



Asiabike Jakarta: new fair takes the fast lane with global organisers and Eurobike connections

Jakarta, 10 November, 2023. Accelerating into the heart of Southeast Asia's two-wheeled vehicle industry next year, the inaugural fair is scheduled to run from 30 April – 4 May at Jakarta International Expo (JIExpo). A key pillar of its success will be the fusion of global, regional, and local networks, courtesy of a strategic alliance between Messe Frankfurt (HK) Ltd, Periklindo (Indonesian Electric Vehicle Industry Association), Pt. Dyandra Promosindo and Jiangsu Bicycle Co Ltd. This collaboration aims to drive sustainable growth and innovation in the industry, capitalising on Eurobike's legacy and the extensive reach of the four organisers.

Highlighting the benefits of the new alliance, Ms Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd, explains: "Together we will bring a diverse range of international participants to Asiabike Jakarta. This will not only stimulate the local economy through investment opportunities, but also foster the growth and development of two-wheelers including the e-bike sector in Indonesia."

A key driver of the new venture will be sustainability according to Ms Wen. "Messe Frankfurt has a long-standing commitment to sustainability. One notable example of this is Eurobike, a leading trade fair with a strong focus on eco-friendly mobility solutions including electric two-wheelers. Our connections here align perfectly with the Indonesian government's initiatives to promote sustainability and electric mobility, and we see an opportunity for Asiabike Jakarta to contribute positively to this mission. The aim is to introduce a wider range of product options to the Indonesian market that not only meet the mobility needs of the population, but do so in an environmentally friendly way."

Delivering more innovation and technology for the Indonesian market

In addition to support from Eurobike, efforts are underway to attract some of the world's foremost manufacturers of electric-two wheelers from the world's biggest markets. One example is Messe Frankfurt (HK) Ltd's strategic alliance with the Jiangsu Bicycle Co Ltd, also the organiser of the trade fair China E-Bike.

This collaboration will bring an even larger contingent of innovative electric two-wheeled products to the Jakarta show, providing a further boost to the development of this sector in

the region. With a valuation of USD 8.7 billion¹ last year, the market in Indonesia is poised to grow at a CAGR of 2.8% between 2024 – 2028, owing to urbanisation and a burgeoning middle class.

Discussing the potential of the new fair, General. (ret.) Dr Moeldoko S.I.P., Chairman of Periklindo (Indonesian Electric Vehicle Industry Association) says: “In 2024, Asiabike Jakarta will showcase the latest innovations in cleaner, more efficient, and environmentally responsible two-wheeled transportation. It's expected to be at the forefront of innovation in Indonesia's electric vehicle industry. In 2024, Periklindo, in partnership with Messe Frankfurt HK Ltd, aims to establish a credible platform for business meetings and increase foreign investment in electric vehicles in Indonesia.”

The fair's unique positioning will be further strengthened by its strategic co-location with the Periklindo Electronic Vehicle Show – dedicated exclusively to the development of the electric vehicle ecosystem. Mr Daswar Marpaung, President Director of Pt. Dyandra Promosindo explains: “The Periklindo Electronic Vehicle Show stands as one of the largest industry trade fairs in Indonesia. Together with Asiabike Jakarta, the two shows will leverage each other's resources and maximise visitor efficiencies. This collaboration will foster stronger business cooperation while maximising the exchange of technological know-how.”

Asiabike Jakarta 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>.



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¹ Indonesia Two-Wheeler Market Segmented By Vehicle Type. GII Research.
<https://www.giiresearch.com/report/tsci1361531-indonesia-two-wheeler-market-segmented-by-vehicle.html>. Retrieved: 1 November 2023.

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.

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