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BEARS DURING BEARISH TIMES?

Our cover photo: the abundance of bears on the first day of Taichung Bike Week wasn't a nod to the current economic climate in the bicycle industry. It was part of a playful marketing campaign by **M-Nova [Splendor, 13F, 1326]**, a specialist in bicycle decals. General Manager Bart Lin (right) and his team brought over 100 stuffed bears to TBW, which later adorned the backpacks of many attendees. Definitely the winner of the attention-grabber award on the first day.



Yesterday's TBW Social Ride

TAICHUNG BIKE RIDE

If a morning workout is part of your daily routine, Taichung Bike Week has you covered. You have to get up early: the fast group heads off at 5:45am and the group riding at a more relaxed pace follows suit at 6am. The aim is to ride for about 1.5 hours and be back in downtown Taichung well before 8am. Rides start and end at the **Tempus Hotel**. More details in the **Taichung Bike Ride** Facebook group.

CARBON RECYCLING

Recycling is a hot topic in the bicycle industry, and carbon recycling is no exception. Several companies at this year's Taichung Bike Week, including **Hsin Yung Chien [Splendor, 13F, 1339]** and **Thermolysis [Splendor, 10F, 1068]**, whose recycled carbon granules are seen in the photo, are presenting solutions that could help bicycle and component manufacturers reduce their CO2 footprint by incorporating carbon recycling and recycled carbon into their production processes. Learn more in our profile of Thermolysis on **page 6** today.



CONTENTS

| | | | |
|--|----|---|----|
| Shuz Tung's automated solutions | 4 | Vietnam reports part II: Velo & Formosa Taffeta | 24 |
| Belt drive alternative from Omnitransbelt | 5 | Qingdao Magene Intelligence Technology | 17 |
| E*Thirteen solves pedal kickback | 10 | Thun presents new brand image at TBW | 15 |
| Sustainability regulations & reporting | 8 | by,schulz has strong ties to Taiwan | 10 |
| Yamaha to offer custom solutions | 10 | Hyena E-bike has ambitious plans | 16 |
| Armor's modular e-cargo bikes | 22 | New Products | 22 |
| VP Components sources low-carbon aluminum | 23 | Hafny: a vision for safety | 14 |
| Taiwan's bicycle industry: recovery in sight | 12 | Exhibitor list | 25 |
| E-bikes hold up the market in Europe | 20 | Floor plans | 29 |

HYENA KEEPS IT LIGHT

While the heat and heavy backpacks weighed down many visitors on the first day of this year's Taichung Bike Week, **Hyena E-Bike Systems [Splendor, 12F, 1208-1213]** kept things light—literally—with their featherweight 1.3 kg MRC-A150 motor and a scoop of refreshing Taiwanese ice cream.



XPEDO'S OMNI POWER METER

Xpedo [Tempus, Dadun 2F, 200] has five new Omni power meters on display in the Tempus Dadun building, across the street from the main hotel. The top of the line M-Force 8 Omni (pictured) features a titanium body and weighs in at 330 grams. Other models in the range are aimed at specific applications including cyclocross, mountain biking, and road bikes. All the models offer detailed pedalling dynamics, measuring power, cadence, L/R balance, torque effectiveness, pedal smoothness, power phase and rider position. Xpedo's Jennifer Chen says the meters will be available around Christmas 2024.



SHOW DAILY TAICHUNG bike week 2024

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AD INDEX

| | | | |
|--------------------|----|-------------------|-------------|
| A-Pro Tech | 11 | Hyena | 14 |
| A-Forge Enterprise | 18 | KS/Kind Shock | 15 |
| Alfred Thun GmbH | 11 | Miranda | front cover |
| Atravelo AB | 21 | Neco | back cover |
| by,schulz GmbH | 5 | Qingdao Magene | 15 |
| Eurobike | 7 | Samox/Chuan Wei | 16 |
| FPD Industry | 17 | Tempus Hotel | 17 |
| Hafny | 23 | Wellgo | 4 |
| | | Yamaha | 2 |
| | | ZF Micro Mobility | 6 |

SHUZ TUNG MACHINERY

ENERGY-SAVING AND AUTOMATED SOLUTIONS

With nearly 50 years of company history, Shuz Tung Machinery is a familiar name in the Taiwanese cycling industry. This year's Taichung Bike Week sees the company grabbing attention with not one, but two innovations.

"We have invested heavily in innovation over the past few years," said Sales Manager Joy Huang right at the start of our visit to the **Shuz Tung Machinery [Splendor, 13F, 1351]** booth yesterday. It's a statement that immediately caught our attention, as with its 45-year history – Shuz Tung was established in 1979 – the Taichung-based company is a well-established player in the Taiwanese cycling industry. "Essentially, any company looking to produce bicycles or bike components can find all the necessary machinery with us. But at this year's Taichung Bike Week, we primarily want to focus on two topics that will take manufacturing to the next level," said Huang.

The first topic is automatic integration for metalwork technologies, which involves programming and equipping industrial robots and implementing automated production in factories. "Automation drives productivity and profitability," said Huang, highlighting the polishing and cutting process in tube production as an example. Factories that struggle to find workers or want to



Joy Huang (Sales Manager) and Daniel Wang (Sales Representative) at the Shuz Tung Machinery booth.

automate their workflows can seamlessly integrate this solution into their production process. Shuz Tung now provides up-to-date solutions in this sector, "including machines with IoT capabilities to set up smart factories," Huang added.

Huang then turned to the topic of sustainability. For factories looking to save energy and reduce their carbon footprint, Shuz Tung also has a solution. In its hydroforming lines, which

involve several hydraulic machines, hydraulic motors have been replaced by servo motors. This is expected to reduce oil consumption significantly in factories and lower energy use. Huang mentioned a reduction of up to 20 percent. "If a company is looking to set up a production line and wants to make it as energy-saving as possible, they are more than welcome to stop by our booth," Huang stated. ■ **WMS**



GOODYEAR GOES SMALLER

Operating from its own factory in Nantou county that opened in mid-2020, **Goodyear Tires [Evergreen Hotel, B2F A37]** started with a range of products aiming at road bikes, gravel bikes and mountain bikes. All these tires were in the 700c and 27.5-inch size respectively. "Thanks to ongoing investments in our production, we are expanding into smaller-diameter tires now as well, starting with 26-inch tires for dirtjump and urban bikes," explained Goodyear Tires' President Luke Musselman at the the company's Bike Week booth.

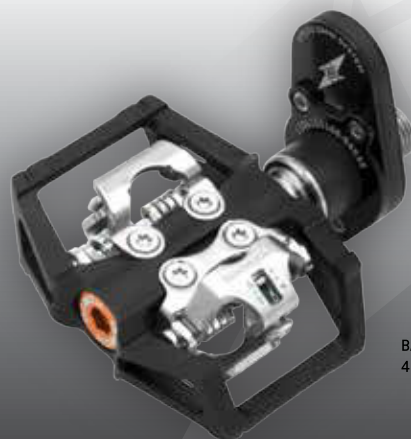
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OMNITRANSBELT BELT DRIVE ALTERNATIVE FROM TAIWAN

The belt drive is gaining more significance in the cycling industry, yet the number of manufacturers is still relatively small. Taichung-based Omnitransbelt presents an intriguing solution.

As more people shift from cars to bikes, the belt drive is becoming increasingly popular. The reason is clear: it's a quiet, clean, and low-maintenance alternative to the classic bike chain, offering many benefits, particularly for daily use and commuting. One company showcasing a new solution at Taichung Bike Week is the Taiwanese manufacturer **Omnitransbelt [Splendor, 13F, 1325]**. "We first introduced our Omnitransbelt system to the public in 2022," said company founder and CEO Gordon Chen during our visit on day one of Bike Week. He continued by explaining the belt's composition: "On the one hand, it's made of rubber, of course. Then there's wear-resistant fabric, carbon fiber tension cords, and UV- and waterproof fabric. This mix makes our system particularly durable, with mileage of over 15,000 kilometers absolutely achievable," he said.

Chen is well aware that the belt drive market is dominated by one major player, yet he believes that the



Gordon Chen, CEO of Omnitransbelt, presents his belt drive solution.

Omnitransbelt solution – which, by the way, also includes the complete ecosystem, such as cranks or belt drive discs – has great potential. "We already have customers in France and the United States. This global interest is a testament to our product and the quality we provide," he said. His goal for this year's Taichung Bike Week and beyond is to attract more international customers. "Belt drives have a bright future in the bicycle industry, so we see ourselves in a very strong position." ■ **WMS**

TANNUS AND ECLIPSE MAKING ASSEMBLY EASIER

Tubeless wheel set-ups have taken the sports segment by storm – first with mountain bikes and now with road bikes as well. But this comes with some challenges for assemblers as well as for distributors and retailers. **Tannus [Evergreen, B2F, L8]** thinks it has a solution that offers all the advantages of tubeless set-ups without the hassle associated with this technology. Lightweight TPU inner tubes are at the core of this solution, keeping the air pressure more reliably over a longer period of time. As they do not require the use of sealant, they help to save weight compared with tubeless set-ups. Tannus claims that the solution offers the same benefits in terms of flat-protection and ride quality.

The solution that Tannus is offering is a combination of the company's proven Armour inserts with a lightweight TPU inner tube from Eclipse – a pioneer in this area that now operates in cooperation with Tannus. While the inserts provide plenty of flat protection, the TPU innertube saves weight, improves the ride quality and is fully recyclable. "Mounting our combination of an Armour insert and a TPU inner tube is much easier for assemblers than having to deal with sealant," explains Stefan Anton, Senior Product Manager at Tannus. "Compared to a classic butyl innertube some extra



Tannus Senior Product Manager Stefan Anton shows the combination of the Armour insert and Eclipse's TPU inner tube.

care is needed when mounting the much thinner TPU units, but we think the benefits are worth it. While we mainly aim at mountain, road and gravel bikes, the solution makes a lot of sense for cargobikes as well." ■ **LvR**

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THERMOLYSIS

PROMOTING RECYCLED CARBON FIBER

Carbon recycling has become a hot topic in the cycling world. At Taichung Bike Week, Taiwanese manufacturer Thermolysis is presenting a solution.

Carbon is a fantastic material that has sparked a technical revolution in the cycling industry over the past three decades. However, with the growing focus on sustainability in the sector, carbon is increasingly criticized due to its high carbon footprint. According to various sustainability reports in the bicycle industry, a carbon frame generates up to three times the CO2 footprint compared to its aluminum counterpart. To avoid losing out on the many benefits of carbon, carbon recycling has become an increasingly hot topic in the cycling world. “Carbon recycling offers the chance to reuse carbon. That’s why we are proud to showcase our recycled carbon fiber solutions here at Taichung Bike Week,” said CC Lin, researcher and head of new business development at **Thermolysis [Splendor, 10F, 1068]**, during our visit to the booth on the first day of bike week.

Founded in 2016 in Taichung, Thermolysis focuses on using microwave technology to separate carbon layers from resins. They have two factories—one in Taichung and one in Kaohsiung—and a total of 50



Thermolysis representatives Wendy Yen (Sales Department Assistant) and CC Lin (New Business Development Department & Reseacher) at the Thermolysis booth.

employees. The technology and the process behind the recycling process are called pyrolysis technology. “We collect carbon waste from customers, then transform the waste material into recycled carbon. This recycled carbon is then made into intermediate products like pellets, which can be used in end products,” said Lin. At the company’s booth in the Splendor, items like shoes and pedals made with recycled carbon content are on

display. Additionally, the firm also cooperates with companies outside the bicycle industry. Lin emphasized that the company operates under the guidelines of the UL 2809 Recycled Content Validation and ISO 14067 Carbon Footprint Verification. During the conversation, he also pointed to their in-house brand RCF, which produces products made from recycled carbon, including a bicycle saddle and a bottle cage. ■ **WMS**



VEETIRE'S LINE-UP HAS IT ALL

When it comes to covering all wheel sizes and tire widths on the market it is hard to beat **Veetire [Evergreen Hotel, B2F A13]**. The Thai manufacturer is showing a selection of its impressive line-up at Taichung Bike Week. Chief Commercial Officer Bike Sukanjanapong points at some of the highlights for the 2025 model year: “The Quickstyx is a fast-rolling, performance-oriented gravel tire with shoulder knobs for grip in corners, while the Terrenza will get compact e-cargo bikes off paved roads and into terrain.”



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GENIO BIKES READY TO BUILD YOUR ALLOY FRAMES

You may be forgiven for not being familiar with **Genio Bikes [Splendor, 11F 1167]**, but this Taichung-based frame maker is celebrating its 25th birthday this year. Founded in 1999 by Jeff Lin, who still is the company’s General Manager, Genio Bikes operates three facilities in the Houli area, within five minutes’ drive of each other. The business model of the company, which is co-owned by three families, is to build frames to customer specification while offering some open models as well. One of the firm’s open models was used as the base for Pinkbike editor Mike Levy’s wild ‘Grim Donut’ concept enduro bike.

“Our staff peaked at 200 in 2022, and currently stands at roughly 150,” notes Calvin Lin, a deputy sales manager at the company. “Genio Bikes build frames from aluminum and some indoor training equipment from steel, with an annual output of 70,000 units in 2022 and a maximum capacity of 100,000. Apart from painting we can perform all frame production in-house, which is a big advantage for end-to-end quality control.” Currently 60 percent of the aluminum frames produced are for e-bikes and the other 40 percent for muscle bikes, and as well as



Founder and General Manager Jeff Lin at the Genio Bikes booth at the Splendor.

hand-welding, Genio Bikes has used robot welding since 2017.

“As a company we have profited from a diversified portfolio: while the demand for bicycle frames has dropped due to the slump in demand, the market for indoor training equipment has been more stable,” adds Lin. ■ **LVR**

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ESG IN THE BICYCLE INDUSTRY

SUSTAINABILITY REPORTING ON THE RISE

As regulations tighten and customer demands grow, more and more bicycle companies are publishing sustainability reports. But what makes an effective sustainability report? SHOW DAILY reached out to industry experts to find out.



Never before have the warnings from the Intergovernmental Panel on Climate Change been as clear as in last year's synthesis report on global climate change. The message: if CO2 emissions continue to rise, the target of limiting global warming to a maximum of 1.5 degrees Celsius above pre-industrial levels will be unreachable. Scientists also noted that today's atmospheric CO2 concentration is the highest it has been in at least two million years, and that the rise is unmistakably human-induced. Around 40 percent of total CO2 emissions from 1850 to 2019 occurred in the past 30 years. If this trend continues, the 1.5-degree threshold will be exceeded within the next 15 years.

Due to urgent warnings like this, it's no surprise that sustainability is gaining increasing attention in both the political and the business world. The bicycle industry, too, is seeing more companies working on making their business practices more sustainable and reducing their carbon emissions. The fact that these initiatives are far from mere greenwashing is evident in the growing number of sustainability reports published in the two-wheeler sector. "That's true. In the last two or three years, we've seen numerous new sustainability reports in the cycling industry," says

Erik Bronsvort, co-founder of the organizations Circular Cycling and Shift Cycling Culture, which have been observing sustainability ambitions in the cycling sector for many years. "One reason is certainly the increasing political pressure. Regulations like the European Union's Corporate Sustainability Reporting Directive force larger companies to engage more deeply with sustainability reporting and their supply chains. Another reason is that it's been realized that sustainable practices don't necessarily have to cost more but can actually *save* money, through energy savings, for example. However, the most important reason is that companies have recognized that reporting gives them a better understanding of the business and where they can have the greatest impact, also in terms of innovation," he summarizes.

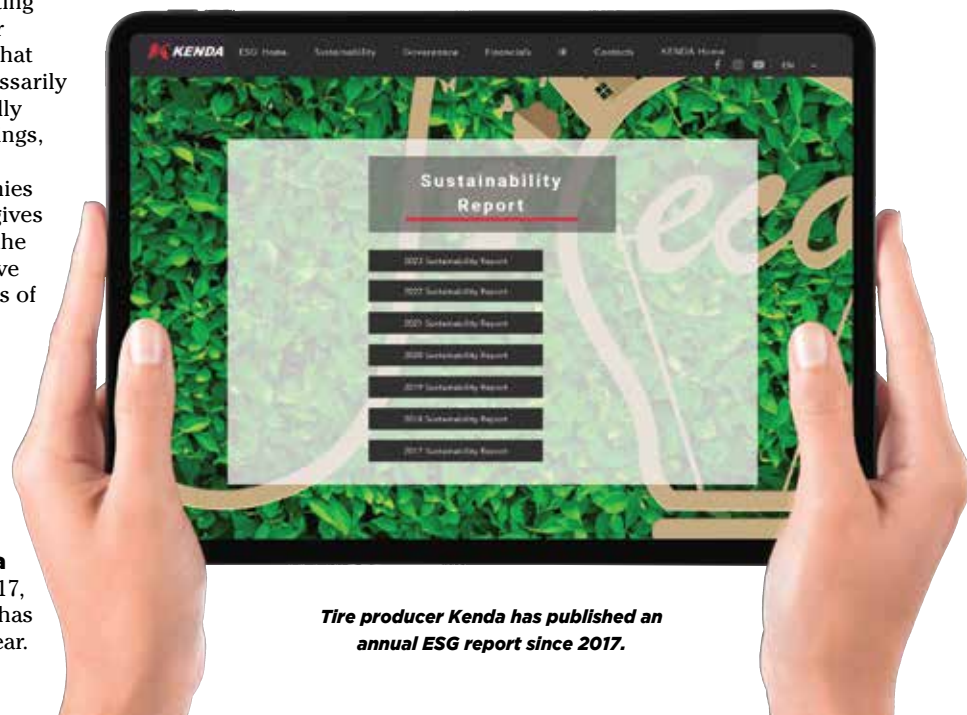
Different motivations and challenges

A look at the reporting initiatives of various bicycle-related companies confirms Bronsvort's observations. One firm that has been active in sustainability reporting for some time is **Kenda [Evergreen, B2F, C3]**. Since 2017, the Taiwanese tire manufacturer has published an ESG report every year.

"The trend toward mandatory sustainability reporting is gaining momentum globally across various industries, including the bicycle industry," says Eric Yang, Kenda's Vice President of Development. "For bicycle companies, including those in Taiwan, sustainability reporting is increasingly seen not only as a voluntary practice but as an eventual requirement due to regulatory,

market, and stakeholder pressure. As a leading tire manufacturer in Taiwan, we wanted to ensure we were staying compliant."

Another example from Taiwan's bicycle industry is **KMC [Tempus, Dadun-2F, R205]**. "Since KMC began publishing sustainability reports in 2018, we've noticed that providing our report to clients before discussing our



Tire producer Kenda has published an annual ESG report since 2017.

sustainability development plans has had a major impact on our talks. Clients can see that KMC's commitment to sustainability is ongoing. This approach helps us quickly reach a consensus when aligning on sustainability actions, streamlining the process for both sides," says Abby Chen from the KMC marketing department. However, she also mentions the challenges of ESG reporting: "In 2018, with no peer reference materials in the bicycle industry, we could only rely on international standards and reports from other leading Taiwanese companies. However, in the past two years, we've seen the rapid rise of international standards and sustainability regulations. This pushed us to revise our reporting framework and strengthen the credibility of our content. We realized that having just one department handle sustainability reports was no longer viable; instead, cross-departmental participation was crucial."

One example from the European industry is **Herrmans [Evergreen, B2F, A27]**. Since 2020, they have regularly published sustainability reports, and the fourth edition was released at this year's Eurobike. Sari Noromies, responsible for the sustainability development at the Finnish component specialist, shares her experiences: "Our report is a way of communicating our commitment, not only to customers but also to other stakeholders like suppliers, business partners, the community, employees and competitors," she explains. She also mentions several challenges that come with reporting. "Calculating our carbon footprint is currently a very manual task, and gathering the necessary data takes time. Of course, we want the data to be as accurate as possible, and we'd rather dig deep than rely on rough estimates," she says, adding that the delay between action and outcome can be a difficulty. "For example, researching new raw materials involves a process of trial and error, and implementation and testing take time. Another challenge is creating a report according to a specific standard. This is something we want to do in the future, but it will require additional resources."

Numerous dos and don'ts

Noromies addresses a question that is likely occupying the minds of many decision-makers in the bicycle industry (and beyond): What constitutes a good sustainability report? Several standards offer answers and support, including the Global Reporting Initiative, the European Sustainability Reporting Standards, and the Sustainability Accounting Standards Board disclosure indicators. At last year's Eurobike, the German industry associations and organizations **Zweirad-Industrie-Verband, Bike-BrainPool, Verbund Service & Fahrrad** and **Zukunft Fahrrad** even released a dedicated sustainability reporting guide for the cycling industry, which is based on the German Sustainability Code, yet another reporting guideline. Bronsvooort advises companies to follow official standards. "This makes it possible to compare reports of different companies. Furthermore, the data



Sustainability is a dominant topic at all major bike shows, such as Eurobike. Sustainability reporting is also becoming a growing focus for more and more companies.

reported should be clear and reliable, ideally audited by an external party," he says, adding that a sustainability report should never be a marketing tool. "The report should be transparent, not only sharing success stories but also highlighting areas where the company faces challenges. Transparency is key."

KMC spokesperson Abby Chain agrees. "We believe that a good sustainability report should build trust, enhance corporate image, and promote sustainable development. Therefore, when drafting our sustainability report, we think the company must first focus on identifying which issues are urgent and require priority attention," she says. "In gathering report content, we strive for data that is truthful, complete, and accurate. We strictly avoid using false information, prohibit any exaggerated claims, and aim to prevent any actions that could cause misunderstandings among stakeholders." Eric Yang recommends involving all stakeholders in the process. "A company needs to engage employees, customers, suppliers, investors, and others throughout the process of developing a sustainability report. If you have the time and resources, conduct surveys, interviews, and workshops to better understand



Erik Bronsvooort is the co-founder of the organizations Circular Cycling and Shift Cycling Culture. He has been working with sustainability in the bicycle industry for many years.

what matters most," he suggests.

For companies that haven't yet published a sustainability report and are unsure about how to do so, Bronsvooort proposes taking a step-by-step approach. "Starting sustainability reporting is a major task, from deciding what to measure to collecting the necessary data to writing the report itself. Additionally, companies might fear they have no success stories to share or are concerned about difficult questions regarding their impact. But whether you start now or wait until it becomes mandatory by law, it's better to begin sooner. Treat the first year as a trial run, so that by year two, you're prepared to publish solid data and experiences," he advises.

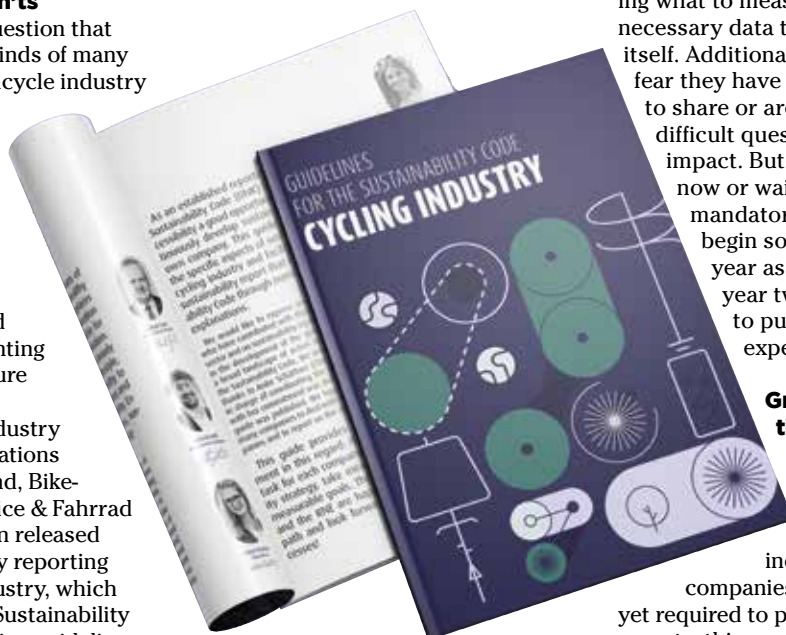
Growing pressure on the industry

Indeed, sustainability reporting is becoming increasingly relevant for the bicycle industry. While most companies in the sector are not yet required to produce sustainability reports, this could very well change in the future. The European Union's Corporate Sustainability Reporting Directive, which is gradually coming into force, already obliges more companies

in the bicycle industry than ever before to report on sustainability. Abby Chen from KMC sums up this development: "With consumers becoming more aware of environmental and social issues, and governments enacting stricter environmental regulations, the likelihood of mandatory sustainability reports is growing and could become standard practice in the coming years," she says.

Bronsvooort, therefore, expects that significantly more companies in the bicycle industry will report on their ESG activities in the coming years. "We will definitely see more reports, perhaps even integrated with financial reporting. Large companies will have to publish reports, according to the EU's Corporate Sustainability Reporting Directive. And smaller companies will either see this as a key innovation driver or be asked by their large suppliers to provide various data, ultimately deciding to create their own sustainability reports," he says, adding that he hopes "that this development will lead to significant changes in the bicycle industry."

From an environmental perspective, this shift is overdue. While that may be, an increase in sustainability reports could at least provide the foundation for taking action to try and combat the IPCC's alarming and urgent warnings. ■ WMS



At last year's Eurobike, several German industry associations and organizations published specific reporting guidelines for the bicycle industry.

YAMAHA MOTOR BUILDING TOMORROW WITH COLLABORATION

At Eurobike, Yamaha gave a preview of its upcoming PW-Link system. For the Japanese manufacturer, the motor concept could mark the beginning of a new era.



The Yamaha website doesn't show any information about the new motor concept yet. It will be exciting to see when the Japanese company will officially reveal more details.

The world's first commercial e-bike – it's been 31 years since Yamaha pioneered the e-bike industry with its Power Assist System (PAS) in 1993. Over three decades and well over four million Yamaha e-bike drives later, the company has become one of the most globally renowned manufacturers of e-bike motors. At this year's Eurobike, the Japanese company showed that it is far from resting on its laurels, offering a first look at its "PW-Link" concept, which aims to kick off the next generation of Yamaha e-bike motors.

"We firmly believe that by working with our partners, we can offer the best solutions for our products," explained Gabriel Kaneko, responsible for Overseas Sales, in a conversation with the Show Daily. "Specifically, this means that we want to focus on our core competency: developing strong, reliable, and high-performance motors. At the same time, we intend to open our system to other developers who can add features like electronic auxiliary systems," he continued, hinting that Yamaha plans to intensify collaboration with third-party provid-

ers to allow for more tailored solutions for OEM partners. "An urban e-bike brand needs a different solution and different features than a sporty e-mtb brand. Therefore, our idea is that both partners – the motor manufacturer and the bike brand – play an active role in the development process," said Kaneko. An official launch date for the concept or even a new product line has yet to be officially announced, but the company plans to use Taichung Bike Week to introduce the concept to B2B partners and discuss it in more detail. ■ **WMS**

E*THIRTEEN'S SIDEKICK HUBS PEDAL KICKBACK ISSUE SOLVED

Components and parts manufacturer **e*thirteen [Evergreen, 3F, D16]** thinks it has found a solution to completely isolate the drivetrain from the rear suspension.

The first discussions about pedal kickback probably started with the launch of the first suspension mountain bikes. Since the rear axle and the bottom bracket are connected by a chain and the exact distance of the two changes as the rear suspension goes through its travel, this change in distance translates into a movement of the cranks. This can throw a rider off-balance, and it also impacts the function of the rear suspension. Some aftermarket devices try to absorb this effect, as does the currently popular frame construction with an idler pulley at the exact height of the main pivot.

The e*thirteen brand is launching its Sidekick hubs, with a novel freehub mechanism, here at Bike Week. At the core of this mechanism is a timed pusher in the freehub that allows the pawls to retract from the ratchet entirely, effectively isolating the drivetrain from the rear hub and the swingarm. "Sidekick not only improves suspension performance, it also adds grip while reducing vibration and chain noise, while giving free coasting speed due to its low friction," explains Managing Director Joel Peters.



*E*thirteen Managing Director Joel Peters shows the central piece of the new Sidekick hubs.*

Another special feature of the design is its tool-free adjustable deadband. The distance the freehub can travel before engaging can be set to 12°, 15° or 18° depending on the travel of the frame and personal preferences. E*thirteen is selling the Sidekick hubs separately or as part of its new Grappler and Sylvan wheels. ■ **LvR**

BY,SCHULZ

GERMAN COMPONENT SPECIALIST CAPITALIZES ON ITS CLOSE TIES TO TAIWAN

by,schulz, known as an established and innovative German component manufacturer, has strong connections to Taiwan and operates an office in Taichung.

When a European firm operates an office in Taichung, it clearly indicates how important the Taiwanese market is for the company. This is exactly the case with the German component specialist **by,schulz [Splendor, 10F, 1025]**. Four years ago, the company invested in a branch in Taichung, just a few minutes' walk from the Splendor Hotel. "We have had a close relationship with Taiwan for many years. In addition to the production facilities where our products are manufactured, most of our OEM partners are based here, so it made sense for us to locate a part of our team as close as possible," says Stefan Kalweit, Head of Marketing & Design at the Saarbrücken-based company.

Founded in 1996, by,schulz enjoyed immediate success in the bicycle industry, particularly with the Speedlifter handlebar adjustment system, which allows handlebar height to be quickly adjusted by hand, and the G.2 parallelogram-suspension seatpost. Today, under the leadership of founder Markus Schulz and CEO Robert Koch, the company offers a wide range of bicycle components and accessories, from handlebars

and pedals to seatposts and stems to mounting accessories for lights. "We have always prioritized cooperation with both aftermarket and original equipment customers. The OEM business is particularly important, accounting for around 60 percent of our turnover, while the aftermarket accounts for the 40 percent," said Julian Schikofsky, Management Assistant for by,schulz.

The by,schulz site in Saarbrücken, which currently has 25 employees, serves as the company's headquarters. However, the office in Taichung, where manufacturing engineers and supply chain managers work, has quickly developed into the second central hub for international business. "It is the main point of contact for suppliers, customers and potential cooperation partners," Kalweit said. by,schulz' production, which also takes place in Taiwan due to the proximity to customers, is coordinated from the office in Taichung in many cases, which demonstrates the close ties between the German component specialist and Taiwan. "If we were still producing in



The by,schulz booth at last year's Taichung Bike Week.

Europe, we would have to ship our components to our partners overseas or fly them in. That would be expensive, especially unsustainable and would also unnecessarily delay the supply chain. That's another good reason for us to have our own space in Taichung," Kalweit explains.

Therefore, the by,schulz team has a short journey to Taichung Bike Week which is, in a way, a home game for the German manufacturer. This year, they want to use the event primarily to present their OEM products for manufacturers, but also to consolidate joint projects with customers and



Stefan Kalweit, Head of Marketing & Design for the German company.

manufacturers in personal meetings. New products will also be on display, such as the slim M.1 View pedal and the Speedlifter Twist Pro 2, the latest generation of tool-free handlebar height adjustment with twist function, which allows the handlebars to be rotated 90 degrees and includes an integrated angle-adjustable stem. "Of course, we can also offer individual solutions for our partners. Our proximity to Taichung is not only the basis for this but also a great advantage," said Kalweit. ■ **WMS**



The ride starts here.

Evergreen Hotel | 2F, Booth H4

TAICHUNG BIKE WEEK

STATE OF TAIWAN'S BICYCLE INDUSTRY

PEDALING TOWARD RECOVERY

Two years ago a wave of order cancellations threw the bicycle industry's supply chains off balance. The Taiwanese bicycle industry, in particular, has been hit hard. The SHOW DAILY reached out to various companies in Taiwan to find out how they are doing and whether they have noticed any signs of recovery.



There's no question that last five years have been a rollercoaster ride for the bicycle industry, marked by the bull-whip effect due to the pandemic-related demand boom-and-bust, and escalating conflict in the Near East resulting in rapidly rising costs for energy and transport, stoking inflation, crushing consumer sentiment and profoundly impacting the supply chain.

The big question keeping the bicycle industry on its toes now is when the tide will turn, demand will get back up, and orders will come back in. While current export statistics from the Taiwan Bicycle Association (TBA) paint a somewhat bleak picture, there are slight glimmers of hope, according to industry players the SHOW DAILY spoke to in the lead-up Taichung Bike Week, such as normalizing markets, improving stock levels and certain high-end sectors driving growth.

Let's start with the TBA export numbers. From January to August, the value of exported e-bikes is down 47.8 percent compared to the same period last year (2024: \$479.9 million, 2023: \$919.5 million). For regular bicycles, the drop is around 60 percent (2024: \$3.8 million, 2023: \$9.6 million). As for components, exports are down 26.5 percent compared to the previous year (2024: \$19.9 million, 2023: \$27.1 million). This is especially striking given that the crisis had already left significant marks on Taiwan's export figures in Q3 and Q4 of 2024.

Despite the negative export data, there are positive signs on the horizon

for Taiwan's bicycle industry. As Taiwan's biggest bicycle manufacturer, the Giant Group has just seen its July turnover beat last year's number by 16.6 percent, flipping a nagging downward trend. "Looking forward to the second half of the year, inventory adjustments in the European and American markets will return to normal, and the cycling trend in the Chinese market will continue to drive performance growth. The group's operations can be expected to gradually improve," said Giant Group's PR Specialist Irene Chen. TRP's Marketing Director Otis Chen [**Tektro, Splendor, 15F, 1503-1508**] also points at China as the market that shows the biggest growth right now. Indeed, Taiwan's exports to China are currently the rock in the storm. Although the export value of complete bicycles is down 19.9 percent compared to the same period last year from January to August, the high-revenue road bike sector is up 27.2 percent year-on-year, a clear sign of the road bike boom in China. Additionally, component exports to China have increased by 22.9 percent.

Apart from these encouraging figures, the development of inventory levels also gives hope. The TBA has observed significant improvements in stock levels across many sectors, said Jack Lin, President of **Armor Manufacturing Corporation [Splendor, 13F, 1396]** and Member of the Board of Directors of TBA. "Inventory rotation is progressing well considering the situation, and the time that

goods spend in storage has improved significantly. Furthermore, positive signals from the global economy, such as falling interest rates and recovering stock markets, give us reason to be hopeful," he said.

Unsurprisingly, SRAM Asia's General Manager Bob Chen also points out overstock as the main challenge: "Business has normalized, but we still feel the impact of the inventory correction in the first half of 2024 compared to the first half of 2023. The most challenging part of the correction may be behind us, and there are many positive signs. High-end drop-bar bikes are performing the best right now." This observation is shared by Claudio Marra, Managing Director at **FSA [Tempus, Dadun-1F, C1-C5]**: "As inventory levels are going down month by month, we expect next year to be more consistent. So far, this year has been much better than 2023 for FSA, with the mid- to high-end segment for road and gravel bikes doing particularly well."

Tern's Team Leader Josh Hon points out that inventory levels are not a force of nature but the consequence of human decisions: "For Tern, 2024 is up modestly over 2023 thus far. But importantly, it's uneven and quite region-specific. We've seen that regions that were the most optimistic during the COVID-19 boom also ordered the most and tended to react more slowly to the slowdown. Now they are left with more inventory to work through. By contrast, some regions that were more conservative



Jack Lin, President of Armor Manufacturing Corporation and Member of the Board of Directors of Taiwan Bicycle Association



Jeff Chen, General Manager of Joy Industrial.



Yota is one of the companies seeing an increasing order volume.



FSA's Managing Director Claudio Marra.

during the COVID-19 boom didn't have too much extra inventory, and now they are back to normal and, in fact, back to growth."

The sudden changes in demand caused a major overstock issue and provoked some, at times, chaotic decisions within the bicycle industry as short-term cancellations of significant volumes that sent shockwaves up the supply chain. "At Tern, we put a high priority on being fair with our suppliers and responsible for orders that we have placed with them. The slowdown has been sudden and hard for all of us in the bike industry," Hon reflects. "But how a company works with their suppliers will determine the relationship's future. We have seen and heard of customers not taking any responsibility for orders that they have made, and this will impact the relationship going forward—if there is one."

More positive signals are coming from producer Yota Cycles: "There are promising indications that the worst of the economic crisis is behind us. Several key bicycle component suppliers have resumed production levels nearly matching those from before the pandemic, bringing more stability to the supply chain. Moreover, some Taiwanese bicycle manufacturers have reported a 15-percent rise in new

orders during the first half of 2024 compared to the same period in 2023. This is a strong sign of a market demand recovery," says Min Chou, who is responsible for the sales and overseas department at the Taichung-based firm. "As the supply chain within the Taiwanese bicycle industry gradually stabilizes, key component supplies, such as derailleurs and frames, are also improving. Suppliers are now approaching pre-pandemic production levels, providing a more stable support system for manufacturers."

As the industry is caught between many lows and the first signs of positive news, Jeff Chen, General Manager of Joy Industrial [Splendor, 10F, 1033], thinks that the future is still unpredictable. "Some companies are coming back in better control and management to lower their inventories and sell more bikes out, and some other companies are still struggling with plenty of inventories and still trying their best effort to sell their bikes. So, until now, we still see some ups and downs, good and bad news, every day. What we are still doing is focusing and working more closely with our customers, offering better products, and improving ourselves with lean management so we can be ready when the market is back in the coming year," he says.

For context, a quick look back at how we go to this point. With the COVID-19 pandemic and the restrictions taken to limit its impact, demand for bicycles grew drastically, overwhelming the capacity of the global supply chains. All the more so as sea freight was impacted badly as well. Frequently, suppliers ramped up production and ran their factories at full capacity. However, due to the usual lead times, the supply chains couldn't react as quickly as the demand for products changed. This phenomenon, known as the bullwhip effect, first led to a seller's market with scarce goods, rising prices and long delivery times. Just when the pandemic-related restrictions were about to be lifted,



Bob Chen, General Manager of SRAM Asia.

Russia's attack on Ukraine and the escalating conflict in the Near East provoked rapidly rising costs for energy and transport, stoking inflation and crushing consumer sentiment.

This second unforeseen event had an even more profound impact on the supply chains of the bicycle industry. The forecasts based on 2021 and 2022 had been overly optimistic, and due to the sudden decline in demand and hasty cancellations from large global brands, warehouses filled up quickly along the supply chain, adding to the operational costs of manufacturers. The resulting overstock provoked widespread discounting on what had become a buyer's market, eating into the margins and eroding profits. In an effort to clean up the warehouses, factories have been running at a fraction of their capacity ever since, with management trying to keep their staff onboard. At the same time, some brands have been delaying the introduction of new products to the market, so retailers would get some additional time to sell off goods.

And though complete market recovery is the goal, if it were to happen too quickly, the industry may experience a reverse bullwhip effect: a rise in demand that the supply chain cannot cover and a return to a seller's market with a lack of goods. While this would be good news for the margins and help selling off overstock, it also means that



Tektro-TRP's Marketing Director Otis Chen



Josh Hon, founder and Team Leader at Tern Bicycles.

the bicycle industry is not cashing in on its full potential. At the same time, there is a real risk of companies being forced out of business due to a long stretch of reduced turnover and sales. This, again, would cause serious issues of all sorts for the supply chain. Emotions aside, the bicycle industry needs to draw its lessons from what it has gone through in the past four years. As of now, its supply chains based on rough forecasts and bound to lead times are not designed for a quick reaction. For this reason, the bullwhip phenomenon will continue to disturb business unless the industry changes some of the ways it operates. The bicycle industry needs to get smarter and have real-time, sell-out data at hand, if necessary anonymized, to come to well-reasoned decisions rather than guesses based on experience and hope. With a few exceptions, namely strong D2C offerings like Canyon or Decathlon with its vertical integration, the industry currently lacks the sensors and data to prevent a repeat. ■ LVR & WMS

Taiwan Exports Comparison 2023/2024

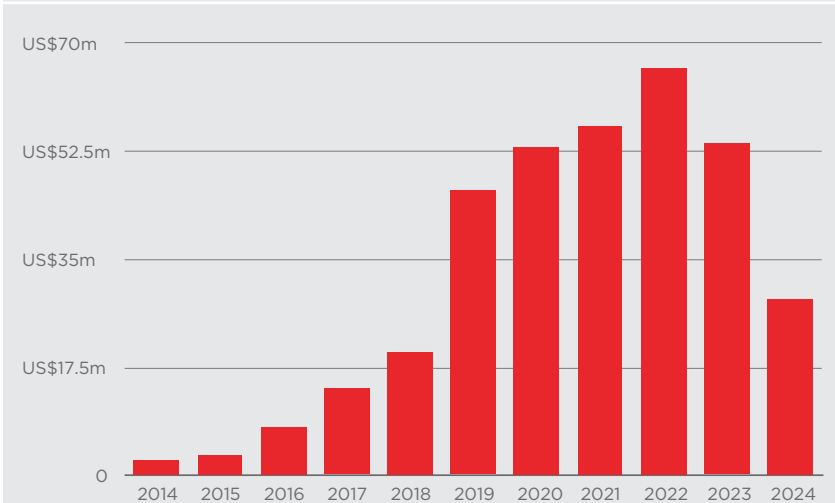
(Export value in USD, January to August)

| | 2024 | 2023 | Change |
|-----------------|-------------|-------------|---------|
| E-Bike exports | 479.883.899 | 919.520.738 | -47.81% |
| Bicycle exports | 3.825.080 | 9.611.894 | -60.20% |

Source: Taiwan Bicycle Association (TBA)

Taiwan E-bike Exports to EU Comparison 2014-2024

(Average export value per month in USD)



Source: Taiwan Bicycle Association (TBA)

HAFNY

A VISION FOR SAFETY

As e-bikes grow in popularity and an aging population fuels the demand for rearview mirrors, Hafny is dedicated to delivering safer, more reliable solutions for riders of all types.

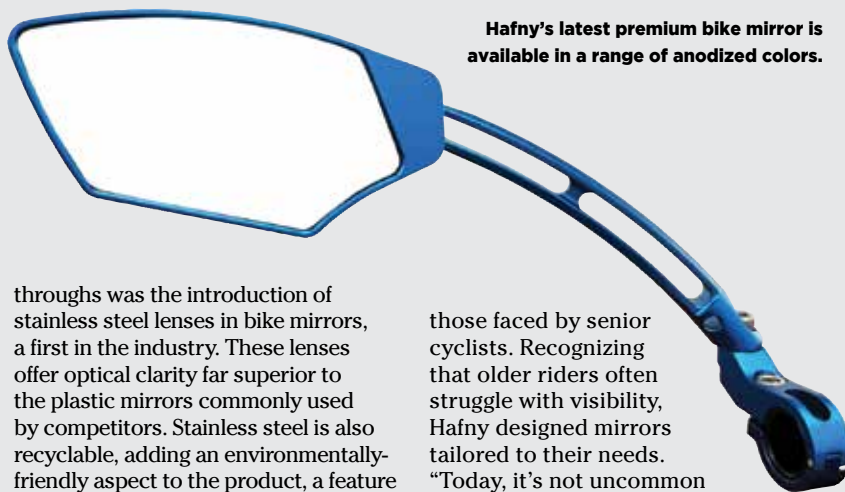
Although Taichung Bike Week is primarily focused on the OE market, and **Hafny [Splendor Hotel, 13F 1336]** usually focuses on aftermarket sales, Marketing Manager Corrine Li says the company “is taking the opportunity to raise awareness among purchasing managers about the safety benefits of adding mirrors to their bikes.” Besides, Hafny is more than equipped to meet the demands of the cycling industry, offering services from product design to packaging and shipping—all proudly made in Taiwan.

The firm was established in 2012 by Tony Li after 26 years of experience in product manufacturing and mold design at Hafnium, a company specializing in bike pedals, cranks, and grips. For more than three decades, Hafnium has produced OEM/ODM products for renowned global brands, but Hafny is where Li’s passion for cycling took center stage. While in the market for a new bike mirror, he realized that not a single bike mirror available could meet his expectations. So, he decided to create high quality mirrors that were not only functional but also durable and eco-friendly.

One of Hafny’s earliest break-



Corrine Li, Marketing Manager at Hafny.



Hafny’s latest premium bike mirror is available in a range of anodized colors.

throughs was the introduction of stainless steel lenses in bike mirrors, a first in the industry. These lenses offer optical clarity far superior to the plastic mirrors commonly used by competitors. Stainless steel is also recyclable, adding an environmentally-friendly aspect to the product, a feature the firm is particularly proud of.

In 2015, Hafny took bike mirror innovation a step further by introducing automotive-grade anti-glare blue lenses. With the rising popularity of high-speed pedal bikes, these lenses offer cyclists better visibility and reduced glare, significantly enhancing safety.

The company’s commitment to innovation goes beyond just materials. Tony Li and his team have also focused on solving specific customer problems—particularly

those faced by senior cyclists. Recognizing that older riders often struggle with visibility, Hafny designed mirrors tailored to their needs. “Today, it’s not uncommon and always amazing to see groups of seniors riding with Hafny mirrors,” says Corrine Li.

At the show, the company will be showcasing its premium anodized alloy bike mirrors. As the market trends toward high-end products, these mirrors—with their sleek, sophisticated design—are the perfect accessory for high-end e-bikes. Available in a range of anodized colors, they allow cyclists to match their mirrors with their bike for a stylish, personalized look. ■ **MW**

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UNLOCKING TOMORROW THUN'S HIGH AMBITIONS FOR THE FUTURE

German components manufacturer Thun is a regular at Taichung Bike Week. This year, they are back on site with particularly big ambitions. Apart from product innovations, their main focus is to present the company's rebranding to their current and future partners.

"Taichung Bike Week is the event where crucial B2B decisions are made. Many product managers from important brands are here, and it gives us the opportunity to speak face-to-face with our customers. For us, it's an essential date on the calendar," says Alexander Thun, co-CEO since August 2020 of the family-run company from the North Rhine-Westphalian town of Ennepetal.

With a history of more than 100 years, **Thun [Evergreen 2F, H4]** is one of the most traditional component manufacturers in Germany. Situated directly by a river, Thun's offices and production facilities are located in a nature reserve in Ennepetal. Here, a team of around 50 employees ensures the production of up to several tens of thousands of bicycle parts per day. "The daily business is strictly process- and KPI-oriented, with the entire production managed through lean concepts and tools, as well as advanced MES software. Cutting-edge technologies and validation methods, such as optical and sensory 3D measurements, are used to ensure the quality of every product that leaves

the production line," Thun says.

At this year's Taichung Bike Week, however, his focus isn't solely on presenting the company and meeting with partners, he emphasizes. "This year's TBW is particularly important for us because we also want to introduce our newly unveiled brand identity to the cycling world," he said. The new branding was already showcased at Eurobike two months ago, where the Thun booth surprised visitors with a new logo and a mix of dynamic, warm colors. "However, this is not just about a new logo or fresh colors," Thun explains. "The rebranding is a visible sign of a deeper strategic realignment. We have defined specific fields that are critical for ensuring our future viability as a company. Our company faces global challenges and changes in the coming years that are so extensive, we will only be future-proof if we strategically reorient ourselves and embrace change. Our new brand, developed as a team, is the foundation and our north star for the necessary transformation."

Beyond sustainability, a core component of the rebranding, in-



New colors, new vision: one of the images of the new Thun brand campaign.



Alexander Thun, Co-CEO of Alfred Thun GmbH

topic at the Thun booth at Taichung Bike Week. In this context, Thun highlights the new Rumba BB set for city, trekking or mountain bikes, featuring threaded composite cups made from recycled material and German ball bearings, which was already showcased at Eurobike. "We are targeting several objectives at this year's Taichung Bike Week—and we have high ambitions. Therefore, we're excited about the numerous conversations we'll have with both current and new partners." ■ **WMS**

novative products, and an extended product portfolio are also part of the company's plans for the future, which will likely be a major conversation



MAGENE QED ELECTRONIC SHIFTING GROUPSET

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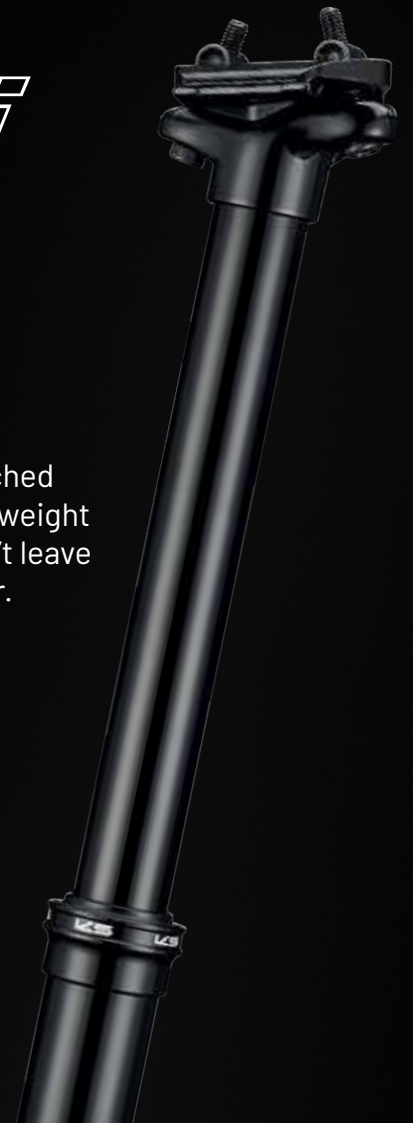
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HYENA E-BIKE SYSTEMS

EXCELLENCE WITHIN REACH: HYENA REFINES ITS STRATEGY

Hyena E-bike Systems is making its mark at Taichung Bike Week this year with ambitious goals for the future. SHOW DAILY spoke with CEO Charlie Chuang about his plans for the company.

The market for e-bike motors is particularly competitive these days. More and more manufacturers are entering the segment, eager to claim their share of the growing e-mobility pie. “That’s why it’s more important than ever to position yourself correctly in the market and offer the right package to partners,” says Charlie Chuang ahead of this year’s Taichung Bike Week.

The CEO of **Hyena E-bike Systems [Splendor 12F, 1208-1213]** speaks from experience. Since founding his company in 2013, he has always taken his own path, and, unlike many suppliers who initially focused purely on producing motors and batteries, he concentrated not only on producing hardware but also on the surrounding ecosystem, especially in the areas of system integration, motor control units, HMIs, and software integration. It was a strategy that turned out to be very successful. Today, Hyena is considered one of the top names in the Taiwanese e-bike motor market, a position they intend to expand in the future, according to Chuang.

In order to achieve this, the company has sharpened its strategic

focus. “In the e-drivetrain space, we face strong competition from different German and Japanese brands. German players are the most mature, dominating the high-end segments, though the market is nearing saturation. Meanwhile, Chinese suppliers are gaining ground with aggressive pricing strategies. Our goal is to offer something different. Therefore, we will adjust our strategy to differentiate ourselves, which may include pricing adjustments to adapt to market changes,” Chuang explains, referring to the “excellence within reach” slogan of his company. “You can consider our positioning similar to Toyota in the automotive world: premium quality at an accessible price. This doesn’t mean we compete on low cost, nor do we position ourselves like BMW or Porsche in the high-end car segment. But it is about delivering the best value in the market. More importantly, we will continue to emphasise Hyena’s unique strengths and highlight our differentiators, such as digital services and features, extensive development and market experience, and pre-and post-sales service.”



The Hyena booth at last year's Taipei Cycle Show.



The Hyena production line in Taichung.

By this, Chuang hints that the software side of his company—already a major USP for Hyena in recent years—will also be expanded. “As a Taiwanese brand, we have less direct exposure and familiarity with the market, and we might not be able to establish thousands of service points across Europe. While leading players like Bosch may have extensive after-sales support that we cannot match, we’ve built a solid software and cloud-based platform to enhance service”, he says. “Our strong software expertise enables rapid digitalisation, benefiting stakeholders throughout the product lifecycle, from development and manufacturing to after-sales service and end-user support. To my knowledge, no one else is doing the same.”

Chuang also indicated that there will be a strong emphasis on ODM collaborations. “We have two business models to support different types of clients in creating their ideal e-bikes. For small to mid-sized clients looking to quickly develop an e-bike model with fewer resources and faster market entry, we offer a complete range of Hyena-branded standard products and related support. For larger clients who demand greater product uniqueness and are willing to invest time and resources in development, we offer ODM collaboration, leveraging our technology and experience. Maintaining this flexibility to support our business partners is a key strategy for Hyena,” he said.



Hyena CEO Charlie Chuang.

Chuang looks forward to discussing these business developments with existing and potential new partners during Bike Week. “Many clients in the past focused almost exclusively on hardware specifications, such as motor torque or battery capacity, devoting nearly all of their attention to these areas while neglecting software and integration. However, after encountering challenges, particularly with service and product issues after launching their e-bikes, they now realise the importance of balancing hardware with software. This shift in understanding has led more clients to recognise our value, invest time in understanding our approach, and appreciate the benefits it brings to them.” ■ WMS

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MAGENE

DRIVEN TO LEAD THE SMART SPORTS ECOSYSTEM

Over the past two decades, Magene has continuously been focusing on developing innovative, intelligent, data-driven cycling products, partnering with big-name brands like Decathlon, Wahoo, ECC and others.

Founded in December 2015 by a group of cycling enthusiasts and tech experts, **Magene [Evergreen B2F, A20-A21]**, or Qingdao Magene Intelligence Technology Co., Ltd, fully covers the development and manufacturing of intelligent cycling hardware and software products. After starting with bike trainers in 2016, Magene expanded its product range to include bike computers, power meters, smart sensors, eBike systems focused on quality, user experience, and cutting-edge technology.

With a well-established R&D and production system at its headquarters and factory in Qingdao, China, Magene's

50,000-square-meter facility delivers an impressive annual production capacity. The company can produce 1.1 million smart GPS bike computers, 450,000 smart bike trainers, 100,000 power meters, and 20,000 sets of carbon fiber wheels each year.

This year at the show, Magene will focus on its e-bike system that's aiming to enhance the riding experience by integrating advanced components and innovative technology. The system includes an eBike Connected App, display, controller, BB torque sensor, electronic shifting, and radar sensor, all designed for smoother, more efficient cycling.

The controllers provide power assistance from 250 to 750 watts, with an automatic assist function that adjusts the degree of assistance based on riding conditions. The SR20 torque sensor ensures

rapid and accurate response, reducing delays in power-assist activation to less than 10 meters. The display system integrated with other components such as the

The DY30 display seamlessly integrates with Magene's components to unlock additional functions.



Magene's new QED electronic groupset is designed to work with 10-12 speed bikes.

ED20 small-wire actuator and the RL 51 radar sensor simplifies operations with features like automatic shifting, gear changes via buttons, and radar detection of vehicles, creating a seamless, enjoyable ride across varied terrains.

Magene's latest QED electronic shifting groupset is the another highlight for this year. Available in both hydraulic disc brake and rim brake versions, the groupset is designed for lightweight performance using aluminum, magnesium, and

carbon fiber. It is compatible with 10-12 speed bikes, allowing for easy upgrades without replacing other components and its 2.4G protocol ensures low power consumption and stable operation, extending battery life to over 2,500 kilometers. Each shifter has three customizable buttons, allowing for additional functionality like controlling bike computers or lights. It launches in China this year and will reach Western markets next year. ■ WMS



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- China Patent ZL 2018 2 0212382.8 (Started since 2018.10.09)
- Taiwan Patent I676575 (Started since 2019.11.11)
- European Patent 20 2023 102 762

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MARKET DATA EUROPE

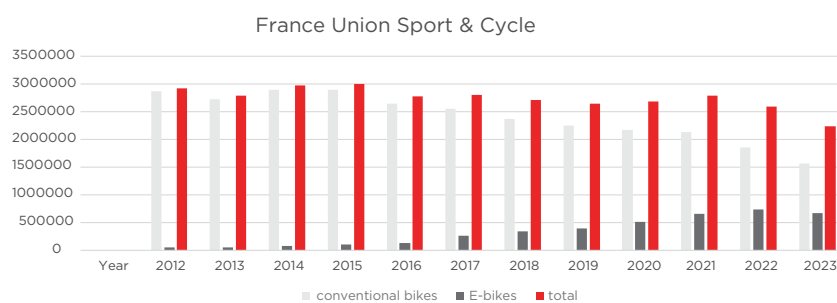
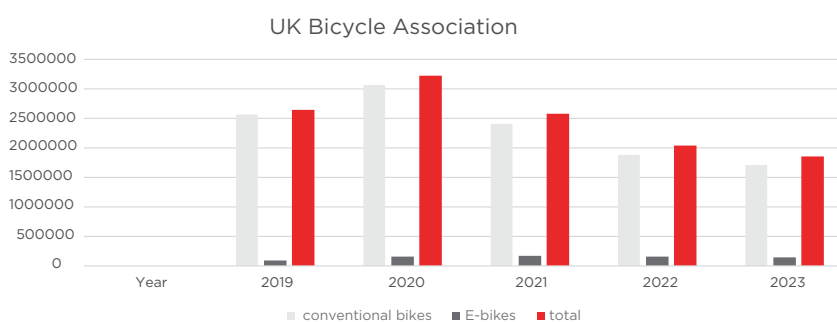
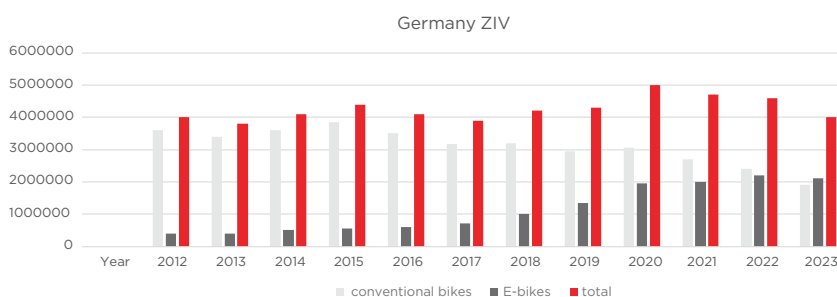
E-BIKE SALES CONTINUE TO HOLD UP THE MARKET

Taiwan's bicycle industry relies heavily on exports, with the United States and Europe as the most important markets. How have these markets developed in 2023, and what's the outlook in the year ahead?



When it comes to the destination of Taiwan's bicycle exports, the leader is clear: for conventional bicycles the most important market in 2023 was the NAFTA trade bloc that absorbed 36.8 percent of Taiwan's exports of muscle-powered bikes, with the United States as the primary market. The 27 countries of the EU trade bloc, excluding the United Kingdom, accounted for 29.1 percent and China for another 9.2 percent. As for e-bikes, the more important category in terms of units and even more so in terms of value, the EU 27 is the biggest market by far, taking 59.3 percent of Taiwan's exports in 2023. The NAFTA region follows with 23.3 percent and the United Kingdom accounted for another 6.8 percent. This reflects the fact that the e-bike market is far more mature in European countries than in other regions.

In terms of the business environment, there are some positive developments from the perspective of the bicycle industry. "The EU signed the European Declaration on Cycling in April 2024, aiming to double the number of kilometers covered by bikes in Europe and pledging significant funds for better infrastructure," Kevin Mayne, departing CEO of Cycling Industries Europe (CIE) points out. "This improved access to trails and quality of the cycling infrastructure is likely to stimulate demand for years to come." In the short term, the European Central Bank has been cutting interest rates, and inflation is down both in the key export markets of the EU and US. The main factors creating insecurity are still on the table however, namely Putin's war against Ukraine, the escalation of the conflict in the Middle East and the pending presidential elections in the United States.



While the EU's Eurostat statistics bureau gathers some interesting data on the imports of the entire trade bloc, the main source for relevant data are the national bicycle and sports industry federations. Since these only publish their numbers once a year – usually in spring – the Show Daily

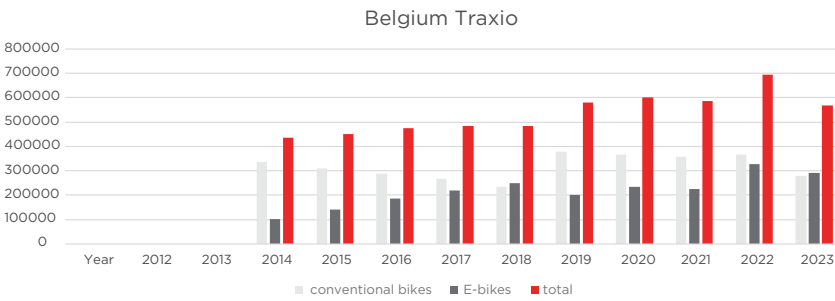
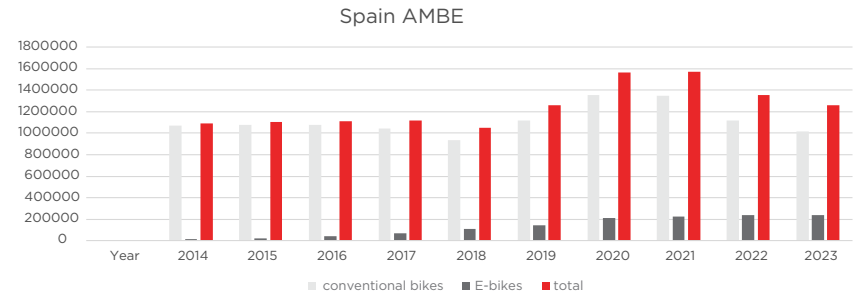
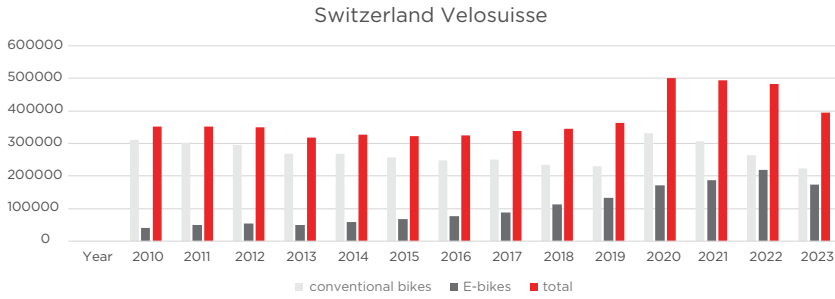
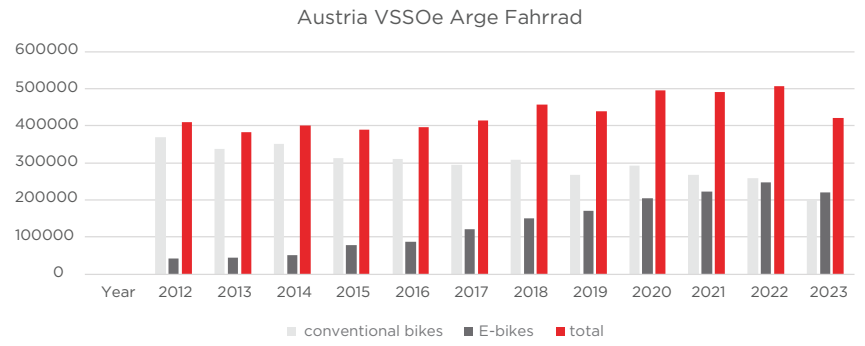
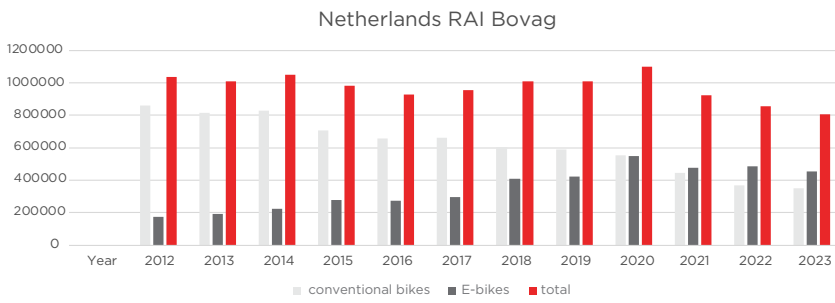
can't offer reliable data on the year at hand just yet. But both manufacturers and retailers from various European countries confirm that some segments are still selling well while others are gathering dust in warehouses. The best-selling categories are high-end dropbar bikes for road and gravel,

with e-cargobikes also still selling well. Mountain bikes without e-drive assistance are the hardest sell on the other hand, as are affordable entry-level utility bikes where the markets seem to be currently saturated.

While the numbers for 2023 might look sobering in comparison to 2022, it must be kept in mind that the latter was a year that saw many records being broken. Extending the perspective to 2019, a different pattern emerges, as many markets have still seen some solid growth, hidden by the headlines — first of a frantic boom and then a dramatic collapse. The obvious example in this is the United Kingdom where the sales numbers were already bad in 2022 and became truly dismal in 2023. The reason for this is the cost of living crisis that has made many new owners of bicycles or e-bikes sell their ride just to have some more financial wriggle room. This puts all the talk of the bicycle industry being in a deep crisis in perspective: yes, things are challenging right now and they have been for a full two years, but the two years before were the complete opposite and highly profitable. And the volume of the annual bicycle sales in the EU and the United Kingdom still equals roughly €20 billion.

What other trends can be seen across various national markets? As the electrification of the bicycle is spilling over into almost all segments, the market share of e-bikes by unit is still growing. It has reached or exceeded 50 percent in countries such as the Netherlands at 56 percent, Germany at 53 percent, Austria at 52 percent and Belgium at 51 percent. And because the average value of e-bikes sold is significantly higher than that of conventional bicycles, the market share by turnover is a lot bigger and likely closer to 75 to 80 percent. For example, the average value of e-bikes sold in Germany grew to € 2950 in 2023 while the average value of muscle bikes dropped slightly to € 470. One consequence of this is that the bicycle market in Germany might have shrunk from five million units back to the four million units that it recorded in 2019, but the resulting turnover from these sales almost doubled from € 4 billion to € 7 billion.

This pattern of a market contracting by roughly 20 percent in units while holding its turnover or only dropping slightly thanks to higher average unit prices can be observed across Europe. And the effect only gets stronger with a higher market share for e-bikes. One factor that has been stabilizing sales, especially of e-bikes and in the upper segments, are leasing solutions that are very popular in Germany already and are gaining traction in Belgium and the Netherlands. Once similar offerings are rolled out in other European countries with less mature markets for e-bikes, a similar effect may well show up in countries such as France,



Spain or Italy. After all the market share of e-bikes in these countries is still pretty moderate, with France standing at 30 percent, Italy at just over 20 percent and Spain at 19.1 percent.

If the numbers of any European country are worrisome it's the United

Kingdom. According to the official statistics of the Bicycle Association, the turnover of the bicycle market started shrinking here as early as 2021, dropping by a hefty 18 percent year-on-year in 2022 and another six percent in 2023, making it the worst year in terms of

sales since the turn of the century. Kids bikes did particularly badly while road bikes and gravelbikes saw moderate growth. The sales of e-bikes did not fare any better either, with a drop of seven percent. This puts the market share of e-bikes by units at a meagre nine percent in the United Kingdom, but those sales account for 31 percent of the total turnover. Still, it is the least mature market for e-bikes in Europe. On a positive note this also means that it has the biggest growth potential.

Another interesting market not in terms of sheer volume but of buying power and customer preferences is Switzerland – after all its population stands at less than nine million people.

With pioneering e-bike brands such as Stromer, Flyer and Dolphin originating in Switzerland, bicycles with e-drives have been popular for quite a while already. Still, the market share of e-bikes dropped from 47 percent to 44 percent in 2023, delaying the moment that this number reaches 50 percent and surprising many pundits. The likely reason for this is a saturation of the e-bike market as so many people bought during the pandemic. Speed pedelecs that deliver support up to a speed of 45 kph or 28 mph are where the Swiss market really stands out: more than 15 percent of the e-bikes sold in 2023 were of the fast variety. In Germany, that share stands at 0.4 percent. **LVR**

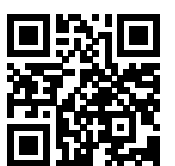


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Approved for childseats



Welcome to Splendor 1350





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Alloy full suspension frame with ZF new system. We are looking for OEM or ODM partners to develop and cooperate in all categories of alloy or full carbon frame. **Evergreen, 3F, Room 323**

FPD INDUSTRY CORP. NWL-724B

FPD's fully CNC'ed MTB pedal. The pedal features an attractive surface with matte finish. Customers can specify different cutting

designs to express a unique style.

Splendor 11F 1020



NEW PRODUCTS

MAGENE EBIKE SOLUTION

Magene's e-bike system is designed to guarantee to safe and convenient cycling. Relying on intelligent algorithms of controllers, displays, and companion app as well as the precise data acquisition of the BB torque sensor, Magene's eBike solution provides an excellent riding experience. Visit us or contact us via sales-bd@magene.com to find out more. **Evergreen B2F A20-A21**



HAFNY RIGID LOOK BIKE MIRROR



Hafny's HF-M6003LS-FR054 offers a sleek, rigid design that complements robust e-bikes perfectly. Compared to Hafny's other models, this mirror features an easy-to-tighten joint ball, allowing bikers to adjust it by hand without needing tools. The mirror can rotate 360 degrees to achieve any desired angle and can be folded in when parking.

Splendor Hotel 1336



HYENA E-BIKE SYSTEMS E-ROAD AIR DRIVE SYSTEM UNIT

Hyena's flagship hub drive system, the E-Road AIR – remarkably lightweight at only 3.2kg. This system delivers 30Nm of torque to the rear hub axle and features a 250Wh battery, extendable with an optional 180Wh range extender. With a frame-embedded LED display and a convenient two-button remote control, riders can effortlessly adjust assist levels without removing their hands from the handlebar or brake lever.

Splendor 1208-1213

ARMOR MANUFACTURING CORPORATION INNOVATING MODULAR ECARGO BIKES

Armor Manufacturing Corporation returns to Taichung Bike Week this year, after successfully reestablishing its presence in the wake of the COVID-19 disruption last year. It continues to celebrate its 50th anniversary by showcasing an innovative range of modular eCargo bikes.

The eCargo bikes by **Armor [Splendor 13F, 1396]** can be customized through a combination of modules such as built-in front/rear racks, child or pet carriers, cargo carriers, steppers, fenders, and wheel guards. This modular system also affords wide flexibility in selecting different tubing sizes and shapes, motor system hangers, battery mounts, brake options, and additional safety features such as built-in front/rear lights and intuitive controls.

One example is the VikingX, which features a built-in rear rack, modular front platform system, and upright BMX-style handlebars. But one of the most important elements of the system is the increased efficiency, which translates directly into lower costs. It typically takes some six months to develop a product—with this system the time is cut in half to 90 days.

Armor's journey began in 1974 and while they began with bicycle components, the company has long since expanded into areas such as machine tools, manufacturing plant design, as well as the fitness, medical, and motorcycle industries. This



Armor's modular eCargo bike allows it to be customized to best suit the rider's lifestyle.

puts them in an exclusive club as a versatile design and manufacturing company with expertise in diverse disciplines as they celebrate their half-century milestone in 2024.

"Our client base covers all types of businesses at different scales including assembly factories, mass market merchants, private brands, and wholesale importing," said CRM Manager, Donald Lin. Producing components across several niches allowed Armor to ease through the post-pandemic slowdown in 2023

while other companies' inventories piled up across the board.

A particular area of development the company has focused on this year—in keeping with the theme of flexibility—is in diversifying motor compatibility on standard e-bike frames. While all frames are currently suitable for Shimano motors and battery compatibility, the downtubes are just for Shimano. This has necessitated the development of an alternative form for other brands. Nevertheless, they stress, Bosch or Brose are

within the realms of possibility and virtually anything a customer could envision. "We can give direction and suggestions where required, or come up with a completely new design where we organize the painting, logos and branding," said Lin.

Armo has further diversified as well over the years—in 2002, Armor established the Cole brand in the USA, winning an IF Red Dot design award for their DSA® Dynamic Spoke Alignment wheel technology, and other brands include LaBici and VikingX. **GR**

VP COMPONENTS
**MODUS GETS
 CREATIVE TO
 SOLVE MATERIAL
 SHORTAGE**

The bicycle components industry is moving to embrace a hybrid of low-carbon aluminum and recycled aluminum for production, but both metals can be hard to source in sufficient quantities.



Billets ready for processing on the factory floor

Through its Modus brand, **VP Components [Splendor, 11F, 1153]** is stepping up to bridge the gap between certified low-carbon aluminum sources and Taiwanese manufacturers who want to use the material.

“Modus is an aluminum provider for extrusion parts. We supply recycled material as well as hydropower aluminum. We import billets from our suppliers to use in extrusion processes. The parts can then be supplied for forging to all industries, like with IKEA who use recycled aluminum in all their products. Modus is a Tier Two vendor already,” said VP’s Sales and Marketing Director D.C. Liao.

Post-production aluminum in the form of faulty parts is treated as recycled aluminum, but the dilemma is that this aluminum comes from defective parts. “If you have a lot of defective parts it means your defective rate is too high. For example, 70 percent. If you have 70 percent faulty products it means you only produce 30 percent acceptable parts. Getting enough recycled material will be an ongoing challenge for the Taiwan industry. Not only for bicycles, but for all industries. And if you can’t get enough recycled aluminum then

you have to start thinking of buying low-carbon aluminum. But in Taiwan we don’t have that.”

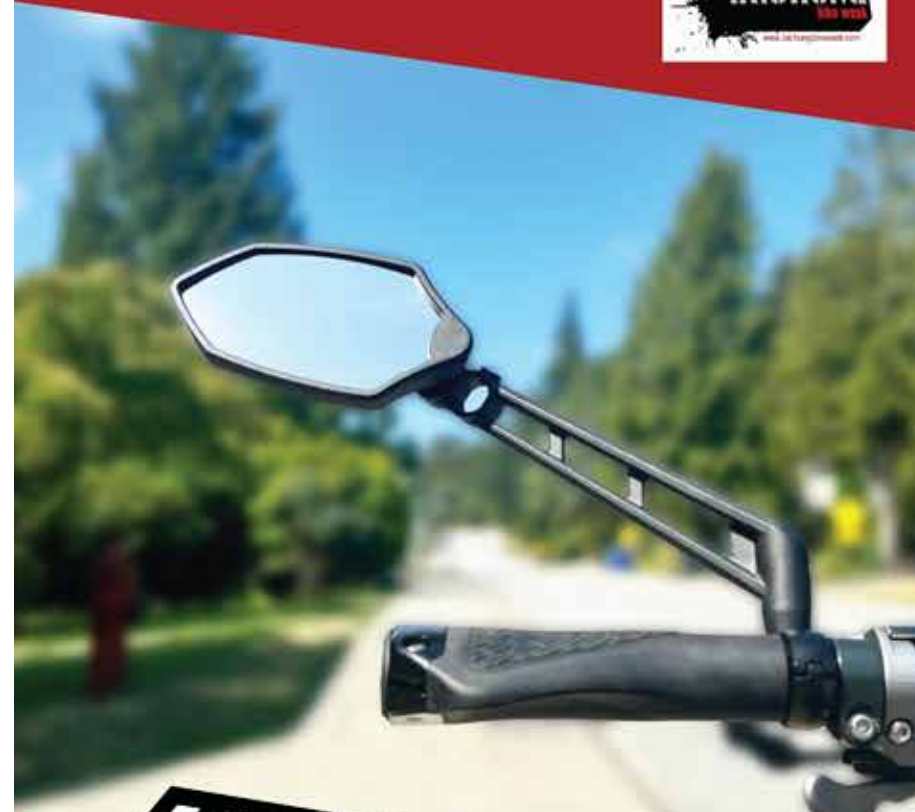
To solve the issue, Modus purchases low-carbon aluminum billets from Malaysia, which uses waterfalls, or hydropower, to generate the energy aluminum manufacturing requires. “The General Manager and I made the trip there, talked to the Vice President and got a deal to purchase low-carbon aluminum from them directly,” said Liao.

The strategy for Taichung Bike Week is to target other vendors and get the word out that VP can supply middle-to-high-end series 6 and 7 low-carbon aluminum. A potential obstacle is customer confidence in the strength of either low-carbon or recycled aluminum. “We use our own products. We have a rim production line to produce rims from this material. Sometimes people doubt it and say, ‘That’s just the rim,’ so we created a wheel set and added it to our product line.”

Liao said that Modus is starting small and working up to supplying bigger quantiles. “It’s a long process. You need to build confidence in yourself. Then you can convince your customers,” he said. ■ **GR**

Hafny

Splendor Hotel 1336



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VIETNAM REPORT

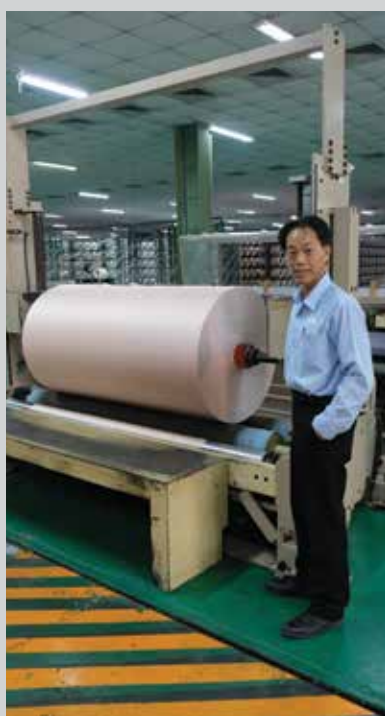
FORMOSA TAFFETA'S ECO-FRIENDLY SOLUTION

With its Seawastex initiative, Formosa Taffeta Corporation has made inroads regarding the circular economy while helping to clean up the oceans. The company has been producing in Vietnam for some time.

In the market for bicycle tires, Maxxis, Vittoria and Schwalbe are all prestigious players. And they all presented eco-friendly tires last year that rely on recycled nylon as part of their casing. Dubbed Seawastex, this material is made of recycled fishing nets that Formosa Chemical & Fibre Corporation, Formosa Taffeta's mother company, buys from fishermen. Thus this novel material serves a double purpose: It reduces the eco-footprint of bicycle tires by increasing the percentage of recycled materials used for their production and it helps clean up the oceans and protect marine wild life from drifting fishing gear. As a specialist in synthetic functional fabric, Formosa Taffeta Corporation is supplying many producers of sportswear and shoes — bicycle-related business only accounts for a minor part of its turnover.

With offices in Taipei, Hong Kong and Ho Chi Minh City and factories in Taiwan, China and Vietnam, Formosa Taffeta Corporation is a truly international supplier. Construction on its plant in Vietnam's Southern Dong Nai province started in 2004, and at first the focus was on synthetic fabrics for sportswear. In 2011, the factory was expanded to produce tire cord made of Nylon 6 and Nylon 66, and in 2015 a second dipping line was installed, further increasing the production capacity. Conveniently Cheng Shin Rubber Industry, the parent company of Maxxis, set up a factory in Dong Nai as well, and seeing Schwalbe moving its entire tire production to Vietnam won't hurt the bicycle-related business of Formosa Taffeta Corporation.

Its Dong Nai facility extends on both sides of a road that cuts through the industrial park, with the first plant, covering a surface of 210,000 m², housing packing, warehousing and dipping departments that need a lot of space. The second plant is considerably smaller, measuring 65,000 m², and is tailored for the production of various garments, including chafer fabric that is used in car and truck tires. "Basically, we can perform all the production steps we do in Taiwan in our Vietnam plants as well," Dong Nai's plant manager and tire department manager Chang Shun-chi explains. "Producing close to factories we supply saves time and also reduces the eco footprint.



Plant manager Chang Shun-chi



For this reason we operate multiple factories in Taiwan and Vietnam."

For the Formosa Taffeta Corporation, the current business slowdown is an opportunity to set up processes and machines and to get everything right before scaling up production. And to get the certifications needed for the factory in Vietnam to use Seawastex material in the tire production. "We will be ready to increase our production as soon as demand picks up again," a confident Chang Shun-chi says. ■ LVR

VELO SADDLES UP FOR THE REBOUND

For companies with a strong OE business, setting up a production close to large assemblers is a must. For this reason Velo Enterprise has opened a factory in Vietnam's Binh Duong province.



With its headquarters in Taichung's Dajia district, two factories in Taiwan and two more in China, Velo Enterprise has grown to become a leading supplier of quality saddles, bar tapes and grips. Only a small fraction of the 15 million saddles produced every year are sold on the aftermarket under the Velo and Prologo brands, with many big names in the industry relying on Velo Enterprise's expertise in crafting branded saddles and grips. In late March, the Show Daily visited Velo Enterprise's newest factory that has been set up in Ben Cat's Protrade International Tech Park which now houses a total of nine bicycle-related companies.

While construction of the offices and the factory hall had already been finished, production operations were still being set up in March. "A three-month lockdown and closed borders during the pandemic delayed the construction of our Vietnam factory. But given the drastic drop in demand for bicycles in key export markets since mid-2022, this delay has given us plenty of time to get the layout right," Velo Enterprise's CEO Ann Chen explained. "Our older factories have grown organically to cover multiple floors while at 28,000 m² the Vietnam factory boasts plenty of space on just one floor, offering better efficiency. And since Vietnam does not allow for the import of used machinery, this factory will be equipped with state-of-the-art machinery."

The Vietnam factory has a capacity of up to six million saddles a year, focusing on volume models, while production of upper-end saddles and related R&D efforts is being kept in Taiwan. "With companies such as Giant, Fuji Ta, Fritz Jou Manufacturing and KTM Bike Industries all invest-



ing in large factories in Southern Vietnam's Binh Duong province since 2020, the demand for our saddles is set to increase significantly as soon as demand is back up. As a supplier Velo aims to keep distances and lead times short. So setting up a factory in Ben Cat to cover the needs of customers in Southeast Asia was a logical step for us," according to Chen.

Due to low demand Velo Enterprise has not been hiring a lot of staff for its Vietnam factory just yet. But the company has an ace up its sleeve, as Ann Chen points out: "At Velo we have been employing contract workers from Vietnam for many years, so now we can send these skilled workers to Vietnam as mentors for new staff as they already know our standards and expectations in terms of quality and reliability." ■ LVR

EXHIBITOR LIST

List is subject to changes/cancellations

9T LABS AG
Evergreen 15F | RM-1525

A

A-FORGE ENTERPRISE CO., LTD
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A-RIM ENT. CO., LTD.
Splendor 10F | 1035

ABUS KG
Evergreen 3F | RM-321, 322

ACER MOBILE POWER SYSTEM INC.
Splendor 11F | 1168

ACROS SPORT GMBH
Evergreen B2F | A9 A10

AD-II ENGINEERING INC.
Evergreen B2F | A23

AD-II ENGINEERING INC.
Evergreen B2F | B5 B6

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AICOTECH CO.,LTD
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AIRSMITH .CO,LTD
Splendor 11F | 1112-1113

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Evergreen B2F | C1-C2

ALFRED THUN GMBH
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ALHONGA ENTERPRISE CO., LTD
Evergreen 3F | RM-335

ALLEGION NETHERLANDS BV
Evergreen 3F | RM-324, 325

ALLIGATOR CABLES
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AMAR WHEELS PRIVATE LIMITED
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Splendor 11F | 1151

ANANDA
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APEX PRODUCTS CO., LTD.
Splendor 13F | 1307

ARISUN
Splendor 10F | 1010

ARMOR MANUFACTURING CORPORATION
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ASIA BIKE MEDIA CO.,LTD, BICYCLE TODAY MAGAZINE
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B

BAFANG ELECTRIC (SUZHOU) CO.,LTD.
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BENEX
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BEV INT'L CORP
Evergreen 3F | D15

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Evergreen B2F | A14

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BROOKS
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BUSCH & MULLER KG
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BY,SCHULZ GMBH
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C

C.D. COMPONENTS CO., LTD.
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CAMPAGNOLO
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CARBONGEAR SOLUTION (BVI) CO., LTD. TAIWAN BRANCH
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CARBOTEC INDUSTRIAL CO., LTD
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CARIC CARBON
Tempus B-B1 | NO.22

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CICLOVATION
Tempus B-B1 | NO.8-9

CIONLLI INDUSTRIAL CO., LTD.
Evergreen B2F | A6 A7

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Splendor 15F | 1513

COMODULE
Splendor 15F | 1514

CONTINENTAL
Tempus B-B1 | NO.1-3

CONTROLTECH
Tempus A-3F | Oxford Hall

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Tempus Dadun-5F | R567-572

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Evergreen B2F | B1- B3

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Tempus A-3F | Stanford Hall

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ENDEX AUTOMATION TECH
Splendor 11F | 1143

ENVIOLIO
Evergreen 2F | J2

ERGON
Tempus A-5F | Canada

ERGOTEC
Evergreen 3F | RM-326

F

FALCON CYCLE-PARTS CO., LTD
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FALCONCYCLE TECH CO., LTD.
Splendor 13F | 1356

FENG RONG PRECISION TECHNOLOGY(DONG GUAN) CO., LTD.
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FI'ZI:K
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Tempus A-5F | Arabia

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Tempus A-5F | Holland

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Splendor 10F | 1020

FSA
Tempus Dadun-1F | C1-C5

FULCRUM
Tempus A-3F | Cambridge Hall

G

GA-E INDUSTRIAL PRECISION CO.,LTD
Splendor 11F | 1183

GATES
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GG CO., LTD
Splendor 11F | 1127

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Splendor 13F | 1346

GINEYEA
Splendor 13F | 1386

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Splendor 11F | 1118-1119

GLORY WHEEL ENTERPRISE CO.,LTD
Evergreen B2F | A16-A17

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Evergreen B2F | A2

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Evergreen B2F | A5

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Splendor 12F | MIT

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H

HAFNY CO., LTD
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Evergreen B2F | A27-A28

HESLING BIKE PARTS
Evergreen B2F | L10

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Splendor 11F | 1132-1133

HSIN TA ELEMENTS LTD.
Splendor 10F | 1015

HSIN YUNG CHIEN CO., LTD.
Splendor 13F | 1339-1340

HUBBLEVISION CO.,LTD.
Evergreen B2F | A24

HUBSMITH
Splendor 13F | 1308-1309



HUIZHOU LONG TENG SPORTS EQUIPMENT CO.,LTD
Splendor 13F | 1313/1314

HUIZHOU SOLON SPORTS EQUIPMENT CO., LTD
Splendor 13F | 1315

HUIZHOU XINGYOU SPORTS EQUIPMENT CO.,LTD
Splendor 13F | 1311

HUIZHOU YONGYI COMPOSITES TECHNOLOGY CO.,LTD
Evergreen B2F | L9

HUSTEC
Tempus A-5F | New Zealand

HYENA INC.
Splendor 12F | 1208-1213

I

IGUS TAIWAN COMPANY LTD.
Splendor 10F | 1028

INNOVA RUBBER CO., LTD.
Splendor 15F | Emerald

ITM BIKE CONSULTANCY SRL
Evergreen B2F | A3

J

JAGWIRE
Splendor 10F | 1040

JALCO INDUSTRY CO.,LTD
Splendor 11F | 1108-1110

JCOOL CO.,LTD
Splendor 11F | 1187

JD COMPONENTS CO., LTD.
Splendor 15F | 1509-1512

JETSET/HSIN CHUAN IND.CO.,LTD
Splendor 11F | 1177

JIANDE WUXING BICYCLE CO.,LTD.
Splendor 13F | 1352

JIANG DING TECHNOLOGY CO., LTD.
Splendor 13F | 1329, 1348

JIANGSU QYH CARBON TECH CO.,LTD
Splendor 10F | 1052

JIASHAN SHENGGUANG ELECTRONICS CO.,LTD
Splendor 11F | 1146

JINDE RUBBER (FUJIAN) CO.LTD
Splendor 13F | 1379

JINHUA STARS ALLOY RIMS CO.,LTD
Splendor 10F | 1053

JOGON INDUSTRIES CO.,LTD.
Splendor 11F | 1152

JOY INDUSTRIAL CO., LTD
Splendor 10F | 1033

JOYCUBE BATTERY CO., LTD.
Evergreen 3F | RM-332

K

KANGSHENG COMPOSITES TECHNOLOGY CO.,LTD.
Splendor 13F | 1301-1304

KCLAMBER ELECTRIC TECHNOLOGY CORP
Splendor 13F | 1392

KEELGOAL ENERGY CO., LTD
Splendor 11F | 1154

KENDA RUBBER IND. CO., LTD.
Evergreen B2F | C3

KINESIS INDUSTRY CO., LTD.
Splendor 14F | Summer

KINLIN INDUSTRIAL CORP.
Evergreen 3F | RM-327

KMC
Tempus Dadun-2F | R205

KNOG
Evergreen B2F | A22

KS
Tempus A-5F | France

KUANCHENG PRECISION CO.,LTD
Splendor 13F | 1355

KUN TENG INDUSTRY CO., LTD.
Evergreen B2F | A33-A34

KUNSHAN REENTION ELECTRICAL AND MECHANICAL CO., LTD
Splendor 11F | 1159-1160

KWO LIN CO., LTD.
Splendor 13F | 1305-1306

EXHIBITOR LIST

List is subject to changes/cancellations

KYNAMIC
Tempus Dadun-2F | R201

L

LANXI JIEKE SPORTS APPARATUS MANUFACTURING CO., LTD.
Splendor 10F | 1048-1049

LANXI WHEELTOP CYCLE INDUSTRIES, LTD.
Splendor 10F | 1069

LEADTEC CO., LTD
Splendor 10F | 1042-1043

LEECHI ENTERPRISES CO., LTD .
Splendor 12F | VIP

LEGION ENGINEERING CORPORATION
Splendor 13F | 1328

LEHVOSS GROUP
Tempus B-B1 | NO.4-6

LEMONY CORPORATION LTD.
Splendor 11F | 1170

LEXY EBIKE SYSTEMS
Tempus B-B1 | NO.21

LEXY EBIKE SYSTEMS
Tempus A-5F | Australia

LIANG FENG MACHINE CO., LTD
Splendor 11F | 1139-1140

LIGHTSKIN
Splendor 11F | 1128-1129

LIMOTEC METAL INDUSTRY
Evergreen 3F | D12-D13

LLOW KO CO.,LTD
Splendor 13F | 1387

LITEMOVE TECHNOLOGY CO., LTD.
Evergreen B2F | A4

LUNG I TECHNOLOGY CO., LTD.
Splendor 13F | 1316

LUNGE INDUSTRY CO.,LTD
Evergreen 3F | RM-329

M

M-NOVA SPECIAL PRINT CO,LTD
Splendor 13F | 1326-1327

MACH 1
Evergreen B2F | L5

MAGURA
Tempus A-12F | R1235, 1236

MARWI TAIWAN INDUSTRIAL CO., LTD.
Evergreen 2F | J3

MAVIC GROUP
Splendor 13F | 1323

MAXWAY CYCLES CO.,LTD.
Splendor 10F | 1009

MEI TA INDUSTRIAL CO., LTD
Splendor 10F | 1039

MICHE S.R.L.
Evergreen B2F | L3

MICHELIN
Splendor 11F | 1145

MING SPORTS INTERNATIONAL CO., LTD
Splendor 14F | Fall

MING SUEY PRECISION IND. CO., LTD.
Evergreen 2F | H3

MIRACLE BIKE SPORT EQUIPMENT CO.,LTD
Splendor 13F | 1371-1372

MJ CYCLE INTERNATIONAL CO., LTD.
Splendor 11F | 1180

MOTINOVA
Splendor 15F | 1517-1518

MPF DRIVE
Splendor 11F | 1115

MR-CONTROL
Tempus A-5F | Holland

MYCARR LIGHTING TECHNOLOGY CO., LTD.
Evergreen B2F | A18

N

ND TUNED
Tempus B-B1 | NO.23-24

NECO TECHNOLOGY INDUSTRY CO.,LTD
Splendor 11F | 1122

NINGBO AOYANG BICYCLE CO.LTD
Splendor 11F | 1126

NINGBO DONGJIN TECHNOLOGY
Splendor 13F | 1369-1370

NINGBO HENLON BICYCLE CO.,LTD
Splendor 13F | 1344

NINGBO HUALONG PLASTIC PRODUCTS CO.,LTD
Splendor 13F | 1380

NINGBO JOYSUN BICYCLE CO., LTD .
Splendor 13F | 1322

NINGBO KANGDI BICYCLE CO., LTD .
Splendor 13F | 1321

NINGBO SHEGNLU BICYCLE CO.,LTD
Evergreen B2F | A8

NINGBO SHENGJIE INDUSTRY CO., LTD
Splendor 13F | 1378

NINGBO ZHIDE BICYCLE INDUSTRY CO.,LTD.
Splendor 13F | 1341

NINGCHI TRADE CO.,LTD
Splendor 13F | 1377

NUVO
Tempus A-5F | VIP Room

NZERO
Tempus A-5F | Soviet

O

OG-EVKIN TECHNOLOGIES CO., LTD.
Splendor 13F | 1310

OHLINS RACING AB
Evergreen 15F | RM-1522

OLI EBIKE SYSTEMS SRL
Splendor 13F | 1318-1319

OLOMOUC INT CO., LTD.
Splendor 11F | 1156-1157

OLYMPIC PRO MANUFACTURING CO.,LTD
Splendor 11F | 1161

OMNITRANS TECHNOLOGY CO., LTD.
Splendor 13F | 1325

ORA ENGINEERING CO. LTD
Splendor 10F | 1041

ORIOLE GRAPHIC DESIGN CO.,LTD.
Splendor 11F | 1138

P

PANARACER CORPORATION
Splendor 10F | 1056

PANASONIC CYCLE TECHNOLOGY CO., LTD.
Splendor 15F | Pearl

PENDIX
Tempus B-B1 | NO.7

PINAWORKS
Splendor 10F | 1040

PING CHI SPORTING DEVICE(ZHANGZHOU).CO,LTD
Splendor 14F | cyress

PINION
Tempus A-15F | R1533

PIRELLI
Tempus A-15F | R1532

PORTAPOWER ELECTRONICS LTD.
Splendor 13F | 1383-1384

PRAXIS WORKS
Splendor 11F | 1104

PRECISION BICYCLE CO., LTD.
Evergreen 15F | RM-1516

PROLOGO
Tempus Dadun-2F | 200 Hall

PROWHEEL
Tempus B-B1 | C Hall

Q

QINGDAO MAGENE INTELLIGENCE TECHNOLOGY CO.,LTD.
Evergreen B2F | A20-A21

QUAXAR
Tempus B-B1 | NO.20

R

R.S.P. BIKECARE GMBH
Splendor 11F | 1166

REALWORX CO., LTD.
Evergreen B2F | A11

RETYRE AS
Evergreen 3F | D6

REXON INDUSTRIAL CORP., LTD
Splendor 11F | 1101-1102

RIDE TO SUCCESS ENTERPRISE CO., LTD.
Evergreen B2F | L1

RIDEREVER
Splendor 10F | 1040

RISEBIKE INDUSTRY CO., LTD.
Splendor 10F | 1024

ROAR & SOAR INTERNATIONAL CO., LTD.
Splendor 11F | 1124

ROBERT BOSCH TAIWAN CO., LTD
Evergreen 15F | RM-1530,1526, VIP room

ROHLOFF AG
Evergreen B2F | A19

ROXIM TECHNOLOGIES, INC.
Splendor 11F | 1186

RST GREENERGY TECHNOLOGY CO., LTD.
Evergreen 3F | RM-330

RUBBER KINETICS CORP (GOODYEAR BICYCLE TIRES)
Evergreen B2F | A37

RYDE (MALAYSIA) SDN. BHD.
Evergreen B2F | A30

S

SCHWALBE
Evergreen 3F | RM-303

S-RIDE BICYCLE COMPONENTS (FOSHAN) CO. LTD.
Splendor 12F | 1206

S.D. COMPONENTS CO., LTD.
Splendor 10F | 1008

SAMONIX TECH CO., LTD.
Evergreen B2F | A25

SANAGI
Tempus B-B1 | NO.19

SAPIM
Evergreen 3F RM-301

SATE-LITE(FOSHAN)PLASTICS CO.,LTD.
Splendor 10F | 1051

SATORI
Tempus A-10F | R1050, 1051

SCADA
Tempus B-B1 | NO.26, 27

SEGL ENERGY CO.,LTD.
Splendor 11F | 1172

SELLE ITALIA
Tempus A-3F | Stanford Hall

SELLE ROYAL
Tempus Dadun-5F | R567-572

SELLE SAN MARCO
Tempus A-3F | Stanford Hall

EXHIBITOR LIST

List is subject to
changes/cancellations



SPANNINGA
Splendor 13F | 1363

SPARD NEW ENERGY CO.,LTD
Splendor 13F | 1359

SR SUNTOUR, INC.
Splendor 10F | 1002

STAN'S
Splendor 10F | 1003

SUN RACE STURMEY-ARCHER INC.
Evergreen 2F | H1-H2

SUN SYNERGY TECHNOLOGY CO., LTD.
Splendor 13F | 1342

SUNNYWHEEL
Tempus A-5F | United Kingdom

SUPERCAZ
Tempus A-5F | Japan

SUPERNOVA DESIGN GMBH
Evergreen 3F | RM-328

SYNPOWELL
Tempus B-B1 | NO.25

SZ DJI TECHNOLOGY CO., LTD.
Evergreen 3F | RM-331

T

TAI JYI MEI ENTERPRISE CO., LTD.
Evergreen B2F | L-02

TAICANG XIANGYUE SPORTS EQUIPMENT CO.,LTD
Splendor 13F | 1389

TAISHENG HIGH-TECH MATERIALS CO.,LTD
Splendor 13F | 1312

TAISHENG HIGH-TECH MATERIALS CO.,LTD
Splendor 13F | 1312-1

TAIWAN C.STAR BICYCLE COMPONENTS CO.,LTD
Splendor 13F | 1335

TAIWAN KOU MU INDUSTRIAL CO., LTD.
Splendor 11F | 1150

TAIWAN LANDON INDUSTRIES CO., LTD.
Splendor 11F | 1142

TANGE SEIKI CO., LTD
Splendor 10F | 1075-1076

TANNUS LTD
Evergreen B2F | L8

TARNG YU ENTERPRISE CO.,LTD
Splendor 11F | 1155

TEKTRO TECHNOLOGY CORPORATION
Splendor 15F | Coral,1503-1508

THERMOLYSIS CO., LTD.
Splendor 10F | 1068

THUNDER GRAPHIC CORP.
Splendor 11F | 1163

TIANJIN KEY-DISP TECHNOLOGY CO., LTD
Splendor 13F | 1331

TIEN-I INDUSTRIAL CORPORATION LIMITED
Splendor 13F | 1364

TOKEN
Splendor 10F | 1016-1017

TOTEM BIKES S.R.O
Splendor 13F | ROSE 3

TREND ENERGY TECHNOLOGY CO., LTD.
Evergreen 2F | J1

TRUCKRUN EBIKE SYSTEMS
Splendor 13F | 1391

TRUE EAST ENTERPRISE CO., LTD.
Evergreen B2F | A29

U

U-LOGIS CO.,LTD.
Splendor 10F | 1022-1023

U-POWER
Tempus B-B1 | NO.25

UNICOMBO
Tempus A-5F | America

UT
Tempus A-15F | R1552, 1553

V

V-GRIP
Evergreen B2F | A32

VEE RUBBER CORPORATION LTD.
Evergreen B2F | A13

VELO
Tempus Dadun-2F | 200 Hall

VESTEL HOLLAND B.V.
Evergreen 3F | D10

VISION
Tempus Dadun-1F | C1-C5

VITTORIA
Evergreen 3F | D8-D9

VP COMPONENTS
Splendor 11F | 1153

W

WEINMANN
Splendor 13F | 1362

WELL MADE CYCLE TRADING LTD.
Splendor 13F | 1345

WELLGO
Tempus Dadun-2F | 200 Hall

WIN CHANCE METAL CO., LTD.
Evergreen B2F | A35

WINNING ENTERPRISE CO., LTD
Splendor 10F | 1030-1032

WINRIDE INTERNATIONAL CO., LTD.
Splendor 10F | 1027

WOEI FANG PRECISION INDUSTRY CO., LTD
Splendor 13F | 1381

WTB
Tempus A-3F | Harvard Hall

WUXI DPOWER ELECTRONIC CO.,LTD.
Splendor 11F | 1123

XFUSION
Tempus A-5F | Italy

XIAMEN APEX TECHNOLOGY CO., LTD
Splendor 10F | 1044-1045

XIAMEN CARBON VALLEY COMPOSITE TECHNOLOGY CO.,LTD.
Splendor 10F | 1067

XIAMEN PRO-MANCE CO.,LTD
Splendor 11F | 1121

XIAMEN Winspace CYCLING CO.,LTD
Splendor 15F | 1501

XON LTD.
Splendor 13F | 1385

XPEDO
Tempus Dadun-2F | 200 Hall

YABAN CHAIN
Evergreen B2F | A31

YAMAHA MOTOR EUROPE NV
Splendor 15F | Amber

YANTEC INDUSTRIES INC.
Splendor 11F | 1114

YEONG FUH BICYCLE INDUSTRIAL CO., LTD
Splendor 14F | cypress

YICHENG SPORTS CO.,LTD
Splendor 13F | 1334

YING PAIO ENTERPRISE CO., LTD.
Splendor 11F | 1125

YOZU METAL CO., LTD
Splendor 10F | 1026

YU-HUB
Splendor 11F | 1136-1137

YUENI
Tempus A-5F | Switzerland

Z

ZENO BICYCLECOMPONENT CO., LTD.
Splendor 13F | 1382

ZHANGYONG CO., LTD.
Splendor 13F | 1347

ZHEJIANG ZHONGLI GROUP CO.,LTD.
Splendor 13F | 1337-1338

ZHUHAI LTWOO SPORT TECHNOLOGY CO.,LTD.
Splendor 10F | 1047

ZOOM
Tempus A-11F | R1150, 1151

ZW DRIVE GMBH
Splendor 12F | 1204-1205

SGS TAIWAN LTD.
Splendor 11F | 1149

SHA DAR ACCESSORIES CO., LTD
Splendor 13F | 1390

SHEANG LIH CYCLE INDUSTRY CO., LTD.
Splendor 10F | 1037

SHENGHO MOTOR CO., LTD.
Splendor 11F | 1176

SHENZHEN ATNEN TECHNOLOGY CO.,LTD
Splendor 13F | 1394

SHENZHEN CHUANG XIN WEI BICYCLE CO.,LTD.
Splendor 11F | 1116-1117

SHENZHEN DIGITECH CO., LTD. (DIGIWISE)
Splendor 15F | 1519

SHENZHEN LIZHIXIN TECHNOLOGY CO.,LTD
Splendor 10F | 1046

SHENZHEN YIBOTONG BICYCLE PART CO.,LTD.
Splendor 11F | 1171

SHIMANO (TAIWAN) CO.,LTD
Splendor 10F | 1001

SHINE WHEEL IND., CORP.
Evergreen 3F | RM-323

SHUN SHING BICYCLE CO.,LTD
Splendor 10F | 1038

SHUTTER PRECISION CO., LTD
Splendor 12F | 1203

SHUZ TUNG MACHINERY INDUSTRIAL CO.LTD
Splendor 13F | 1351

SIGMA-ELEKTRO GMBH
Evergreen 3F | D11

SINGATRON
Splendor 11F | 1178

SKS
Evergreen 3F | D3-D4

SP- CONNECT
Splendor 10F | 1029

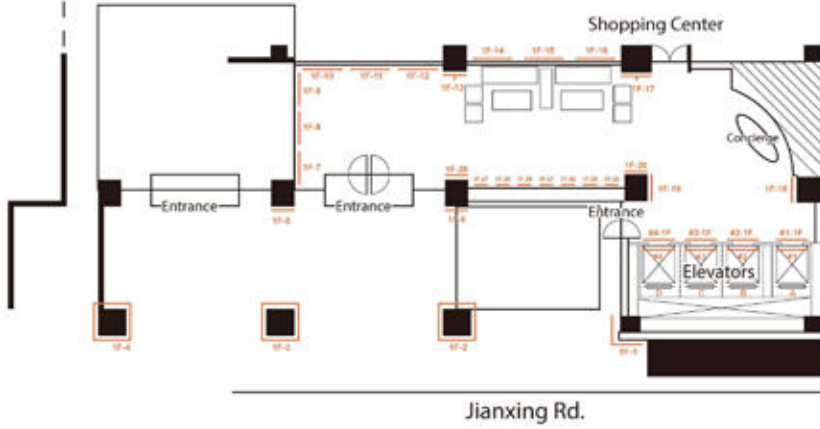
SPANK INDUSTRIES, FRATELLI INDUSTRIES
Evergreen B2F | A15

HOTEL FLOOR PLANS

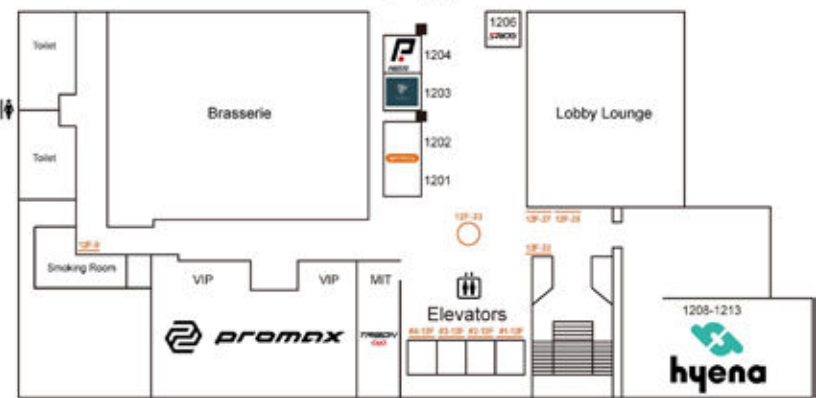
SPLENDOR HOTEL



1F



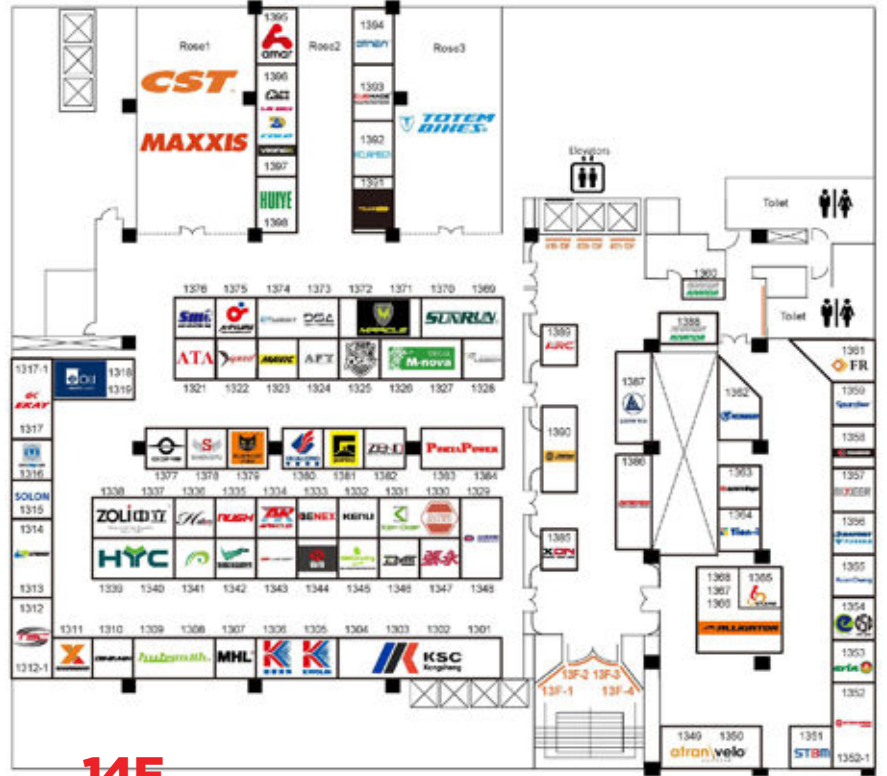
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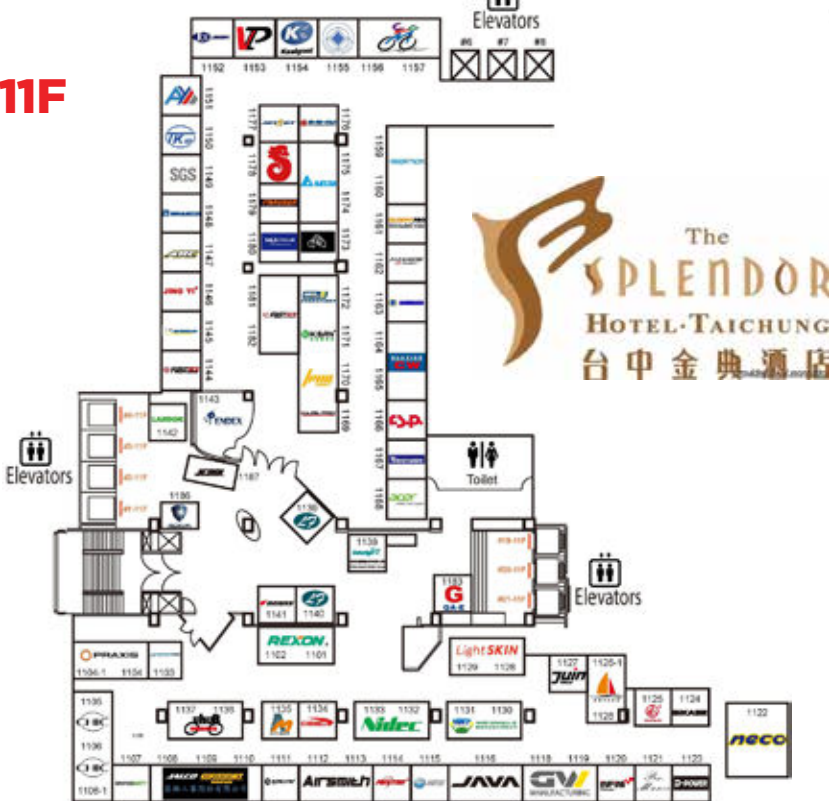
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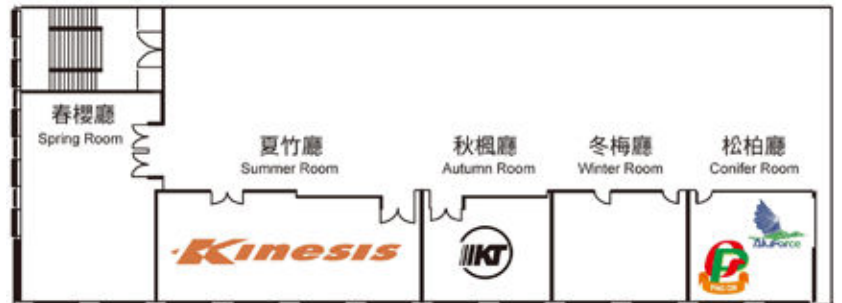
13F



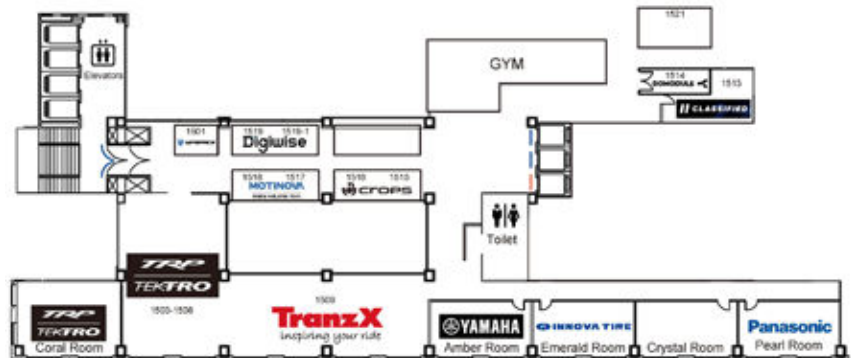
11F



14F



15F

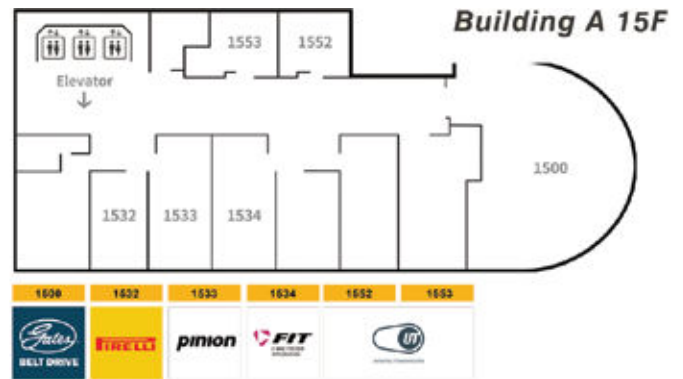
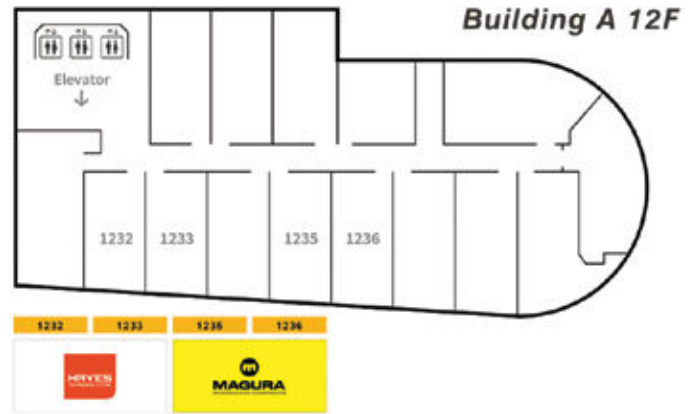
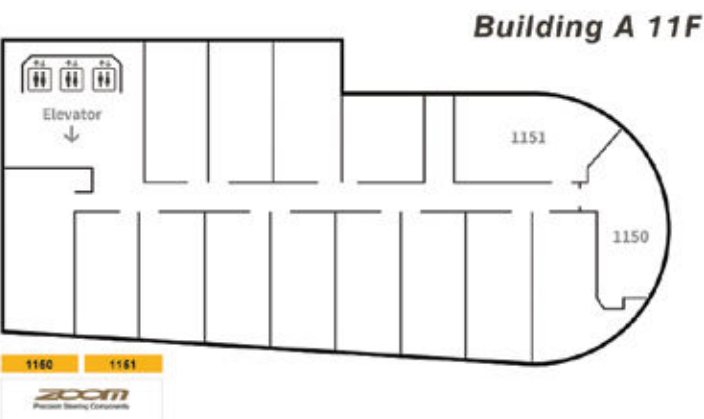
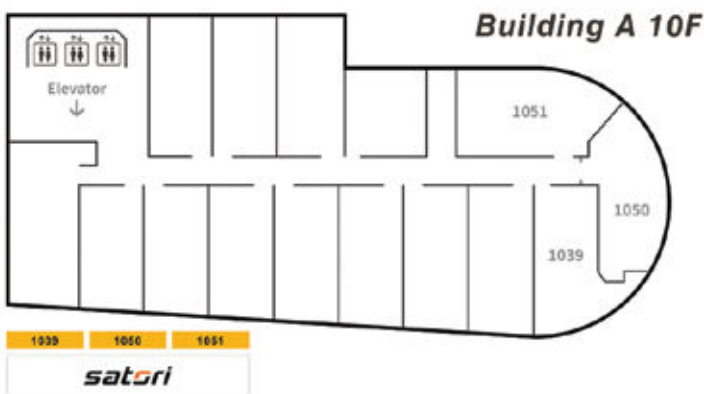
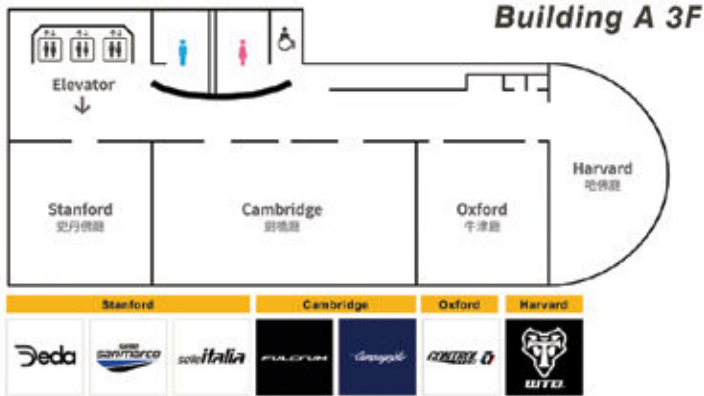


HOTEL FLOOR PLANS

TEMPUS HOTEL



TEMPUS HOTEL
永豐棧酒店 | dunqian



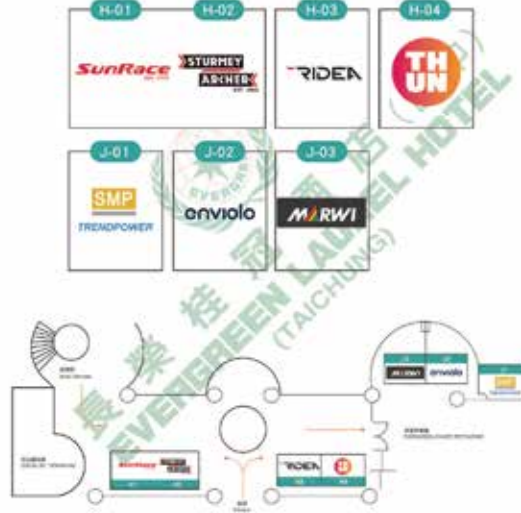
HOTEL FLOOR PLANS

EVERGREEN HOTEL

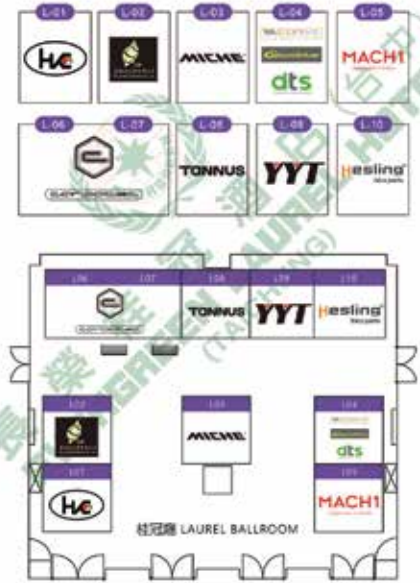


長榮桂冠酒店(台中)
EVERGREEN LAUREL HOTEL
(TAICHUNG)

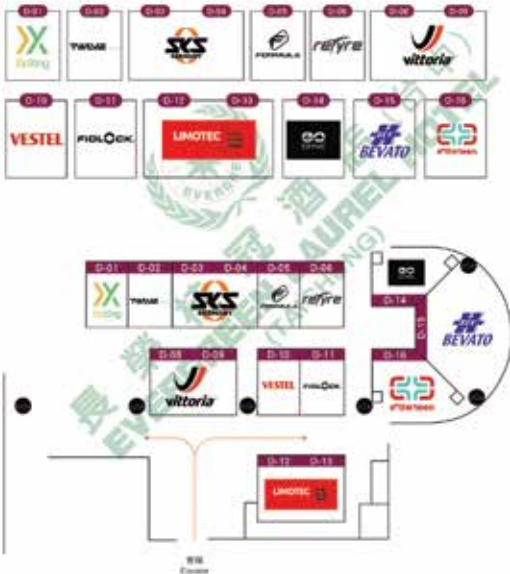
2F 展示區 2 二樓走廊
EXHIBITION AREA 2 2ND FLOOR CORRIDOR



B2F 展示區 3 桂冠廳
EXHIBITION AREA 3 LAUREL BALLROOM



3F 展示區 4 牡丹廳
EXHIBITION AREA 4 PEONY BALLROOM



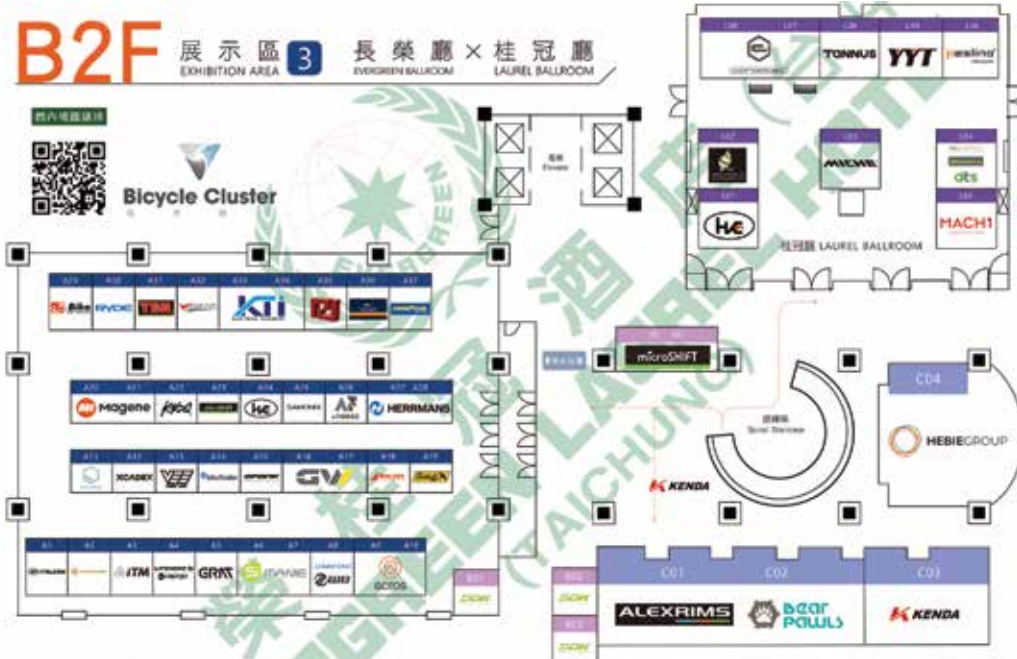
3F 展示區 4 客房
EXHIBITION AREA 4 GUEST ROOM



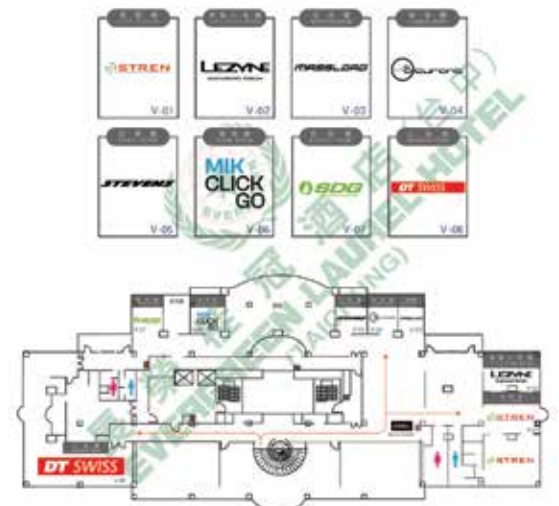
15F 展示區 5 客房 x 貴賓軒
EXHIBITION AREA 5 GUEST ROOM x EXECUTIVE LOUNGE



B2F 展示區 3 長榮廳 x 桂冠廳
EXHIBITION AREA 3 EVERGREEN BALLROOM x LAUREL BALLROOM



16F 展示區 6 貴賓俱樂部
EXHIBITION AREA 6 EVERGREEN CLUB

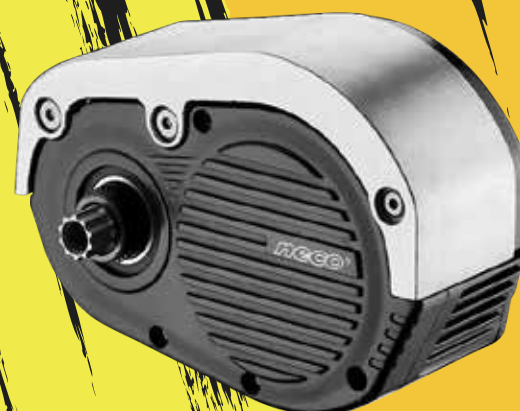


neco

Splendor Hotel 11F-1122



MM18



MM20 MAX 1500W



MM68

250W/80N.m/2.2KG/59db



M30CD-T

350W/45N.m/2.8KG/52dB

