



J A K A R T A

In collaboration with



29 April – 4 May 2025

JIExpo Kemayoran, Jakarta, Indonesia

Future on wheels

www.asiabikejakarta.com



Navigating the new era of green mobility with Asiabike Jakarta

Asiabike Jakarta (ABJ) stands as the major two-wheeler trade fair for sustainable urban mobility solutions in Indonesia and Southeast Asia across the supply chain, ranging from parts and accessories, traditional bicycles, to eco-friendly e-motorbikes and e-scooters.

Centred on "E-mobility", "E-evolution", and "Lifestyle Cycling", this fair is at the forefront of shaping the region's green mobility landscape and enables industry players to capitalise on its immense potential.

Leverage the unique advantages of the fair in Indonesia's e-mobility revolution



Mr Joko Widodo, Indonesia's seventh president, attended Asiabike Jakarta 2024, accompanied by Messe Frankfurt's CEO, Mr Wolfgang Marzin

- **Rising demand for e-mobility:** 70% of visitors at ABJ expressed strong interest in e-bicycles and e-scooters, underscoring the growing demand for efficient, eco-friendly commuting solutions. As Indonesia aims for net-zero emissions by 2060, sustainable energy and innovation have emerged as top priorities for the country. In 2023, the number of two-wheeled EVs in Indonesia saw a remarkable increase of 262%¹.
- **Growth in the emerging EV hub:** Indonesia stands out as the only ASEAN member with a complete EV value chain². With its abundant critical resources, particularly nickel – a vital component in EV batteries³, it is well-positioned to become a leading EV hub.
- **Benefiting from government support:** Powering the local EV ecosystem, the Indonesian government targets to reach 1.8 million electric two-wheelers by 2025, planning to sell only electric two-wheelers after 2040⁴.
- **Creating synergies with concurrent fair:** Co-located with the EV trade fair Periklindo Electric Vehicle Show, ABJ fosters powerful synergies between the two-wheeler and electric vehicle sectors.
- **Harnessing global expertise:** Supported by Eurobike, a leading trade fair with a strong focus on eco-friendly mobility solutions, ABJ is poised to attract top manufacturers of two-wheelers from major global markets.
- **Engaging fringe events:** ABJ serves as a hub for industry networking and insights. The unique test ride zones facilitate direct customer engagement for exhibitors by offering first-hand experience of the products' quality and performance, adding to the content-rich forums and seminars that help industry professionals stay ahead in the field.

Source: 1. <https://bit.ly/3Ymwpp0>
2. <https://bit.ly/3zVpeuz>
3. <https://bit.ly/4f5OUmW>
4. <https://bit.ly/3NrF87G>



E-mobility – Powering a greener future

The fair brings together leading exhibitors from across Asia and beyond, showcasing a diverse range of advanced electric two- and three-wheelers, alongside innovations that enhance the riding experience.

Product categories

- E-bike and e-scooters: Pedelecs and S-pedelecs
- Electric motorcycles: E-moped, E2W, E3W

Key exhibitors in 2024



A sustainable future at ABJ

3 concepts, 1 vision

Leveraging the integration of E-mobility, E-evolution, and Lifestyle Cycling, ABJ delivers a comprehensive suite of products in the two-wheeler market to empower a sustainable and wellness-focused future.

Come explore ideal partners and potential customers for your business, and discover the latest in the Southeast Asia's two-wheeler industry.

E-evolution – A smarter and safer journey

Technological advancements are improving rider safety and elevating the experience. The growth of bike-sharing platforms promotes ecotourism and cycling as convenient urban mobility. ABJ supports cities in transitioning to sustainable EVs with tailored battery solutions for the Southeast Asian market.

Product categories

- Related products in the supply chain: electrical machinery, batteries, charging stations, electric accessories

Key exhibitors in 2024



Lifestyle Cycling – The path to wellness

Southeast Asia is experiencing a cycling boom as a leisure pastime and sport for fitness, driven by heightened environmental awareness and supportive government initiatives. Indonesia's commitment to developing permanent, protected cycle lanes also presents new opportunities for modal shifts. Position your offerings at ABJ to capitalise on the region's growing cycling market.

Product categories

- Traditional bicycles: mountain bikes, road bikes, gravel bikes, multi-purpose bikes, fitness bikes, scooter & balanced bikes
- Related products in the supply chain: fashion & accessories, mechanical equipment, controllers, tyres, plastics, lighting, hubs, parts & equipment

Key exhibitors in 2024

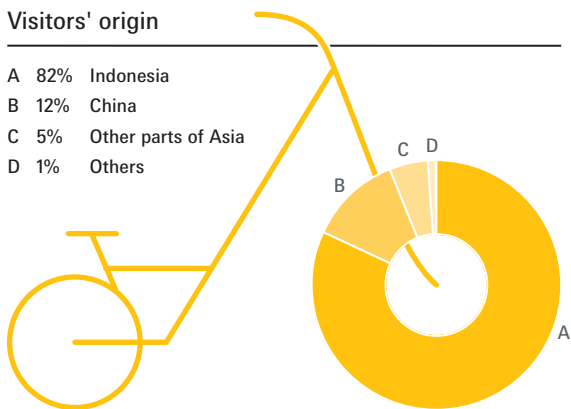


Expand your market reach at ABJ



Visitors' origin

- A 82% Indonesia
- B 12% China
- C 5% Other parts of Asia
- D 1% Others



Over **93%** of visitors were satisfied with the fair overall.

Visitors' feedback

“ABJ is a successful trade fair that met my expectations. It provides a valuable platform for industry professionals to connect and collaborate. The fair has attracted battery suppliers from China to discuss potential partnerships in Indonesia.”

Mr Yan Erizah, Deputy Marketing Director,
Gerobak Listrik

“At the fair, I've seen some designs showcased here, including small-sized electric bikes and scooter-based EVs. I am pleased to be here at ABJ because it provides an opportunity to learn and stay updated with the latest developments.”

Mr Zulhaidi Mohd Jawi, Director, Malaysian
Institute of Road Safety Research (MIROS)

Visitors' business nature*

B2B	Manufacturer / Wholesaler / Distributor	30%
	Dealer / Retailer	22%
	Trader / Import & export company	15%
	Media	6%
	Engineer	4%
	Rental company / Facility management	4%
	Research institute	4%
	Services	2%
B2C	Cycling fan & others	26%
B2G	Government / Association	3%

Visitors' main area of interest*

E-bikes & E-scooters	70%
E-motorbikes	70%
Traditional bikes	35%
Related supply chains	34%
Others	20%
Fashion & accessories	10%
Industry services	4%

* The total percentage is over 100 due to multiple selections.



Fair facts

Fair dates	29 April – 4 May 2025
Venue	JIExpo Kemayoran, Jakarta, Indonesia
Admission	Free of charge

Organisers



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Co-organiser



Contacts

Messe Frankfurt (HK) Ltd
Mr Jack Ho
Tel: +852 2230 9294
jack.ho@hongkong.messefrankfurt.com

Fairnamic GmbH
Mr Thaddaeus Geitner
Tel: +49 7541 9599 524
thaddaeus.geitner@fairnamic.com

Maximise your reach with our enhanced promotion tools



E-newsletters and telemarketing campaigns reaching **40,000+** global recipients across **190** countries and regions



Social media promotion on WeChat, Facebook, Instagram and LinkedIn, with **230,000+** impressions



Brand exposure with exhibitor search by product groups or countries/regions



Business matching services



Live streaming of exhibitor interviews and onsite activities

Stay tuned with us

