2016. The Tempus hopes to place even more focus on the exhibitors for this year's TBW by creating a more simple spatial layout, while also making extra rooms available for tenants.

The Evergreen Hotel attracted a total of 110 brands occupying 115 booths last year.

This was also the largest amount of booth space the hotel had ever accommodated, mainly made possible by the addition of parts of the second floor which were given over to exhibitor booth space. However, due to the large demand for accommodation during the show, the hotel is still considering whether or not to open other floors for vendors in the future.

In 2015, The Splendor remained the largest location for exhibitor booths, with 264 vendors stationed in 284 booths, an increase of over 40 companies and 50 booths over the previous year. The booth area at the Splendor appeared to be com-

pletely exhausted, with even the outdoor swimming pool being given over for exhibitor use. In order to maintain its accommodation quality, The Splendor hopes that in the future, vendors exhibit in designated booth spaces only, and hotel rooms are used solely for accommodation purposes.

Ride On once more returned to the Millennium Vee Hotel last year. New exhibitor, Brose, joined 13 other brands including FSA, Fox, Magura and Mavic presenting with the group. The format of Ride On remained similar to previous years, with each brand making two presentations per day as well as having direct meetings. Ride On also



▲ 264 manufacturers used 284 booths to exhibit in the Splendor Hotel, more than the other 3 hotels combined.



▲ A total of 52 companies in 72 booths exhibited at the Tempus Hotel.



▲ From October 20-22, nine manufacturers exhibited at the Millennium Vee Hotel with Ride On. (Photo: Ride On)



▲ The Evergreen Laurel Hotel attracted a total of 110 exhibiting brands, using 115 booths.



▲ Organizers and Sponsors of Taichung Bike Week (from left): IDIPC Assistant Director-General, Chen Chien-Ting; TBW Organizer and Pro-Lite CEO, Steve Fenton; Taichung City Deputy Mayor, Lin, Ling-San; Wheel Giant President; Grace Ruan; Taichung IDIPC Director, Huang Wong-Hsiu and Taichung City Government Director General, Chen Sheng-Shan.



▲ From left: Hangzhou JunSheng President, Tung Chun; La Bicycle President, Surasith Tiyaacharapong and Lang An General Manager, Peter Lai look forward to the opportunities offered by TBW.



▲ From left: Gruppo General Manager, Paolo Erzegovesi; FSA General Manager, Claudio Marra; Gruppo Vice-President, Fabrizio Aghito; Columbus Project Vice-President, Angelo Caccia and other guests at the TBW Welcome dinner Party.



▲ From left: Bulgaria's Cross Bike Sales and Purchasing Manager, Stefan Ivanov; Cross Germany's, Franz Westerhoff; Cross Germany Sales and Product Manager, Klaus Schmunkamp; Super TM President, Michael Yen and Cross Germany's, Josef Bartels.

organized a 'Taiwan Day' at the Nan Shan Center aimed specifically at allowing exhibitors to educate OE manufacturers about their products in Chinese language.

Other international hotels are also seeking to join in the success of TBW. Specifically, The Lin Hotel has indicated a willingness to provide booth space to host exhibitors in its 3rd floor banquet hall, 6th floor Ocean Ballroom and 7th floor conference Hall. With no further signs of TBW re-locating to Taichung International Exhibition

Center in the foreseeable future, and TBW continuing its remarkable growth, the extra space from an additionally hotel is looking increasingly necessary.

## Main product trends

Road bikes - At the 2015 TBW event, aerodynamic products, including wheels, handlebars, helmets and other peripheral parts, continued to be a key watch word for the mainstream road bike market. Even some chainring brands, were stressing the low drag

features of their new chainring products. With disc brake-equipped bikes expected to witness widespread usage at professional races this year, new products for disc brake road bikes were also popular. The market development had obviously fueled many R&D projects as a lot of brands were introducing products designed for disc brake road bikes.

MTB - Many new suspension fork, wheel and tire products designed for 27.5+ were being pushed at 2015 TBW. Some tire manufacturers

noted that when first introduced, demand for 3.0 inch plus-sized tires was relatively high, however, the demand for 2.8 inch widths, with their balance of weight and performance, had increased. The overall consensus was that the European market was more welcoming of the 2.8" tires, with 3.0" more popular in the US.

Many fork brands released new inverted suspension forks at TBW, commenting that as technology becomes more advanced, it has become possible to improve on existing shortcomings and has allowed inverted forks to

become more functional.

E-bikes - With an increasing global demand for e-bikes, particularly in Europe, TBW has become something of a battleground for electronic drive system manufacturers. Bosch, Brose, BionX, Panasonic, Shimano, Bafang and SR Suntour were among the exhibitors pushing their drive systems for e-bikes.

Many other manufacturers were also launching e-bike related products. From chains to lights, peripheral and component manufacturers were taking advantage of the continued popularity in e-bikes and eMTBs

to launch related products.

### Early Timing

One of the major changes for TBW in 2105 was to bring the event forward by three weeks to late October. This decision was taken after much discussion and polling with industry attendees, and large numbers of both buyers and vendors held a positive attitude to the changes saying that the dates were more in line with their specification needs and made the event more coherent and efficient. However, some exhibitors felt that visitors numbers had decreased, and that they held less meetings than in 2014. Of those, some laid the blame on a poor European economy, while others mentioned the close proximity of the event timing to Interbike and Eurobike.

TBW organizers have announced that this year's event will be held from October 18 to October 21, 2016.



◀ Bafang's products are well-received in the European market, AGM He XienBing (second from right) leads the Suzhou and European teams in providing advice and technical services at the venue.



▲ MIFA Products & Project Manager, Richard Bronkhorst (left) and Product Manager, Martin Dybiona (right) said Germany's MIFA was back on its feet after bankruptcy. The new owner has paid the majority of the purchase price the majority of the purchase price paid, and MIFA has also bought new land not far away from its plant in order to expand production.



▲ Cionli Chairman, Ching Song Lee (fourth from right); GM, Daniel Lee (second from right); AGM, Richie lee (far right) and Shenzhen GM, Saddle Lee (third from right) together with their families welcomed industry members.