

Taichung Bike Week Grows Substantially

Text & Photos: Editorial Dept.



▲ The Evergreen displayed a huge floor plan in the lobby showing the location of exhibitor booths. Many manufacturers used flag banners to promote and increase their exposure.

The 2013 edition of the globally renowned OEM show has been hailed as the biggest to date. Started over a decade ago as a meeting place for OEM product managers, Taichung Bike Week (TBW) now faces an influx of even more visitors. Positive reviews from previous years is one of the main reasons the show has seen a huge gain in exhibitors – 309 brands took part in last year’s event, a huge increase of 50% from the 200 brands that attended the 2012 show.

The mini show for the bicycle industry, which is spread over three hotels in downtown Taichung, ran from the 5th to the 8th November 2013. The number of visitors is a rough guess as there is no central registration, but organizers estimate that at least 4000 people attended the show.

The location of TBW is also one of the reasons the show has enjoyed such great success. “It is the only bike show where a client can combine their visit with a factory or a company tour.

This is the first event that came to the bike industry and not the other way around,” said Steve Fenton, Pro-Lite CEO and one of the show’s chief organizers.

Meanwhile, industry event Ride On, which also organizes international OEM meetings, took place in the Millenium Vee Hotel. Ride On’s organizer and Jonny Mole GM Luca Conte, claims that the location is perfect, and that the event will remain in the Millenium Vee for the next three years.

The question is how long this growth can continue in the current three hotels, the Splendor, Tempus and Evergreen. “We don’t know where we will be in two years,” said Fenton. “There are options available to us and we as an organizing team are weighing them up.” When asked about plans for the future of the show, he refers to a stakeholders meeting of the newly founded company, Taichung Bike Week International for the near future. “Together we will discuss the strategy for TBW. It is important for us to remain as an OEM event, which is the reason that we have become so successful,” stressed Fenton.

Organizers had received complaints that some exhibitors were hoping to sell services or products as if at a formal trade show, instead of setting up appointments to meet with product managers. This has led to a more strict approach from TBW organizers – the 2014 show will be OEM only, with companies being



▲ Taichung Bike Week co-organizer Steve Fenton raised a glass to the success of the show.

required to qualify for attendance. Fenton also said that during informal conversations with vendors, he found that most were opposed to the idea of holding TBW in a convention center or exhibition hall. “An informal set-up works

more effectively than a convention center styled operation,” said Fenton, who alongside a group of advisers, had also discussed moving TBW forward in the calendar to better accommodate product managers from major

► Professional media company Wheel Giant has been a cooperative planning partner of Taichung Bike Week for five consecutive years. Wheel Giant is responsible for the editing of TBW Guide and Show Daily.



▲ KMC's conference room in the Tempus was busy with meetings all week.



▲ Look's CEO Thierry Fournier is optimistic about the Asian bike market.





▲ Radim Broz, GM of Czech bike company 4 Ever, attends Taichung Bike Week every year.



▲ With such rapid growth, TBW organizer Steve Fenton pointed out that in the future companies will need to meet show requirements in order to exhibit.



▲ Continental's booth was located in the Tempus Hotel. Pictured is Taiwan Sales Manager Gary Liu (left), and North American Brand Manager Brett Hahn (right).



▲ Shimano, attending the show for the very first time, presented its brand new e-bike system, STePS.



▲ Prologo's Zero II saddle.

◀ Kenda's Kountach Endurance tire for road bikes (left), and the Nevegal Xpro tire for MTBs (right), were well-received at the show.

▶ Xpedo's intelligent Thrust E-Power pedal uses wireless technology.





▲2013 was the first year that X-Fusion exhibited at the show. Pictured is Associate Manager for the company's suspension fork department, Evan Lin.

U.S. brands. However, maintaining the current schedule appeals to a broader segment of the industry, particularly European suppliers.

A number of different types of products were the focus of 2013 Taichung Bike Week. E-bike systems were a hot topic, with SRAM and Shimano both unveiling new systems at the event in a bid to contest Bosch's market leader. Another product in the spotlight was the 650B tire size, which is taking the industry by storm, with wheel, rim, tire and suspension makers tooling up to supply the demand. Taiwan company SR Suntour, for example, revealed an entirely new fork line exclusively for 650B. The preva-

lence of 650B tires at Taichung Bike Week indicates that the midsized tire diameter is now dominating the bulk of the mountain bike market. Thirdly, top-end road bikes for model year 2014 are being spiffed up with drivetrain innovations working their way through the product pipeline – for example, Shimano's 11-speed cassette for mechanical and electronic Dura-Ace groups was revealed with a lot of interest.

Organizers of Taichung Bike Week have set dates for the event in 2014. The show will be held between November 4 and 7, with the Formosa 900 (an opportunity for the industry to cycle around the island) to begin on November 8. 🕒



▲ Ride On organizer and Jonny Mole GM Luca Conte (right) noted that early November is the ideal time for the exhibition. Pictured left is Joe Cheng.



▲ Bicycle Retailer's Marc Sani pays close attention to Taichung Bike Week.



▲ The private meeting rooms in the Tempus were well-received by exhibitors and visitors alike.



▲ The majority of booths at the Splendor were in an open-plan format.



▲ FSA has been enjoying growing sales. From left; Sales Representative Scott Sun, Section Chief Douglas Chiang, Chairman Yudi Wang, and Public Relations Representative Lucia Shih.



▲ SR Suntour President Daisuke Kobayashi said the number of visitors to the booth has increased every year, and that TBW is of even greater importance than Taipei Cycle Show for his company.



▲ Magura's Asian team takes a break for a picture.



▲ Bosch attended Ride On's Taiwan Day for the first time. Senior Product Manager Fouad Bennini (right) and Associate Claudia Wasko (left) represented the company.



▲ French manufacturer Mavic was busy during the show.



► Ride On members were impressed with the Millenium Vee Hotel's high-ceilings, spacious rooms, and services. Ride On will continue to be held in the Millenium Vee Hotel for the next three years.



▲ Chin Haur President J. C. Lin proudly displays his company's hubs.

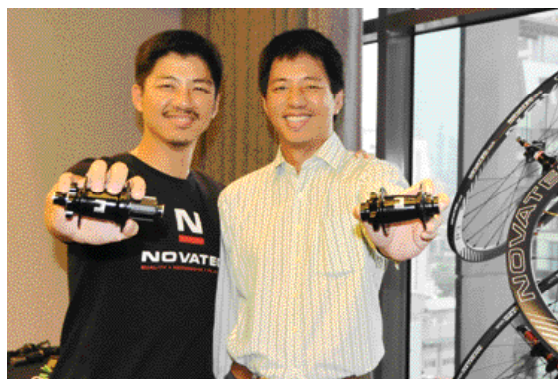
◀ SRAM CEO Jeff Shupe (right) and VP Jeffrey Winterkom (left) attended the TBW dinner party.



▲ Alex Rims European Marketing Manager Hendrik Tafel (left) and U.S. Headquarters Manager Chris Olivier (right) display the latest wheel set.



▲ From left: Lang An Trading Peter Lai, LA Bicycle Thailand GM Praktik Lertyaovarit, and Thailand Tublars Challenge Trip GM Alex Brauns.



▲ Novatec Deputy GM Jeff Chen (left) and his brother Shaw Chen have made efforts to open up into global markets.

◀ Profile Asia-Pacific Sales and Marketing Manager Ian Scott showcases the company's new products.

▶ NuVinci European Sales Director Roland ten Brinke (left) and European VP Jack Brandsen (right) display their latest products.

