

ISPO BIKE Returns To July in 2013

28 August 2012 by Messe München

ISPO BIKE 2013 will be held from July 25th to 28th and thus returns to the time slot of its first three events. Moving the event to August this year did not yield the expected results, and the ISPO's bicycle trade show stagnated for the first time after consistent two-digit growth during the last three years. Due to a sharpened profile and the focus on E-Mobility and Urban Biking Messe München International has also been in close contact with members of the industry who have not yet exhibited at ISPO BIKE. During these discussions there was an unexpected, clear trend towards early product presentations, which has become more consistent and widespread than one or two years ago. In addition, a poll performed among visitors to this year's trade show confirmed this trend and the prevalent wish for moving the schedule of ISPO BIKE up towards its earlier slot.

For more information on ISPO BIKE please go to www.ispo.com/bike and on facebook:

<http://www.facebook.com/ispobike>.

Maud von Hoff

Pressereferentin Projekt-PR

Tel+49 89 9 49-21473

maud.hoff@messe-muenchen.de

Source: Messe München; IFAT