

# INTERNATIONAL BANGKOK BIKE 2018

ASEAN's Gateway for cycling business opportunity



11<sup>th</sup> edition : 3 - 6 May 2018

12<sup>th</sup> edition : 15 - 18 November 2018



## THE BIGGEST BICYCLE EXPO IN THAILAND

" Where you can find key distributors and dealers in Thailand cycling business "

- **Date :** (11<sup>th</sup> edition) 3 – 6 May 2018 \*All open to the public  
(12<sup>th</sup> edition) 15 – 18 November 2018
- **Time :** 10.00 – 21.00 hrs.
- **Venue :** Exhibition Hall 1-2 Impact Muangthong Thani, Nonthaburi, Thailand

### Exhibitor Profile

- Complete Bicycles
- Parts, Components and Accessories
- Cyclist Fashionables and Trends
- Other industries relevant to Bicycle
- Foreign Exhibitors

### Visitor Profile

- Local Distributors and Dealers
- Trade Buyer from ASEAN
- Thais Bicycle Entrepreneurs
- Cyclists from Amateur to Professionals
- Press and Media Partners both Locals and Overseas

### Show Elements

- **Exhibition :** B2B2C bicycle exhibition from the both Thai and foreign entrepreneurs and suppliers
- **Innovation Pavilion :** New-Launched bicycle showcase and related equipment
- **Innovation Seminar :** Trend & Innovation update
- **Business Matching :** Making a business with exhibitors across the countries
- **Dealer Meeting :** Exclusive annual meeting with big brand distributors in Thailand

# Why Thailand ?



Thailand has a large number of cyclists and continually increase every year



The market value are expected to reach **280 million USD within 2020**

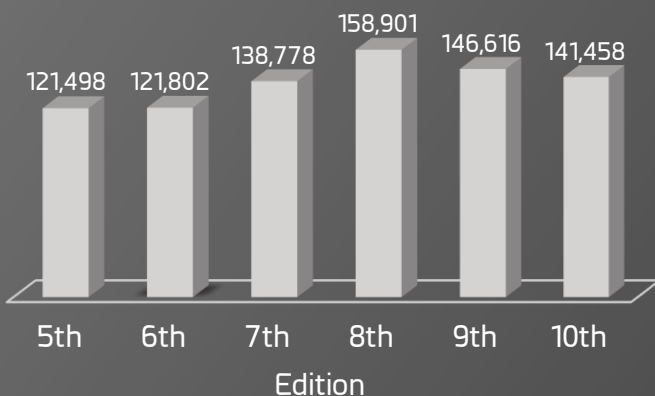
- High-end product purchase power in Thailand
- Thailand is the most popular cycling destination in the ASEAN
- Government bodies supports and boosts up the bicycle industry
- Low tax and tariff for sporting bikes

Source : Thai Cycling Association

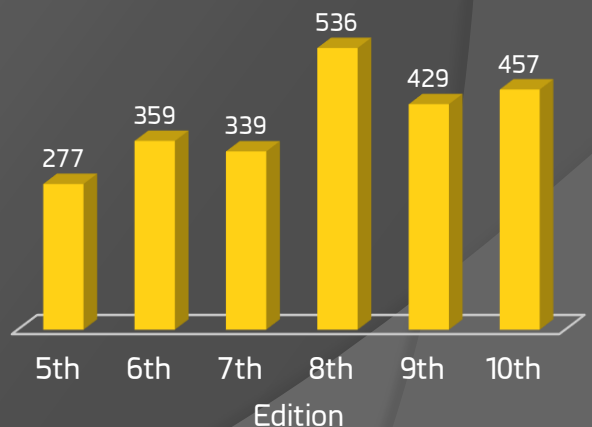


## STATISTICS OF PARTICIPANTS

Visitors (Visiting Number)



Exhibitor (Booths)



Organized by : N.C.C. Exhibition Organizer Co., Ltd.

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