BIKE FLANDERS, A NEW WAY OF LIVING THE CITY...

20, 21 AND 22 OF APRIL 2018

WWW.BIKE-FLANDERS.BE
7 REASONS TO PARTICIPATE

1 CYCLING & ACTIVE MOBILITY FAIR

2 FLANDERS, THE COUNTRY OF BIKERS

3 B2B, DEALERS’ MEETING

4 SEMINARS, LECTURES, ACTIVITIES, TESTS

5 CITADEL PARK, THE IDEAL URBAN LOCATION

6 TARGET PUBLIC

7 COMMUNICATION CAMPAIGN AND PARTNERS
Bike Flanders wants to be a platform for Urban Cycling and mobility which is changing very fast in Flanders.

A commercial stock exchange with a highly detailed content to the public and to the business community

- **Bikes** (road, electric, compact, children, transport, shared...)
- **New products** (e-scooters, snapdeals, onewheels, hoverboards, e-boards...)
- **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**
FLANDERS THE COUNTRY OF BIKERS

Flanders has always been a region of enthusiast cyclers and the epicentre of the international sporting cycling community highlighted by the Tour of Flanders. Next to the extensive networks for Cyclers has Flanders taking the lead in the construction of special bikeways. Throughout huge investments in the infrastructure, the fund for the commuter, Wednesday biker’s day and many initiatives and projects are being used to encourage the Flemish people to use the bike for more daily use and residential traffic. The bike is as an efficient, healthy and ecological alternative to the mobility problem. Thanks to the innovations around electric bicycles, people consider taking the bike also for larger distances. Cities and governments are busy reinventing mobility in the centre of town with a central place for the bike. Bike Flanders wants to respond to this and actively stimulate this movement. Recent studies of, among others, the Cycling Federation show that the use of the bicycle for the residential-traffic has risen strongly. But also bike-rentals and a possible mobility budget can stimulate and encourage the use of the bike. A lot of attention is given to change the car for the bike through communication campaigns.

GHENT THE CITY OF THE BIKE

Especially in Ghent the bike is part of the street scene, many students, but also more and more families use bikes or cargo bikes for daily transport.

The trend to make city centres more car-free / autoluve strengthens the position of the active mobility. Ghent is very central in Flanders and is therefore the ideal place for a fair around ‘urban cycling’.
B2B DEALER’S MEETING

Bike Flanders 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 ». A nice furnished space to facilitate commercial interactions.

In response to requests from many manufacturers and importers, our partners will join us and the various sector federations in organising a dinner for the entire sector as well as a networking session and a product forum to present new developments. A Product Forum will be held to notify all the novelties.

The aim of all these business events is to facilitate meetings between different parties with a view to the conclusion of commercial agreements that will boost the bicycle sector. We also see Bike Flanders as an excellent opportunity to create new business and new cooperations.

We want to use our extensive network to help companies thinking about an innovative mobility policy.
4

CONFERENCES, TESTS, ANIMATIONS

BIKE FLANDERS will be an experience fair and will offer a range of contentious rich events and animations. The cycling fair will be more than one through a highly elaborated material hatch commercial event. The ambition is to make Bike Flanders a hub about active mobility and urban cycling. And this initially aimed at the public and the business world.

CONFERENCES

During the 3 days of the fair, numerous presentations will be held. These are mainly about new products and solutions that strongly encourage the use of the bike.

THE «BIKE FLANDERS» AWARD

A major exhibition will also be devoted to the Bike Flanders Awards, highlighting technological innovations and good practices that promote cycling. We focus specifically on innovative companies, bike manufacturers and start-ups.

A RANGE OF ACTIVITIES AND ANIMATION IN THE CITADEL PARK’S

These include festive events, entertainments, obstacle tracks, training sessions and guided bike tours in and around Ghent.

Thereby we offer a contagious program involving and strengthen the urban cycling community. Bike Polo, a Cargo-bike championship or BMX stunt riders are very spectacular for a wide audience.

A BIG TESTING COURSE

A large space is provided for testing various bicycles: electric bikes, cargo-bikes, city bikes, ...

This space is for free for all visitors.

CHILD-FRIENDLY ACTIVITIES

Numerous didactic and ludicrous activities around mobility and sustainable environment will be organized in the square and around the park and the test course (indoor and outdoor).

Free for all ages.
‘t Kuiper and the Palace of the Floraliën in the green Citadel Park are easily accessible by public transport and not far from central Ghent. It is of course also perfectly accessible by bike. We therefore choose resolute for this location and not for Flanders Expo which is far from the city. Het Kuipke, the historical Velodrome, is right next to the Floraliën Palace. The quiet and green nature of the surroundings also symbolizes the bike as a green, relaxing and healthy alternative.
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 Flanders.

**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.
AN EXTENDED COMMUNICATION CAMPAIGN

A KEY PART OF THE BUDGET IS DEVOTED TO:

- A press campaign (press, radio, TV)
- A campaign on social media, website and newsletter
- A poster campaign in the streets, railway and bus stations
- A Campaign targeting all members of partner associations and federations
- Personal invitations (Official Inauguration, Award ceremony)
DESIRED PARTNERS

The success of a show like Bike Flanders is mainly based on the correct choice of partners. For this project, we would like to count on the partners below. This because of their established value in their sector and because they can offer excellent dynamics and extraordinary support in terms of communication.

INSTITUTIONAL PARTNERS

Federal Government, Flemish Region, City of Ghent, Province of East Flanders, Mobility Company of the City Ghent, Ghent City Development, Ghent Environmental Service, Ghent’s Traffic Centre, Ghent University, Visit Ghent, Tourism East Flanders, Bike Embassy Ghent, Flanders Bike Valley, Max-Mobile, Flemish Foundation of traffic science, Féderprocycle (Association of Bike Dealers), Health Insurance Funds, VOKA, UNIZO, NMBS, ECF (European Cyclists’ Federation), Bloso, Touring, VAB, The Line, ... And of course: Cycling Federation and Pro Velo

MEDIA

AUDIO-VISUAL PRESS RADIO / TELEVISION, OTHER PRESS

AVS (regional TV), VRT, The Press Group, Roularta, News, Radio 2 Metro, Promenade ...

PRIVATE PARTNERS

Bank and, Insurance, Manufacturers, ...
THE ORGANIZERS

INITIATIVES & DEVELOPPEMENTS SPRL
is a company bringing together two partners with complementary skills:

IJV-IFAS (FLANDERS INTERNATIONAL TRADE FAIR & INTERNATIONAL FAIR AND CONGRESS SERVICES)
is a private non-profit company that for more than 70 years has specialised in the organisation of trade fairs such as the Flanders International Fair in Ghent, Estetika in Brussels, Contacta in the Netherlands and the Innovation Fair.

H&D-E, HABITAT ET DÉVELOPPEMENTS-EXPERTISES
is a private company that has created and developed various fairs relating to sustainable development: Bois & Habitat, Design Bois, Energie & Habitat and Energy to Build.

PRO VELO ASBL
is an organisation with nearly 25 years’ expertise in the promotion of cycling as a means of daily transport. In this capacity and in this field, it has recognised expertise in training, services for cyclists, the organisation of campaigns to encourage the general public to cycle, and the development of awareness-raising tools (publications, studies, seminars, lectures) aimed at both professionals and the general public (individuals, schools, companies, etc.).

It operates in Wallonia, Brussels and Flanders, and has a contact base of 18,000 people.

Together we have combined our expertise to develop the BIKE BRUSSELS Fair with all our professionalism and commitment to sustainable mobility.
CONTACT

FOR THE GENERAL ORGANIZATION PART
Initiatives & Développements / IJV - IFAS (VZW)

Jan De Geest
General Manager
jan@ijv-ifas.be
Tel: +32 (0)9 241 55 00
Mobiel: +32 (0)478 99 96 03
Familie Van Rysselberghedreef 2 bus 6
9000 Gent

Lieve Roegiers
Sales Manager
lieve@bike-expo.be
Tel: +32 (0)9 241 55 00
Mobiel: +32 (0)473 58 24 64
Familie Van Rysselberghedreef 2 bus 6
9000 Gent

PRO VELO VZW

Remco Ruiter
Managing Director
r.ruiter@provelo.org
Tel: +32 (0) 2 517 17 61
Londenstraat, 15
1050 Brussel