Fahrrad Essen
Bicycles – Bicycle racing – Accessories – Bicycle tourism
27.02.- 01.03.2020
Essen Exhibition Grounds

Professionals, amateurs or families: North Rhine Westphalia loves bicycles. In the Ruhr metropolis in particular, cycling is a popular form of transport and leisure pursuit. NRW’s largest bicycle exhibition will be showcasing the modern world of cycling in its entirety 27.-01.03.2020. Cyclo-tourism companies, manufacturers and retailers will be presenting the best they have to offer with spending time out and about on two wheels. The great advantage of FAHRRAD ESSEN: visitors are able to obtain information, try the bicycles out and make purchases. Fahrrad Essen will take place at the same time as Reise + Camping, the biggest tourism exhibition in NRW.

FAHRRAD ESSEN FACTS

More than 250 exhibitors
20,000 m² exhibition space
3 test tracks
Halls 4/5
83,000 visitors
Trend Arena for manufacturers
Held at the same time as Reise+Camping
Annual event
Event first held in: 2005

VISITOR PROFILE

92 % of visitors are (very) satisfied
86 % of visitors would like to attend again 2020
30 % make a purchase or place an order at the exhibition
72 % living in an perimeter of about 50km

EXTRACT OF THE 2019 EXHIBITOR LIST

Bicycles
- Riese & Müller
- Batavus Bäumker
- Rose Bikes
- ZEG Zweirad
- FLYER Biketec
- Hermann Hartje

Accessories
- ABUS
- SKS
- Messingschlager
- Ergotec
- Westfalia
- Croozer

Cyclo-tourism
- Ruhr Tourismus
- Tourismusagentur Ostbelgien
- Tourismus Lingen
- Allgemeiner Deutscher Fahrradclub NRW

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ABOUT US

A portfolio of 50 trade fairs and exhibitions
Approximately 1.4 million visitors per year
One of the top ten trade fair locations in Germany