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PERIKLINDO Electric Vehicle Show in collaboration with Asiabike Jakarta 2025: driving the acceleration of electric vehicles in Indonesia

Jakarta, 19 November 2024. Indonesia has joined the global effort to accelerate the adoption of electric vehicles. This is a key focus of the Indonesian government as it strives to achieve inclusive and sustainable transportation to reach its Net Zero Emission target by 2060. Several policies have been introduced, from presidential decrees to fiscal incentives, to boost the growth of the electric vehicle industry in Indonesia. The electric vehicle industry is currently experiencing rapid growth in various countries, including Indonesia. According to a press release from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, sales of electric vehicles of all brands from January to July 2024 increased more than twofold compared to the previous year, reaching 17,826 units.¹



Ms Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd, delivered a video message at the launch event on 19 November 2024.

¹<https://www.ekon.go.id/publikasi/detail/5960/menko-airlangga-perkembangan-ev-perlu-terus-didorong-untuk-mewujudkan-masa-depan-transportasi-yang-ramah-lingkungan-inklusif-dan-modern>

To support the government's efforts and accelerate the adoption of electric vehicles in Indonesia, the Indonesian Electric Vehicle Industry Association (PERIKLINDO) will return in collaboration with Asiabike Jakarta, from 29 April to 4 May 2025 at JIExpo Kemayoran, Jakarta. The event is jointly organised by the PERIKLINDO, Messe Frankfurt (HK) Ltd and Dyandra Promosindo.

On 19 November, the launch of the PERIKLINDO Electric Vehicle Show (PEVS) in collaboration with Asiabike Jakarta was held, attended by the Chairman of PERIKLINDO Mr Moeldoko, Dyandra Promosindo's President Director Mr Daswar Marpaung, Messe Frankfurt (HK) Ltd's Managing Director Ms Wendy Wen, representatives from various brands, and media representatives. PERIKLINDO Chairman Moeldoko stated, "There are three primary roles of PEVS: socialisation, promotion, and transaction. I hope that through PEVS, the public will have a better understanding of the benefits of electric vehicles, both for the environment and the economy. Extensive socialisation is expected to accelerate the government's target of a carbon-neutral Indonesia. Moreover, PEVS serves as a healthy promotional platform for the EV industry and its supporting industries, as well as a venue for more effective B2B and B2C transactions. Thus, PEVS is expected to become a comprehensive platform to drive the development of the electric vehicle industry in Indonesia."

Sharing the same enthusiasm, Daswar Marpaung, President Director of Dyandra Promosindo, expressed excitement about the upcoming PEVS 2025. "We are confident that PEVS 2025 will be a highly anticipated event for industry players, government, and the general public. This event will be a barometer of the development of the electric vehicle industry in Indonesia."

Collaborating with Asiabike Jakarta, the shows will present the latest and complete innovations in the electric vehicle ecosystem, from electric cars, bikes and motorcycles to electric bicycles and other supporting industries to present a more comprehensive exhibition.

Asiabike Jakarta returns following its highly successful 2024 debut, which attracted 97 leading brands and over 10,000 visits. The upcoming edition will centre around three key concepts: "E-mobility," "E-evolution," and "Lifestyle Cycling." "E-mobility" will highlight advanced electric two- and three-wheelers, showcasing the latest in sustainable urban transport. "E-evolution" focuses on energy technologies and aftermarket solutions, enhancing both safety and efficiency. Meanwhile, "Lifestyle Cycling" taps into Southeast Asia's booming cycling culture, offering a diverse range of traditional bikes and accessories.

The 2025 edition will be further bolstered by the participation of two prominent Chinese organisers. The Jiangsu International Trade Promotion Center will strengthen trade ties between Jiangsu's two-wheeler companies and Indonesia, while the China Chamber of Commerce for Import and Export of Machinery and Electronic Products will broaden business opportunities and bring industry expertise to the event. These partnerships will play a crucial role in driving technology exchange and supporting the growth of Indonesia's mobility sector.

"Asiabike Jakarta will highlight cutting-edge technologies while fostering international collaborations," said Ms Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd. "One of our key strengths is bringing leading Chinese manufacturers, who will contribute

significant expertise in mobility solutions and battery technologies, ensuring a diverse and high-quality trade fair.”

In 2025, the collaboration between the Asiabike Jakarta and PEVS will deepen, with the shows organised by product categories rather than as individual trade fairs, creating greater synergy.

PEVS 2025 is not only an exhibition but is also designed to provide significant benefits to all stakeholders by integrating various programmes focused on Business to Business (B2B), Business to Consumer (B2C), and Business to Government (B2G) programmes. This event will create a comprehensive ecosystem to drive the growth of the electric vehicle industry in Indonesia. The B2B programme will facilitate strategic collaborations between producers, suppliers, and other stakeholders. Meanwhile, the B2C programme will allow the public to directly own and experience the electric driving experience and obtain more complete information. The B2G programme will be a forum for government and policymakers to discuss regulations supporting the development of the electric vehicle industry. PEVS 2025 will facilitate various forms of cooperation, from product development to the provision of supporting infrastructure.

"PEVS 2025 will be more exciting and innovative. In addition to displaying various latest electric vehicle models, we will also present PevSHOW, which will educate the public about the benefits of New Energy Vehicles. We also present other interesting programmes, such as test drives, test rides, EV Riding, EV Morning Run, Push Bike Race, Electric Board & Scooter Ride, Miss PEVS, Parade and Catwalk, Drone Show & EV Fire Extinguish by FAST, and Buyers EVening Gathering. Next year's event is also expected to be a forum for electric vehicle producers, charging infrastructure providers, government, and the public to collaborate and exchange information," said Mr Rudi MF, Project Manager of PEVS. PEVS 2025 provides a Buyers EVening Gathering programme designed to facilitate collaboration among various parties involved in the electric vehicle industry. This programme focuses primarily on business-to-business (B2B) and business-to-government (B2G) relationships.

By uniting industry leaders, policymakers, and automotive enthusiasts on one platform, PEVS supports the development of electric vehicles and becomes a catalyst for change towards a more sustainable future. Through strong synergy, we can together realise cleaner and more environmentally friendly transportation.

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, Jiangsu International Trade Promotion Center, and China Chamber of Commerce for Import and Export of Machinery and Electronic Products. 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/

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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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