



CAPITALIZING ON THE CURRENT BIKE BOOM

DAY 1: THE MARKET TODAY

09h00 WELCOME

The online bicycle marketplace

09h15 **ONLINE SALES: HOW I DID IT**

A look into how an organization has capitalized on the growth of online purchases in this sector.
By Frank Aldorf, Chief Brand Officer, Internetstores GmbH

09h45 **LIMITATION OF THE INTERNET CHANNEL IN THE AGE OF NEW MOBILITY**

An explanation of the challenges of online retailing for a complex product like a bicycle.
By Thorsten Heckrath-Rose, Owner and Markus Diekmann, CEO, ROSE BIKES

10h15 Q&A

10h30 COFFEE BREAK

The bicycle market and effecting factors

11h00 **MARKET COMPARISON**

Looking outside of the cycling market to learn how another industry has dealt with the challenge of a shifting retail environment.
by Jason Huntsman, President, Serial 1 Co. by Harley Davidson

11h30 **CONSUMER BEHAVIOUR AND THE IMPACT OF THE LOCK DOWNS ON EUROPEAN RETAIL**

A look at the very specific changes that Covid-19 has created within our consumers.
by Philipp Rossner, CEO SIGNA Sports United

12h00 Q&A

12h15 LUNCH BREAK

Stimulation of the market

13h30 **CYCLING PROMOTIONS: GOVERNMENT INITIATIVES**

A session devoted to looking at how the various government initiatives on offer have helped develop cycling during the recent past.
by Adam Tranter, Founder & CEO at Fusion Media and Co-founder of The Running Channel

14h00 **EUROPEAN GREEN DEAL**

What does the European Green Deal mean for cycling and how do we ensure the bicycle industry benefits?
By Tony Grimaldi, Chief Executive Officer of Cycleurope AB and President of Cycling Industries Europe

14h30 Q&A

14h45 COFFEE BREAK

COUNTERFEITING

15h15 **Leave no one behind: Cycling as a tool for development**

Working towards the Sustainable Development Goals (SDGs): How bicycle programs help people to break the cycle of poverty and move towards a resilient future
by Kristina Jasiunaite, Managing Director World Bicycle Relief Europe

15h45 **BICYCLE MARKET – overview**

A look at how big the problem is and what is and should be done to tackle it?
By Andrew Love, Global Brand Protection Manager, Specialized Bicycles

16h15 Q&A

16h30 **WRAP-UP DAY ONE**

16h45 **END OF DAY 1**

17h00 **NETWORKING COCKTAIL**



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DAY 2: THE MARKET TOMORROW

09h00 WELCOME / RE-CAP DAY 1

Interacting with our consumers

09h05 **HYPERPERSONALIZED CUSTOMER EXPERIENCE**

An omnichannel vision. How the best bike brands will serve future customers in the right channel at the right moment.

By Simon Summerscales, Head of Marketing and Brand, CANYON BICYCLES

09h40 **CUSTOMER CARE**

Looking after current and future customers is essential. How do we ensure best practice in customer care?

By Scott King, SRAM Corporation

10h15 **Q&A**

10:30 **COFFEE BREAK**

New markets and investment

11h00 **EMERGING MARKETS**

Do new markets involve new products or is it about taking existing products to new customers? How do we ensure the bicycle industry is totally ready?

By Raymond Gense, Director of Policy and Future Technologies, PON

11h30 **FROM MARGINAL GAINS TO A CIRCULAR REVOLUTION**

A look at a vision for true sustainability inside the cycling business using a revolutionary business model.

By Erik Bronsvort, Freelance Innovation Manager, Trainer and Author. Co-founder, Circular Cycling

12h00 **HOW TO OWN A PIECE OF MEGATRENDS**

Insights into why a focus on products is a trap and why “the power of a little yes” attracts new customers without losing one’s brand heritage or brand fans.

By Christoph Beauflis, Brand Strategist Consumer Goods & Product Owner ISPO.com, Messe München GmbH.

12h30 **Q&A**

12h55 **LUNCH**

A changing market

14h15 **MOBILITY TOPIC**

An analysis of how a non-cycling brand has entered the bicycle market and become successful.

By Jan Stoeckel, Associated Partner and Nicolas Grimm, Senior Manager, Porsche Consulting

14h45 **FUTURE TRENDS**

What does the future hold for the bicycle industry, revolution, or evolution of products, buying patterns and access to technology?

By Maks Giordano, Strategic Corporate Advisor, Creative Marketeer, Futurist

15h15 **Q&A**

15h30 **WRAP-UP DAY TWO AND SUMMARY OF WORLD CYCLING FORUM 2021**

Mobility Show visit

15h40 **VISIT TO THE MOBILITY SHOW**