



New Dates for 2015 Taichung Bike Week

Text & Photos: Editorial Dept.

Taichung Bike Week (TBW) 2014 proved to be a great success, once more attracting record numbers of participants. After the show, organizer's attention turned to 2015, and ensuring that the event has even more relevance and importance for the OE bicycle industry.

Originally, the timing of Taichung Bike Week was most suitable for European OE product managers, however, in 2013 the event dates were brought forward to the start of November in an effort to be more useful for earlier North American production decisions. Although this did result in

an increase in North American industry visitors, the timing was still too late for many US product managers.

After this year's show, TBW organizers tried to get as much feedback as possible before deciding the best dates for the 2015 event. They contacted many industry professionals, and held polls of visitors and exhibitors to guide them, before finally deciding that moving TBW forward again would prove popular with even more North American and European companies. As a result, 2015 TBW is being brought forward by two weeks to Oct 20th to 23rd 2015.



▲ Taichung Bike Week's key promoter and organizer, Steve Fenton.

Organizers believe that this change will improve the relevance of the event for the OE bicycle industry as a whole. 🌐



▲ Global bike industry dignitaries gathered for a VIP dinner in Taichung.