

news +++ Asiabike Jakarta  
Jakarta International Expo (JIExpo), 30.4 – 4.5.2024



## Asiabike Jakarta hits the road next week to steer growth in Indonesia's two-wheeler industry

**Jakarta, 22 April, 2024. Marking a significant step forward in Messe Frankfurt's expansion across ASEAN and the launch of its first ever trade fair dedicated to the two-wheeler industry in Indonesia, the inaugural edition of Asiabike Jakarta opens next week from 30 April – 4 May at the Jakarta International Expo. Organised jointly by Messe Frankfurt (HK) Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd, the five-day fair will accelerate Indonesia's initiatives to promote sustainable mobility solutions, with 97 global exhibitors pedalling the change, and a comprehensive accompanying fringe programme.**



Representatives gathered at a press conference to unveil show highlights of the first edition of Asiabike Jakarta.

Speaking at the show launch press conference in Jakarta, Mr Edward Che, General Manager of Messe Frankfurt (HK) Ltd highlighted the significant value of Asiabike Jakarta for Indonesia's economy: "Asiabike Jakarta will fuse global, regional and local industry networks through strategic alliances between Messe Frankfurt and our valued partners. Working together, we will gather a diverse range of international, Chinese and domestic

participants to the show. With the strong exhibitor lineup, Asiabike Jakarta will not only stimulate Indonesia's economy through foreign investment and tax revenue, but also foster the trade development and business opportunities of its two-wheeler and e-bike sector."

### **Riding towards a sustainable future**

According to the ASEAN Investment Report, Indonesia is the only ASEAN member state with a full EV value chain, from nickel mining and smelting to EV battery production and EV assembly<sup>1</sup>. To accelerate the development of the industry's supply chain, renowned international brands will unveil their latest advances in e-mobility and other sustainable cycling solutions. These include Aima, Bodo, Cnae, Datai, Dfjzj, Dimen, Gobao, Gwei, Kuama, Lima, Luyuan, Ofero, Pacific, Pai, Phoenix, Phylion, Pony, Scud Power, Shiwei, Sinc Lithium Battery, Sunra, Tailg and Yadea. Given Taiwan's status as a major bicycle manufacturing hub, a dedicated pavilion will be established to feature lifestyle cycling leaders including Kinlin Industrial, Enchess International and Ledlink Optics. Under the theme "Future on Wheels", visitors can immerse themselves across the full spectrum of exhibits and gain actionable insights on renewable energy solutions organised around three focal concepts: health and lifestyle cycling, E-mobility and E-evolution.

### **New frontiers in green mobility**

Complementing the green mobility concept, a well-rounded fringe programme is designed to provide valuable insights on sustainability opportunities arising from China's mature market and the wider Belt and Road regions. Furthermore, topics like the transformation of the electric vehicle (EV) supply chain and the development of e-motorcycles and e-tricycles will also be explored. Highlighted events include:

- **Promoting Green Development, Building a Green Silk Road Forum** – by leveraging the Belt and Road Initiative between China and Indonesia, the goal is to introduce mature Chinese two-wheeler technologies and products to the Indonesian market. By doing so, this will promote economic development in Indonesia while achieving the broader objectives of sustainability and green mobility. Topics include:
  - **“Promoting Green Development, Building a Green Silk Road”** – attendees can discover valuable insights from the China Council for the Promotion of International Trade, Jiangsu Sub-council; the Embassy of the People's Republic of China in the Republic of Indonesia; the Department of Industry of Republic of Indonesia; and the Investment Coordinating Board of Republic of Indonesia.
  - **“The Era of e-Motorcycles, New Industrial Patterns”** – this session will examine Indonesia's oil-to-electricity policy and growth forecasts for electric motorcycles and tricycles. Speakers include the Department of Energy and Mineral Resources of Republic of Indonesia and the Indonesian Electric New Energy Association.
  - **“EV Industry Supply Chain in Wuxi and Indonesia – International Cooperation and Exchange Conference”** – EV manufacturing strategies and

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<sup>1</sup> HKTDC:

[https://research.hktdc.com/en/article/MTYyMTg4MTE5Nw?DCSext.dept=18&utm\\_source=edm&utm\\_medium=edm\\_re&utm\\_content=re\\_mkt&utm\\_campaign=2024\\_edm\\_cp2510852&utm\\_id=18\\_60019283](https://research.hktdc.com/en/article/MTYyMTg4MTE5Nw?DCSext.dept=18&utm_source=edm&utm_medium=edm_re&utm_content=re_mkt&utm_campaign=2024_edm_cp2510852&utm_id=18_60019283)

supply chain optimisation for Indonesia will be analysed. Experts from PT Kawasan Industri Terpadu Batang; the China Council for the Promotion of International Trade, Wuxi Sub-council; and leading EV enterprises will shed lights on the future industry development.

- **Tianjin Bicycle industry product showcase, Maximise the potential of 'Made in Tianjin' in global markets** – Experts such as BODO and AIMA Sports will introduce the advance Chinese e-bike technologies and products to the Indonesian market.
- **Product presentations** – visitors will have the chance to stay informed about the industry's latest developments and innovations through the exhibitor product demo. DIMEN, a leading e-motorbike and e-bike producer will introduce their product series: high-speed cross-country motorcycle DP (110km/h), high-speed pedal motorcycle DM (95km/h), and high-performance off-road motorcycle DT 341N-M. FuJian SCUD Power Technology will showcase their LFP Pouch battery which enhances charging effectiveness.
- **Factory tours** (by invitation) will be organised for visitors to gain an in-depth understanding of the production process, while **test rides** will allow visitors to experience the performance of various two-wheelers.

Asiabike Jakarta is strategically co-located with the Periklindo Electric Vehicle Show – dedicated exclusively to the development of the electric vehicle ecosystem. The two shows will leverage each other's resources and technological know-how, and maximise visitor efficiencies.

Asiabike Jakarta is the sister show of Eurobike, the flagship trade fair in Frankfurt. It is organised by Messe Frankfurt (HK) Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd. For more details, visit <http://www.asiabikejakarta.com>.

**Press information and photographic material:**

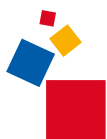
<https://asiabikejakarta.hk.messefrankfurt.com/jakarta/en/press.html>

**Social media and website:**

<https://www.facebook.com/Asiabikeshow>

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### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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](http://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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)