



2016 Taichung Bike Week

Text & Photos: Editorial Dept.

Over recent years, Taichung Bike Week (TBW) has grown rapidly, gaining high-regard and becoming one of the most important events on the global bike industry calendar. In

addition to TBW's three perennial exhibitor locations—The Tempus, Evergreen and Splendor hotels, the Lin Hotel also added extra exhibiting space for the 2016 event. The expansion of TBW to encompass four hotels helped to solve TBW's lack of exhibition space problem,

and ensured that a total of 485 domestic and foreign companies could exhibit at the 2016 show—a substantial growth of 15% over the previous year. Additionally, a further nine companies exhibited at the Ride On event held at the Millennium Hotel in Taichung during the same time frame.



3-year history of exhibiting companies (booths) at TBW.

	Tempus Hotel	Evergreen Hotel	Splendor Hotel	Lin Hotel	Total
2016	73 (80)	104 (115)	244 (298)	55 (110)	476 (549)
2015	52 (72)	110 (115)	233 (273)	-	395 (460)
2014	48 (67)	100 (100)	224 (234)	-	372 (401)

Source: Wheel Giant Inc.

Tempus Hotel

For the 2016 event, the Tempus Hotel had expanded the amount of exhibition space available for TBW. A total of 73 companies exhibited in stalls, this was the highest number of exhibitors and booths ever for the Tempus. Additionally, service levels provided by the hotel were increased including free tea and coffee services, a greater range of public advertising space made available and increased wireless network bandwidth.



▲ A total of 9 companies took part in Ride On at the Millennium Hotel.

Evergreen Laurel Hotel

Increased demand for accommodation meant the Evergreen Hotel retained the same amounts of booths for the 2016 event as it did for 2015—115 booths occupied by 104 exhibitors, and the hotel has no immediate plans to expand this number for the future. Nevertheless, service provided by the Evergreen to exhibitors continued to be excellent with two free meal vouchers given by the hotel to each

exhibitor and free coffee and tea provided throughout the day.

Splendor Hotel

Once again in 2016, The Splendor Hotel accommodated the largest number of exhibitors and exhibitions spaces at TBW. A total of 244 exhibiting companies were stationed in 294 booths on the 10th-15th floors of the hotel. The more open layout of the exhibition areas helps allow the Splendor achieve a more perfect arrangement to improve visitor

circulation while maintaining privacy of guest accommodation. Free tea and coffee are available throughout the day with free afternoon tea delivered directly to each booth.

Lin Hotel

As 2016 was the first year the Lin Hotel had participated in Taichung Bike Week, it held a number of promotions which managed to attract 55 exhibitors to 110 booths mainly located in the spacious third floor banquet



▲ The Splendor Hotel once more accommodated TBW largest number of exhibitors with 244 companies displaying in booths at the hotel.



▲ A major feature at the Lin hotel was the large screen on the third floor which rotated through various exhibitor advertisements.

hall. Although free mineral water was provided by the hotel, there was no free tea or coffee service available to either visitors or exhibitors. Some exhibitors also complained about having to pay extra charges to rent pegboard instead of flatboard walls for their booths—a free option at the other hotels. For this year's show the Lin Hotel is planning to open up the 6th and 7th floors for the event, thus increasing available booth space to 200 booths. The hotel also plans to separate exhibitors from different regions (Europe, China, Taiwan, etc.) into separate aisles.

Ride On

At the Millennium Hotel, nine companies—FSA, Selle Royal Group, Magura, San Marco, Mavic, Vittoria, Hayes Bicycle Group, Fox and Brose. were introducing new products during the 2016 Ride On event which runs in parallel with Taichung Bike Week. Of these companies, all but Brose additionally held Chinese-language product presentations on the first day of the show at the Nanshan Education center.

Timings and locations

Once more in 2016, the issue of event location for TBW continued to be a widely discussed topic. The addition of the Lin Hotel solved the perennial issue of exhibitors being unable



▲ Front row from left: Kenda Rubber Vice-President, Jimmy Yang; Merida President, Michael Tseng; TBW Organizer and Pro-Lite CEO, Steve Fenton; Taichung Deputy Mayor, Chang Kuang-yao; former TBA Chairman & Giant CEO, Tony Lo; KMC President, Robert Wu; Ideal President, Hermes Chang. Back row from left: A-Pro Tech CEO George Lee; Ming Cycle President, Chang Tai-Shan; Decathlon Purchasing Director, Didier Morelle; Taichung City Government Deputy Secretary General, Kunming Kuo; Specialized Executive VP, Bob Margevicius; Taichung City Government Economic Development Bureau Director General, Liu Yau-Jr; TBW Co-Organizer & Wheel Giant President, Grace S. Ruan; Sram Asia GM, Hank Kao; IDIPC Director, Huang Wong-Hsiu.

to attend due to lack of available space. However, some buyers struggled to get to and from the various hotels and often could not find stalls. Therefore, many manufacturers expressed a hope to consolidate Taichung Bike Week under one roof. Indeed, Taichung City Mayor, Lin Jialong also commented that TBW was bound to need a larger venue in the future, and noted that Taichung city will soon have two international convention centers.

During last year's show, TAITRA announced that it had made the decision to change the timing of Taipei Cycle Show in 2018 from March to the end of October. The scheduling move to the same months as Taichung Bike Week comes in an effort

to recapture industry relevance for the Taipei show which has seen decreased international attendance in years. Maintaining relevance was also the main reason behind Eurobike's decision to move its Friedrichshafen show from September to July. In the USA, Interbike is also in the process considering changing both location and timing.

This year's Taichung Bike Week will take place on October 17 to 20, 2017. Exhibitors wishing to introduce product should contact the hotels directly at: Tempus Hotel +886 4 23268008, Evergreen Hotel +886 4 2313 9988, Splendor Hotel +886 4 23288000 and The Lin Hotel +886 4 2255 5555. 