

12th INTERNATIONAL BANGKOK BIKE 2018

THE BIKE INNOVATION



ASEAN's Gateway for cycling business opportunity



Date : 22-25 Nov 2018
Time : 11.00 - 21.00 hrs
Venue : Hall 3-4 (IMPACT Muangthong Thani)

Exhibitor Profile

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

Visitors Profile

- Local Distributors and Dealers
- Trade Buyers from ASEAN
- Thai's Bicycle Entrepreneurs
- Cyclists from Amateur to Professionals
- Press and Media Partners both Locals and Overseas

SHOW ELEMENTS

- **Exhibition** : Trade show from the both Thai and foreign entrepreneurs and suppliers
- **Innovation Pavilion** : E-Bicycle show and related equipment
- **Innovation Seminar** : Technology and Innovation of Bicycle
- **Business Matching** : Program creating a business between Thai and foreign suppliers
- **Dealer Meeting** : For VIP and major entrepreneurs and suppliers

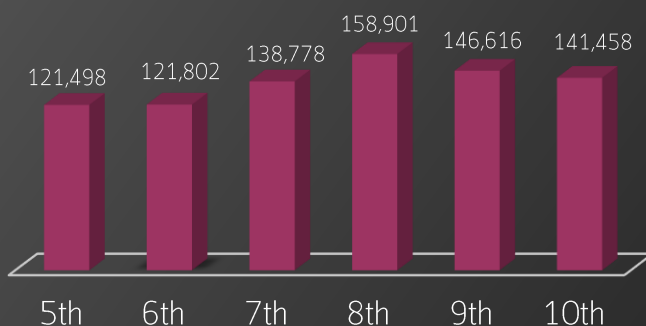
WHY THAILAND ?

- Thailand is the most popular cycling destination in ASEAN
- The most number of distributors and dealers in ASEAN
- Thailand has a large number of cyclists and continually increase to 28 million people in 2020
- The Market value has exceeded USD 200 million and expected to reach 280 million within 2020
- High-end product purchase power in Thailand
- Government bodies supports and boosts up the bicycle industry
- Low tax and tariff for sporting bikes

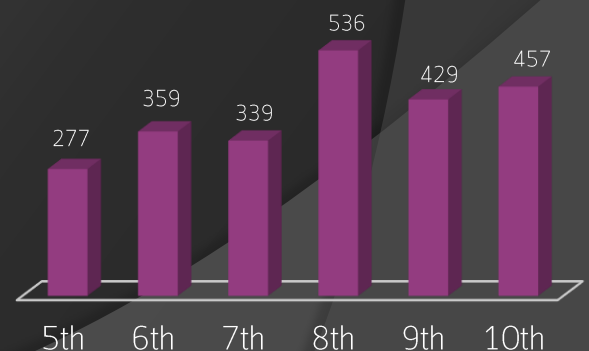
Source : Thai Cycling Association

STATISTICS OF PARTICIPANTS

Visitors (Visiting Number)



Exhibitor (Booths)



Space rental fee

Standard upgrade

- 2.5 m. height of partition walls
- floor carpet
- fascia name
- 2 fluorescents
- 1 power socket of 5 amp. (1000 watts)
- 1 reception desk / 2 chairs
- 1 waste basket
- 3 peg boards
- 20 "S" hooks

US\$ 2400 / 9 sq.m.



Standard booth

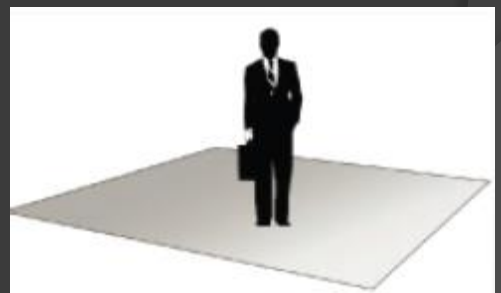
- 2.5 m. height of partition walls
- floor carpet
- fascia name
- 2 fluorescents
- 1 power socket of 5 amp. (1000 watts)
- 1 reception desk / 2 chairs
- 1 waste basket

US\$ 2200 / 9 sq.m.

Raw Space

- Minimum reserved at 18 sqm.

US\$ 200 / sq.m



* Booth designs can be revised due to the organizer's approval



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