

SALON - BEURS - EXPO

TEST RIDE

BIKE URBAN MOBILITY BRUSSELS 2024



22 > 24 MARCH TOUR & TAXIS



WWW.BIKE-BRUSSELS.BE

Editeur responsable / Verantwoordelijke uitgever: Etienne Bertrand 70a rue du Fraigneau - 1025 Chaumont-Gistoux





7 REASONS TO PARTICIPATE

1

CYCLING & ACTIVE MOBILITY FAIR

2

BRUSSELS, CAPITAL OF EUROPE

3

BRUSSELS CARGO BIKE DAY 2024, AN EVENT FOR PROFESSIONALS

4

TESTS, WORKSHOPS, AWARDS, ACTIVITIES, ...

5

A UNIQUE VENUE: TOUR & TAXIS

6

TARGET PUBLIC

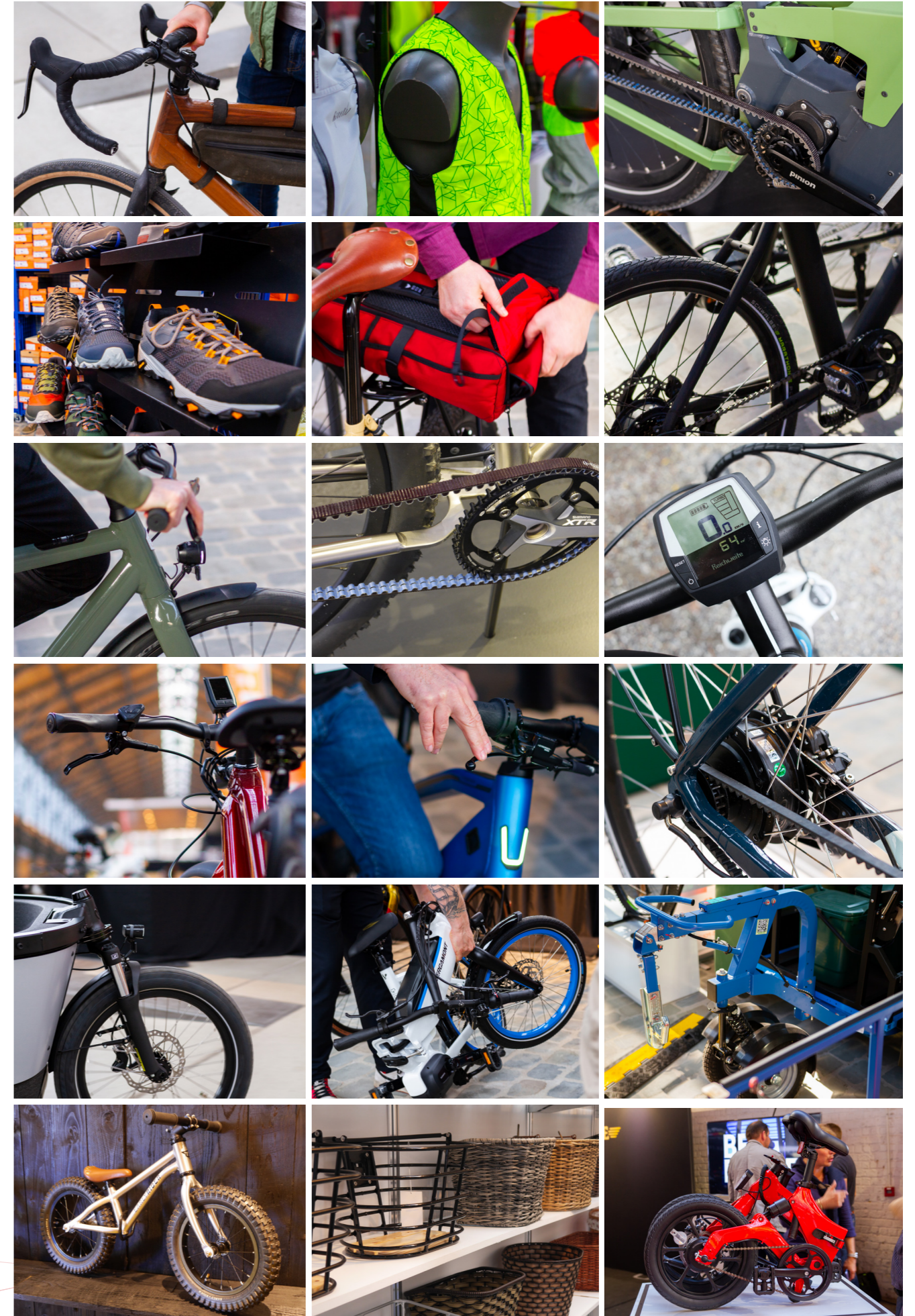
7

A POWERFUL COMMUNICATION CAMPAIGN

1 CYCLING & ACTIVE MOBILITY FAIR

DISCOVER, TRY OUT, GET ADVICE...

- Bikes (road, electric, compact, children, transport, shared...)
- New products (e-scooters, snapdeals, onewheels, hoverboards, e-boards...)
- Cargo Bikes and trailers for families and logistics transport
- Cycling gear (clothing, special bags, GPS, connectics, safety lighting...)
- Technological innovations (technical innovations, connected mobility...)
- Equipment for public spaces (road equipment, street furniture and parking solutions)
- Indoor track and outdoor course fully laid out and accessible for trying out all products present at the Fair)
- Public and private associations, organisations, federations and institutions
- Travel agencies and bookshops specialised in cycling tourism
- Active mobility alternatives (public transport, shared bicycles and cars...)



2

BRUSSELS, CAPITAL OF EUROPE

For several years, Brussels has shown a particularly strong political will to develop cycling. COVID 19 has further accelerated this trend. Since the beginning of the pandemic, Brussels has increased its cycling infrastructure impressively: more than 40 km of cycle paths have been built in a few months to absorb the increasing number of cyclists (+78%!). A new model of urban mobility is therefore being put in place, giving priority to bicycles and micro-mobility in and around the city.

- the average distance of trips is 6 km
- 25% of trips are less than 1 km
- 37% of trips are between 3 and 5 km
- only 20% of trips are longer than 10 km

Brussels is firmly committed to an active policy of implementing the 'Low Emission Zone' and the generalised 'Zone 30' and developing pedestrian zones that free up space for soft mobility.

It is therefore not surprising that cycling and micro-mobility have developed extraordinarily well in recent years (+78% and more than 9.804 179 bicycle trips according to a count carried out in 2022 by Brussels Mobility).

This explains the success of the **Bike Brussels exhibition** since its first edition.

Brussels is the capital of Europe and as such has a wide national and international influence. The capital is home to all the European and international administrations.



3

BRUSSELS CARGO BIKE DAY 2024, AN EVENT FOR PROFESSIONALS

Cargo Bikes are becoming more and more common in our cities, which limit car traffic. They represent a real alternative for transporting parcels in the last kilometer.

In this highly topical context, the 6th edition of this B2B day will focus exclusively on solutions in the field of last-mile logistics.

The **Cargo Bike** will therefore be in the spotlight !

On **Friday 22 March 2024**, we present, together with all our partners, a colloquium presenting different solutions implemented at home and abroad; It will be combined with thematic workshops, networking.

On this occasion, we have assembled a large showcase of exhibitors presenting their products and solutions for Mobility in Brussels (Cargo bikes, trailers, and other innovative devices for active urban transport). A large test track will allow to try all the machines. The day will end with a festive afterwork and a visit to the **Bike Brussels exhibition**.

The **Bike Brussels Fair** is also an opportunity for manufacturers and retailers to meet.

Business meetings can be held spontaneously or by appointment in a VIP area specially reserved for this purpose: the « **Bike Brussels dealer lounge** ».



4

TESTS, WORKSHOPS, AWARDS, ACTIVITIES, ...

BIKE BRUSSELS is more than just a bike show: it also features a packed programme of events and activities.



DEMONSTRATION AND TESTING OF BICYCLES ON A LARGE TRACK

A large area is devoted to a test track which can be used by visitors to try out the various bikes (electric bikes, cargo bikes and all other products present at the Show).



WORKSHOPS

An international seminar on Friday 24 March will be organised by Brussels Mobility (Brussels-Capital Region). It is aimed at professionals (manufacturers, dealers, public officials, government agencies, companies, urban planners and others) and will highlight successful initiatives in Belgium and abroad.

Numerous lectures throughout the four days of the Fair will present new products and solutions that can facilitate the use of the bike.



«BIKE BRUSSELS AWARDS»

A major exhibition will also be devoted to the Bike Brussels Awards, highlighting technological innovations and good practices that promote cycling.



VARIOUS ACTIVITIES FOR THE VERY YOUNG

Numerous educational activities on the subject of mobility will be offered on the esplanade and around the indoor and outdoor test tracks.

5

A UNIQUE VENUE: TOUR & TAXIS

THE TOUR & TAXIS SITE IS A SYMBOL OF URBAN REGENERATION IN BRUSSELS AND THE RESTORATION OF THE CITY TO ITS PEOPLE.

2 km from the Grand-Place, this venue has a warm and friendly atmosphere that is ideal for soft mobility. Its central position at the heart of the city, not far from the new pedestrian zone and bike-friendly developments, symbolises the friendlier, more human city of tomorrow.

This exhibition centre already hosts large-scale prestigious events such as the International Exhibition of Contemporary Art (Art-Brussels), the Belgian Book Fair, the BRAFA international art and antiques fair and the Salon du Design.

From this year on, we will be in the hall of the brand new Maritime Station. This extraordinary building with its impressive dimensions will allow us to accommodate, in complete safety, an even larger test circuit and a greater number of exhibitors in a generous and beautiful space.



6

TARGET PUBLIC

- The **GENERAL PUBLIC**, including practitioners with varying degrees of experience, experts and enthusiasts, families and individuals, the very young, the young and the not-so-young, and members of cycling organisations in Belgium.
- **PROFESSIONAL BIKE DEALERS** interested in finding out about new products and services in the sector and keen to expand their range by meeting the manufacturers looking for new markets and business opportunities.
- **PUBLIC OFFICIALS** (at municipal, provincial, regional and federal level) responsible for bike-friendly developments.
- **TRANSPORT OFFICERS** at companies, federations, mutual health funds and professional associations.



7

A POWERFUL COMMUNICATION CAMPAIGN

A LARGE BUDGET IS DEVOTED TO :

- A press campaign (press, radio, TV)
- A campaign on social networks, the website and the newsletter
- A poster campaign: streets and railway and metro stations
- A campaign targeting all members of partner associations and federations
- A campaign to invite VIPs to our entire programme for the official opening, awards ceremony and seminar (More than 93.000 contacts)



WHO ARE WE?

INITIATIVES & DÉVELOPPEMENTS SPRL

is a company bringing together two partners with complementary skills:

IJV-IFAS, INTERNATIONALE JAARBEURS VAN VLAANDEREN

is a private, non-profit company that has specialized for over 70 years in the organization of trade shows such as: «INTERNATIONALE JAARBEURS VAN VLAANDEREN», «ESTETIKA», «EURODECO», «DECOSIT», «THE HAIR GAMES», «INNOVATIEBEURS» et «FUNERAL».

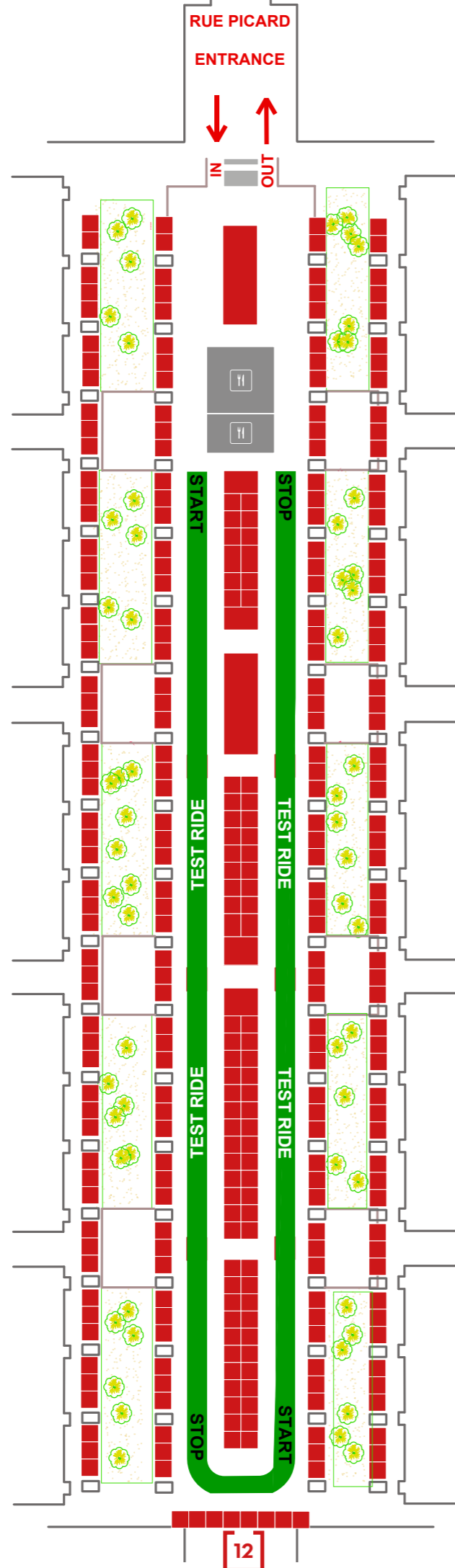
H & D - E, HABITAT & DÉVELOPPEMENT-EXPERTISES

is a private company that has created and developed different fairs related to sustainable development: «BOIS & HABITAT», «DESIGN BOIS», «ENERGIE & HABITAT» et «ENERGY TO BUILD».



Together, we have combined our expertise to develop **BIKE BRUSSELS** with all our professionalism and commitment to Sustainable Urban Mobility.

PLAN



LEGEND

- 3m x 3m
- 6m x 3m
- 6m x 4m
- 18m x 6m
- 450m



SALON - BEURS - EXPO



WWW.BIKE-BRUSSELS.BE

CONTACT

FOR THE GENERAL ORGANIZATION PART

Etienne Bertrand

General Manager

eb@bike-expo.be

Mobiel: +32 (0)475 69 79 55

Frederic Vermeulen

Sales Manager

frederic@bike-expo.be

Mobiel: +32 (0)475 55 85 69

Initiatives & Développements / IJV - IFAS (VZW)

- Rue du Fraignat, 70A
1325 Chaumont-Gistoux / Belgium
- Famille Van Rysselberghedreef, 2 bus 6
9000 Gent / Belgium