

# CASE STUDY



## EUROBIKE:

Eurobike is the world's largest bicycle trade show with over 46,000 members of the industry congregating for five days of business. Annual sales of bikes are booming with people moving from cars to bikes in congested cities. Over 133 million bikes are sold across the globe each year and with the rise of electric motor powered "E-Bikes" which in itself is forecasted to be worth \$24.3 billion by 2025.

## MTBCOS @ EUROBIKE:

Eurobike has been a successful event for a number of Scottish companies who have attended in previous years.

Funded by Scottish Development International, the Mountain Bike Centre of Scotland and Developing Mountain Biking in Scotland have over the last four years assisted a number of companies in both attending on a learning journey and in exhibiting at the event.

"SDI/MTBCOS gave me the amazing opportunity to visit Eurobike as a learning journey. As a Start-up it opened my mind as an entrepreneur, giving me inspirations and even let me feel more confident about my products. It pushed me to new ambitions and goals. Without forgetting the network opportunity I had." Pedale 88

## EUROBIKE 2016 & 2017:

- 141** New Scottish connections
- 112** New UK connections
- 484** New International connections
- 210** Meetings with existing connections
- 84** Potential new distributors met
- 321** Potential new customers identified
- 71** Potential joint venture partners identified

## 2017

£732,000 potential new business identified

£4.6m predicted 3 year growth

**Danny Cowe,**

**Business Development Executive**

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