



The world's biggest trade fair brand of bicycles and ecomobility, Eurobike will be taking place in Istanbul starting from 2026!

Istanbul, 18.06.2025. The long-awaited start date has been decided for the Eurobike Istanbul, where companies offering bicycle, e-bike, clothing and accessory manufacturing and assembly services in Türkiye and the surrounding regions will come together with industry professionals and consumers. With the support of the Bicycle Industry Association (BISED) and the World Bicycle Industry Association (WBIA), Eurobike Istanbul will take place at the Istanbul Expo Center on April 22–25, 2025, in cooperation with fairnamic GmbH and Messe Frankfurt Istanbul.

Eurobike Istanbul, which will offer a new trading platform to the market covering Türkiye and surrounding regions after Frankfurt and Jakarta, creates a unique space to exchange ideas for ecomobility solutions and new business models, discover new perspectives and establish strong partnerships.

The Eurobike brand, a unique international innovation platform, carries the transformation in ecomobility even further and is positioned at the center of all market developments. The rapidly growing bicycle and future mobility industries see the Eurobike fair as their common platform.

Eurobike Istanbul defines the basic issues by setting new standards in the fields of sports, entertainment, health and mobility. With its wide range of products and services, Eurobike Istanbul brings together international professionals and bicycle enthusiasts and provides the opportunity for face-to-face communication.

Türkiye: One of the largest markets in Europe in terms of bicycle sales and production

A total of 1.2 million bicycles and electric bicycles were sold in Türkiye as of 2024. This volume positions Türkiye as the 6th largest market in Europe. In the same year, bicycle and electric bicycle production in Türkiye was recorded as 1.38 million units, thus rising to 4th place in Europe in terms of production volume after Germany, Italy and Portugal.

Türkiye is in an attractive position for investors with its low production costs, large sub-industry capacity and EU Customs Union membership, which provides duty-free access. The increasing domestic demand from year to year contributes to the development of new segments, especially e-bikes and cargo bikes.

At the same time, Türkiye's high young population and increasing need for urban transportation increase the interest in sustainable transportation solutions. Electric bicycles and lightweight micromobility solutions, in particular, are becoming widespread with the support of public policies. Incentive and standard regulations expected to come into force in the coming years will further accelerate market growth.

Eurobike Istanbul promises to be much more than a sectoral trade fair. The fair will provide a platform for investors, manufacturers, exporters and suppliers to establish strategic connections, introduce new technologies and expand international networks. Considering Türkiye's 2024 production and export data, this fair will be a unique springboard for accessing both the domestic market and the surrounding markets.

Domestic and international professionals will come together with the contribution of BISED and WBIA

Since its establishment in 2008, the Bicycle Industry Association (BISED), which has been operating in order to sustain the development of industry representatives in the bicycle, electric bicycle and sub-industry sectors on national and international platforms, is one of the leading partners supporting the new meeting of the Eurobike brand in Türkiye, which appeals to important markets such as Frankfurt and Jakarta.

Just like BISED, the World Bicycle Industry Association (WBIA), which is affiliated with bicycle industry associations from all over the world, will be among the partners supporting the Eurobike Istanbul fair and will contribute to the fair attracting attention not only in Türkiye but also among sector professionals on international platforms.

With its wide range of products, Eurobike Istanbul's exhibitor and visitor profiles have been determined

In addition to mountain bikes, trekking, city, racing, electric and children's bikes, Eurobike Istanbul, with its wide range of products including all bicycle parts, clothing and accessories from A to Z, will be able to take part as exhibitors at Eurobike Istanbul for all manufacturers and distributors from Türkiye and all over the world who have these product groups.

The show will host athletes, amateur users, distributors, retailers, e-commerce sites, accessories, repair and maintenance professionals from Türkiye and mainly from the Middle East, India, Eastern and Northern Europe.

Show dates are fixed, participation conditions will be announced very soon

The dates of the first-ever Eurobike Istanbul, which will be held simultaneously with Motobike Istanbul, the traditional meeting of motorcycle enthusiasts, at the Istanbul Expo Center starting from 2026, have been announced as April 22–25, 2026. The participation fees, application conditions and all other details of the companies to take part in the fair will be shared with industry professionals through national and international channels in the coming days.

Eurobike Istanbul – The new hotspot for the world of cycling and ecomobility
22–25 April 2026, Istanbul Expo Center

For more information:

<https://eurobike-istanbul.tr.messefrankfurt.com/istanbul/tr.html>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. In Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With the AERO – International Leading Trade Fair for General Aviation and Eurobike as the world's leading trade fair for bicycles, e-bikes and ecomobility, fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade fairs and international satellites globally.