

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



## Premier Asiabike Jakarta concludes, propelled by extensive government and industry support

**Jakarta, 14 May, 2024. On 30 April, Asiabike Jakarta, the first ever trade fair organised by Messe Frankfurt dedicated to the two-wheeler sector, commenced with resounding success at the Jakarta International Expo. With more than 10,000 visits, the active participation of 97 exhibiting brands, and the presence of industry leaders at various fringe events, the show provided a premier platform for forging new partnerships, conducting business deals and exploring opportunities to accelerate Indonesia's growing e-mobility sector – a key ingredient in the country's vision for green mobility solutions and supply chain development.**



Indonesian President Joko Widodo attends Asiabike Jakarta on 3 May accompanied by Messe Frankfurt's CEO Mr Wolfgang Marzin

Indonesia's captivating two-wheeler market is bolstered by several key factors, including the country's substantial population, a comprehensive EV supply chain, favourable trade policies, and above all, the unwavering commitment of the Indonesian government to achieve carbon neutrality. Throughout the five-day event, positive momentum steadily

built, kicking off with an opening ceremony and reaching a significant milestone when the Indonesian President Joko Widodo visited himself on 3 May, underscoring the importance of sustainable mobility to the nation's future.

Mr Edward Che, General Manager of Messe Frankfurt (HK) Ltd emphasised the pivotal role of Asiabike Jakarta in encapsulating this thriving market: "Through our strategic partnerships with Periklindo, Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd, together with the strong backing of Eurobike, we have crafted a unique formula to deliver an effective platform for global and local industry players to connect and collaboratively shape a better future for the two-wheeler industry and the economy of Jakarta. This event marks only the beginning of a prosperous journey, and we are fully committed to maximising our efforts to enhance the participants' experience."

Some of the participating brands included Aima, Bodo, Cnae, Datai, Dfjzjdj, Dimen, Gobao, Gowe, Kuama, Lima, Luyuan, Ofero, Pacific, Pai, Phoenix, Phylion, Pony, Scud Power, Shiwei, Sinc Lithium Battery, Sunra, Tailg and Yadea. The fair also welcomed visitor delegations representing Vietnam Auto Motorcycle Bicycle Association and Malaysian Institute of Road Safety Research (MIROS), as well as representatives from government and industry associations including Ministry of Industry (Indonesia), PT Surveyor Indonesia, Indonesian Automotive Parts & Components Industries Association, China Chamber of Commerce for Import and Export of Machinery and Electronic Products, China Council for the Promotion of International Trade in Indonesia, Commercial Counselor of Embassy of the People's Republic of China in the Republic of Indonesia, and Taiwan Bicycle Association. The collective sentiment expressed by numerous exhibitors and visitors alike underscored the fair's status as the go-to destination for discovering lucrative business opportunities within the fast-growing two-wheeler sector.

### **Exhibitors' feedback**

"We are very pleased by the number of customers who visited our booth for discussions and inquiries at Asiabike Jakarta. Within just two days, we have already achieved our target number of signed orders. The event, along with the concurrent show PEVS, has offered us a great opportunity to better understand the local market and customer needs in Indonesia. The test rides have also allowed our customers to directly experience the performance and advantages of our products in comparison to others. This experience surpasses mere verbal exchanges or video displays."

**Mr Larfey Yu, Overseas Sales Director, Zhejiang Datai New Energy Co Ltd**

"Two-wheelers are widely used in Indonesia compared to other countries, making them a popular mode of transportation for individuals and goods. Therefore, the Indonesian market holds immense potential, especially the government's recent efforts to promote new energy mobility, which greatly benefits our industry. The atmosphere of the fair is vibrant, and we engaged with high-quality customers, primarily from Indonesia, Malaysia, and some from India. Meeting them face-to-face facilitated productive communication and kept us well-informed about government policies, subsidies, as well as the time and cost required for local manufacturing and certification processes."

**Ms Joyce Liang, Sales Manager for Electric Scooter Group, Zhejiang Taiya Automobile Co Ltd**

“We joined the fair to find new business leads and promote our gloves designed for Indonesian market, which is experiencing a rise in the bicycle sector. Our gloves attracted numerous visitors to our booth, allowing us to understand their preferences in price and design – a valuable insight for us, as our major market is Europe, and Asia is relatively new to us. Currently, we are collaborating with bicycle federations, retail shops and the government in Indonesia. Asiabike Jakarta provides an opportunity to reach more business partners, and we hope for a successful fair, with plans to participate again next year.”

**Ms Rini Damayanti, Marketing Manager, PT John’s Glove Factory**

### **Visitors’ feedback**

“Asiabike Jakarta met my expectations as a successful trade fair. I am pleased to have already met three suppliers at the show who will be conducting presentations at our office. This opens up possibilities for exploring business opportunities with them. The fair serves as a valuable platform for industry professionals to connect and collaborate. For example, it has attracted battery suppliers from China, with whom we have discussed potential partnerships in Indonesia. This collaboration is crucial for the transition from traditional bikes to e-bikes, as these suppliers provide insights into battery usage and maintenance.”

**Mr Yan Erizah, Deputy Marketing Director, Gerobak Listrik**

“Market dynamics in Asia, especially traditional motorcycles, are driven by numbers. That’s why we tend to look towards Indonesia, Thailand, and Vietnam, given their vast consumer base and high demand. Indonesia, in particular, serves as a benchmark for us, which is why we are present at Asiabike Jakarta. It is essential to understand the progress and advancements in these countries to gain a comprehensive overview. My focus is on analysing supply and industry systems, studying introduced models, and gauging consumer response. At the show, I’ve witnessed a range of designs, including small-sized electric bikes and scooter-based EVs. Being here allows me to learn and stay updated with the latest developments.”

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

Complementing the green mobility concept, a well-rounded fringe programme was held to shed light on sustainability prospects between Indonesia and other well-established markets such as China and the wider Belt and Road regions. Test rides and factory tours were organised to provide fairgoers with the first-hand experience of various two-wheeler products and an inside look into the manufacturing processes.

### **Speakers’ feedback**

“I am delighted with our initial collaboration with Messe Frankfurt and sincerely appreciate their exceptional support and cooperation. Southeast Asia, particularly Indonesia, is renowned for its warm hospitality, and we are committed to fostering a long-term business partnership that respects and embraces their rich culture and traditions. The invaluable business opportunities stemming from this region must be cherished. Through this esteemed platform, we aim to accomplish our objectives and ultimately realise our vision of promoting green mobility within the Belt and Road region.”

**Promoting Green Development, Building a Green Silk Road Forum speaker: Mr Lu Jinlong, Vice Chairman, China Bicycle Association**

“Tianjin is the largest production base and distribution centre for bicycles and e-bikes in China. Meanwhile, China has maintained its position as Indonesia's top trading partner for nine consecutive years. We are pleased to organise a delegation to participate in Asiabike Jakarta, utilising this platform to highlight the strengths of made-in Tianjin bicycles, and to foster broader trade cooperation and investment collaborations between China and Indonesia.”

**Tianjin Bicycle industry product showcase, Maximise the potential of 'Made in Tianjin' in global markets speaker: Mr Jiang Dezhi, Chairman, CCPIT Tianjin Sub-Council**

“Indonesia's economic structure is robust and currently experiencing a new phase of expansion. The country boasts rich natural resources, huge market potential and is supported by positive government policies. This creates a favourable environment for both domestic and foreign investors to develop their business. The potential for collaboration in the bicycle and electric car sectors, in particular, is phenomenal. I hope that Tianjin enterprises do not miss out on the invaluable opportunities.”

**Tianjin Bicycle industry product showcase, Maximise the potential of 'Made in Tianjin' in global markets speaker: Mr Steven Siek, Vice Chairman, Indonesian Chinese Entrepreneur Association**

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:**

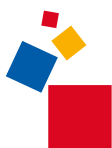
<http://www.asiabikejakarta.com>

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

<https://www.linkedin.com/company/asiabike-show/>

[https://www.instagram.com/asiabike\\_show/](https://www.instagram.com/asiabike_show/)

#ABJ #twowheeler



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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 more than € 600\* 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).

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\* Preliminary figures for 2023