

Issue 83 | December 2012

Bike BIZ

FOR EVERYONE IN THE BIKE BUSINESS

be part of it...

the **bike&triathlon** *show*

Manchester Central
16-17th February 2013

www.bikeandtri.co.uk





The many sights of Taipei Cycle and its sister events

showcases another strong industry in Taipei. We will also organise fashion show that gets bicycles, parts, accessories and sports wear involved, to present new bicycle riding styles."

TAITRA has been working on the show's offering to grow those attendee numbers, not least with its d&i awards which are now in their second year. Sadly, they're something the UK has been shy to get involved with so far.

"In the first year the awards collected 207 entries from 16 different countries, and 74 winners were selected by iF Design Forum. In their second year the Taipei Cycle d&i awards has been open for registration since August and so far we already receive entries from ten countries, already exceeding the 2012 level.

"I believe winning this award is an undoubtedly an encouragement to all participants, especially through a thorough evaluation by iF Forum Design. It's a pity that we haven't seen any entries from UK register for this competition so far, and we really look forward to see some more entries from the UK to register before the deadline cut-off of December 20th."

Taipei Cycle is probably one of the best places for the trade to get an early sense of trends. Earlier this year, according to Horng, Taipei saw lighter products, more durable materials and creative design. He expects more of the same in 2013, as well as products made with eco-friendly materials and accessories that are more user-friendly. Expect e-bikes too.

Visitors can take advantage of the three shows that Taipei Cycle is connected to that run alongside it – SPOMODE, TaiSPO (in its 40th year in 2013) and DiWas – featuring a total of 5,000 booths. After studying visitor stats, TAITRA found that 1,100 buyers visited Taipei Cycle as well as TaiSPO, and now makes it as easy as possible for visitors to move between the shows.

Aside from the strength of the show, Horng is bullish about the state of manufacturing in the territory: "Taiwan bicycle manufacturers devote a lot of effort into R&D, and that is the reason why we have unbeatable strength in manufacturing high quality, high value and innovative products at reasonable prices. We can tell the growing strength from the rise of average



There are more details on the show – and how to enter the awards at the official site: www.taipeicycle.com.tw

unit price of Taiwan complete bikes from US\$ 257 to US\$ 380 in three years (2009-2011), and till the statistic survey done by September this year, the average unit price keeps rising to US\$ 399.7, which is already an eight per cent year-on-year increase."

And there's good news for cycling levels too: "Nowadays there are international associations like ECF and Bikes Belong organising events to promote cycling. This encourages more people to get on their bikes and helps the growth of high-end markets in Europe and US. I think this trend matches the core value of our industry—to cultivate high-end markets."

And if that wasn't reason enough to make the trip to the show (running March 20th to 23rd), there's the culture too: "This is a great platform not only for purchasing bicycle products, but also for people who are searching for suppliers or planning to get into Asian market. Besides, there are lots of special gourmet and cultural scenery in Taiwan, please come and visit in March and enjoy our culture and food," he concludes.