

TAICHUNG
bike week 2023

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THURSDAY

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SHIMANO CRANK RECALL | CHINESE ELECTRONIC DRIVETRAINS
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SCAN ME



HAPPY HOUR



Velo, Wellgo, KMC, and FSA are holding a Happy Hour at the Lin Wedding Garden from 4pm each day during Bike Week. Everyone is welcome to enjoy cold beers and good company!

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SHOW DAILY TAICHUNG bike week 2023

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E-BIKE DRIVETRAINS

THE FUTURE IS ELECTRIC

Navigating the corridors of this year's Taichung Bike Week, one can't help but notice the prodigious numbers of e-bike motor producers. A sign of changing tides in the market? We set out on a quest to find out.



Sunup Eco is focussing on production in Taiwan

Is the e-bike the driving force behind the cycling industry? Surveying current trends, the answer seems to be a resounding 'yes'. Not only do global sales figures suggest that e-bikes are capturing an ever-larger market share, but the number of manufacturers in this arena is surging. This electrifying shift is also palpable at Taichung Bike Week. Beyond industry titans like **Bafang [Splendor Hotel 1201-1202]**, **Bosch [Evergreen 15F 1526-1531]**, **Brose [Evergreen 3F 332]**, and **Shimano [Splendor 1001]**, many smaller companies and newcomers are revealing the broadening horizon of e-bike drivetrain market.

Take, for instance, **Sunup Eco [Splendor 1159]** from Taoyuan. Initially specializing in spinning bike generators, they've recently delved into producing e-bike hub motors. "The e-bike market's robust growth made this move logical for us," explains Racky Young, an Electrical Engineer at Sunup Eco. However, Young notes that the growing competition, particularly from China, is compressing prices. "Firms now need more distinguishing factors than ever; for Sunup, it's our product quality and commitment to manufacturing in Taiwan," he says.

Another contender in the e-drive domain is Taichung's **Tricore [Splendor 1144-1145]**. After crafting micro-motors for the aerospace, automotive, and smartphone sectors for 30 years, they entered the cycling



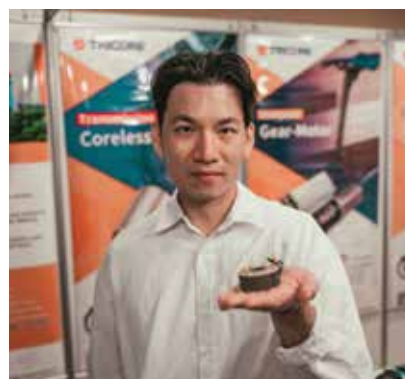
Shawn Lin, Marketing Director at Hyena

industry in 2018, offering motors for electronic gear-shifting solutions. Now, their portfolio also includes e-bike motor components. "While the market may be facing a challenging year, electronic bike components are undoubtedly the future," notes Sales Representative Rick Tsai, pointing out that a USP is essential for newcomers. "For us, this is our extensive expertise in precision transmission mechanisms and motor solutions."

Similarly, **Khgears [Splendor 1006]**, previously known for industrial gear wheels, is venturing into the cycling sphere under the Karmina brand, displaying different e-bike motors at their booth. Account Executive Emily Huang says that their team boasts "three decades of expertise in transmission and motor parts." Therefore, she believes that the primary challenge for newcomers isn't



Emily Huang, Account Executive at Khgears



Rick Tsai, Sales representative at Tricore

necessarily the technology but more the visibility: "Thus, our paramount objective is to enhance our brand recognition," she says.

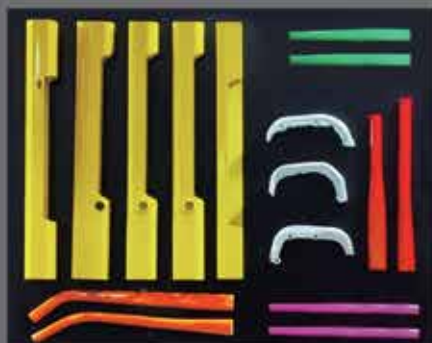
A name that has already managed to gain plenty of visibility is **Hyena Ebike Systems [Splendor 1208]** from Taichung. Their investment isn't limited to drivetrain technology but extends to a comprehensive product range. "An e-bike system encompasses numerous electronic components, including a motor, battery, sensor, controller, and HMI. The secret to a top-notch e-bike lies in ensuring these parts harmoniously synchronize," remarks Marketing Director Shawn Lin. He points out that such a wide range of offers can be a daunting hurdle for newcomers. "Many firms manufacture a solitary product. But enduring success mandates a comprehensive strategy – including after-sales service," he adds.



André Fuchs, Key Account Manager at Bafang

Bafang's perspective echoes this sentiment. Key Account Manager André Fuchs recognizes the growing number of competitors but looks to the future with confidence. "Selling e-bike motors is not merely about moving a product off the shelf. Our strength is the holistic service experience we've crafted over the years. We're in a very good position, and I believe many newcomers will find it tough to gain a substantial foothold in the market."

The five firms mentioned above merely scratch the surface of the diverse motor suppliers at this year's Taichung Bike Week. Yet, they aptly depict the emerging dynamics in the e-bike motor market: while established giants hold their ground, a legion of new players is being magnetized by the promising opportunities of the burgeoning e-bike industry. ■ **WMS**



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COMET BICYCLE & NEOWISE FROM SOUTH KOREA TO THE WORLD

E-gravel bikes are currently one of the biggest trends in the bicycle industry. At Taichung Bike Week, one e-gravel brand in particular stands out: Neowise. With a compelling backstory and grand aspirations, they aim to become an international player.

"This is our first time exhibiting at Taichung Bike Week. For us, it is the beginning of a journey, at the end of which we want to be an internationally recognised bike brand," Kim Hae Chang, President of Comet Bicycle and Neowise, tells us during our visit to the **Neowise [Splendor Hotel 1136+1137]** booth yesterday. The South Korean brand has been one of the eye-catchers on their floor from day one. In particular, the various e-gravel bikes attracted many interested glances.

Equally exciting are the company's ambitions. Behind Neowise stands Comet Bicycle, a bicycle production specialist based in Gwangju that initially focused on the assembly and distribution of bicycles and bicycle parts in South Korea. "We started as a distributor in 2004, then became an assembler, and since 2016, we have also launched our own brands: Comet Bicycle and Neowise," summarises Kim. "We have been very successful in our home market. Therefore, it is



Kim Hae Chang, President of Comet Bicycle and Neowise

time to take the next step and become more international."

A cornerstone of their success strategy lies in the close collaboration with drivetrain manufacturer Mahle. Comet has been responsible for their East Asia service centre and has been the exclusive Mahle supplier in South Korea since 2018. "The European markets are our main target, especially since Mahle can help us with the service. However, we are also searching for local partners who want to go on this journey with us," Kim says, adding that the company will continue with OEM partnerships and assembly services. "Our core business will remain the same. But we now have outstanding products and, therefore, an excellent chance to increase our market scope." ■ **WMS**

DELTA ELECTRONICS READY FOR MASS PRODUCTION

After presenting various prototypes in the recent past, Taiwanese electronics giant Delta Electronics has taken the opportunity at Taichung Bike Week to unveil its market-ready e-bike mid-drive motor.

"We are experts in a wide range of industries. But bicycles? That's new for us," said Rex Huang, Key Account Manager at Delta Electronics, during our sit-down at Taichung Bike Week yesterday. His key message: after showing different prototypes lately, the new e-bike mid-drive motor is now ready for mass production. "This is our first trial in the bicycle market. But based on the positive feedback we see a lot of potential to establish ourselves in the bicycle industry," he continues.

With Delta Electronics, another technology giant enters the bicycle industry. Diving deeper into the Taipei- and Taoyuan-based company's figures reveals the magnitude of this new venture: worldwide, around 83,000 employees work for Delta. In 2022, the turnover amounted to an impressive US\$12.89 billion US. The scale of Delta Electronics provides a context for their ambitious entry into the cycling world. "Our experience with two-wheeled motor projects has been invaluable," Huang states. "The bicycle is the next logical step."



Shawn Huang (Project Manager) and Rex Huang (Key Account Manager) from Delta Electronics.

With its compact design (111 x 92 mm), Delta's drive unit is intended to enable more flexibility for bicycle manufacturers to design streamlined and lightweight e-bikes. A torque of 90 Nm also makes the motor interesting for suppliers of e-cargo bikes and e-mountain bikes. Huang is looking forward to the market entry of the Taiwanese electronics giant: "The final testing phase is underway," he tells us. "The plan is to start deliveries either at the end of this year or early next year." ■ **WMS**

TAITRA PRESS CONFERENCE TAIPEI CYCLE SHOW BETS ON E-BIKES, SUSTAINABILITY

E-bikes and sustainability will be the most prominent topics at the 31st edition of the Taipei Cycle in March 2024. Event organizer TAITRA is expecting a stronger participation than ever before.

One week before the Taichung Bike Week starts, TAITRA held a press conference in Taichung's Windsor Hotel to offer some insights on how Taiwan's bicycle industry is doing and what to expect from next year's Taipei Cycle Show. As sustainability and e-bikes continue to build momentum as the dominating trends within the industry, TAITRA president Simon Wang was happy to report that the 31st edition of the Taipei Cycle Show is on track to become the largest to date in terms of exhibitors, with an estimated 900 exhibitors occupying more than 3400 booths at Taipei's Nangang Exhibition Center. Of these exhibitors, four percent are participating for the first time ever and another 12 percent are returning to the show after the hiatus caused by the pandemic.

"Taiwan is a crucial player in the ever-changing landscape of transportation, and the need for electrification is a driving force. Taiwan's E-bike export value has seen exponential growth and has as of late repeatedly been on par with the export value of traditional bicycles, showcasing Taiwan's adaptability and innovative excellence,"

Wang said as one of the keynote speakers at the press conference. The biggest growth when compared to pre-pandemic times comes from the e-bike zone: the number of suppliers for motors, batteries, sensors, displays and controllers expected to exhibit at next year's Taipei Cycle Show has doubled when compared to 2019, which fits the broader trend of electrification that Taiwan's bicycle industry has been betting heavily on.

Following Simon Wang's remarks, two heavy hitters from Taiwan's bicycle industry shared their thoughts with the audience. As the chairman of chain manufacturer KMC and president of the Taiwan Bicycle Association (TBA), Robert Wu focused on the difficult overall conditions that the bicycle industry has been facing following a very intense and prosperous two and a half years – and the importance of the Taipei Cycle Show as a place to meet and discuss common challenges. Young Liu, CEO of Giant Group and chairman of the Bicycle Alliance for Sustainability (BAS), added: "This recent initiative aims to quantify, certify and reduce



Young Liu, Simon Wang and Robert Wu at the TAITRA event last week

the ecological footprint of Taiwan's bicycle industry, making sure the bicycle is not only eco-friendly when used. The goal is to reduce that footprint by 25 percent by 2030."

The 31st edition of the Taipei Cycle

Show, Asia's largest bicycle trade show, will take place from March 6 to 9 in the NEX1 and the NEX2 halls of Taipei's Nangang Exhibition Center under the motto 'Let's ride together and pedal to a sustainable future'. ■ **LvR**

HSIN YUNG CHIEN BREATHING NEW LIFE INTO CARBON FIBRES

Highlighting their expertise in thermoplastic carbon-based frames and wheels, HYC is also promoting the recyclability of their carbon products.

"Green enterprise, green factory, green products" – Taiwanese company **Hsin Yung Chien [Splendor Hotel 1128-1129]** has been committed to sustainability for several years. Its commitment is vividly showcased at the company's booth at TBW, where large posters draw attention to the company's recyclable carbon fibre frames and wheels. "As the largest manufacturer of rubber conveyor belts in Taiwan, one of our competencies is the production of carbon fibre reinforced thermoplastic composites," said Sales Specialist Jeff Huang during a conversation at the show. "These composites offer excellent characteristics such as lightness, thinness, strength, toughness, durability, and ease of processing. Additionally, they are recyclable, can be reused, and contribute to reduced energy consumption during the manufacturing process," he added.

With more and more companies looking for carbon recycling options, HYC is addressing a pressing issue within the bicycle industry. So far, recycling carbon fibres



Jeff Huang, Sales Specialist at HYC

poses significant challenges, but today's environmentally conscious consumers expect manufacturers to meet this challenge. "Together with a partner company, we collect old or damaged carbon products. These are then processed into small pellets, from which new carbon products can be created," Huang explained, emphasising that the recycled carbon fibres can't be used as structural parts since they lose their structural characteristics. "However, there are a lot of non-structural applications where those fibres are a good way to align with the current trend of environmental protection," Huang noted, adding that he strongly believes that "carbon recycling will become more important in the bicycle industry in the upcoming years." ■ **WMS**

SEEN ON THE TBW SHOW FLOOR



Taichung-based manufacturer **WindNer [The Lin 7F A2]** presents parts made of carbon with a 50 percent share of recycled carbon fibers – such as saddles, handlebars, cranks and an oversized seat post for the Birdy folding bike. It has already won a Red Dot Design Award for its crankset. While these parts are still in development, WindNer is open for inquiries.



As one of the world's leading chain manufacturers, **KMC [Lin Wedding Garden]** operates a proven service network in many countries. With its Kynamic subsidiary that counts six employees at the moment, KMC is now also taking aim at the e-drives market and specifically light-support systems. An app with a heavy focus on service is in the works as well.



With a focus on ease of set-up and light weights and a background as a service center for suspension products, **ND Tuned [Tempus Hotel B1 23/24]** has expanded its business into

building its own shocks and suspension forks. According to CEO Nuno Duarte, the products of this Portuguese company are especially suitable for e-MTBs – and sure stand out.



Enviolo [Evergreen B2F] makes the lives of both assemblers and mechanics easier. It has developed a box that allows for the calibration of up to five bikes specced with the brand's Automatiq hub at a time. And its new 148 series hubs are adapted to new rear axle standards, feature symmetrical flanges and the spacers are built into the nuts that secure the axle.

SHIMANO HAS A LOT OF CRANKS TO CHECK

Shimano's key role in the bicycle component market means it produces and supplies huge volumes of parts to manufacturers and distributors. That also goes for the number of road bike cranks that are now being called into the workshops globally for inspection.

Over the years, Shimano received over 4500 reports of Hollowtech II road cranks from the Dura-Ace and Ultegra groupsets with structural issues. While some only developed creaking noises, others came apart entirely. Shimano dove into the issue and identified a procedural problem rather than a design fault. As a consequence, the Japanese component maker has now issued a call to have a total of 2.7 million cranks worldwide inspected by its authorized dealers.

According to Shimano, Hollowtech II cranks from the Dura-Ace and Ultegra 11-speed groupsets produced between June 2012 and June 2019 may be affected by insufficient bonding issues and need to be inspected. While the resulting number of affected cranks may seem massive to outsiders, Shimano can still consider itself lucky as only the two top-tier groupsets for

road bikes seem to be affected thus far and not its volume-oriented, more affordable groupsets such as the 105 or even Tiagra and Sora.

Consumers can identify the type and production date through markings laser-etched to the inner face of the crank arms. Shimano has set up a website to explain the two-letter codes and the product codes of crank arms that may be affected by the issued inspection. ■ **LvR**



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Teeth: 32/34/36/38/40/42/44T
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A-PRO TECH

CELEBRATING 40 YEARS BY DOING GOOD

A-Pro Tech honored the occasion of its fortieth anniversary with a series of activities for employees and their families, including a beach cleanup where they scrubbed the beach free of 522 kilograms of trash. Another festive event was the “Charity Fair and Family Day,” which featured a children’s bike competition, team building games and a food fair that employees contributed to. All proceeds from the fair went to the Hondao Senior Citizens’ Welfare Foundation.

Despite these generous, high-profile activities to commemorate its 40 years as a company, **A-Pro [Evergreen, 333]** has managed to keep a relatively low profile outside of Taiwan. That may be because A-Pro’s name brands have stolen the spotlight instead. **XFusion** was established by A-Pro in 1999 and has successfully forged a reputation for reliable OEM suspension products that are installed on most major bicycle brands. Later, in 2012, A-Pro introduced **Taokas**, a bike brand uniquely suited to the ergonomic requirements of the Asian physique. Then, perhaps to solve “the last mile” of a bike commute, A-Pro tapped Jon Whyte of Whyte Bicycles to design practical yet fashionable carbon fiber folding bikes under the brand name ORI. The company also produces OE e-bike frames and is introducing a new electric cargo bike, the EG4A-B11, at the show.

A-Pro cited the rapid transformation of urban commuting from an

individual endeavor to transporting cargo as one of the chief motives for the new bike. Ordinary cargo hauling is no longer the sole purpose of an e-cargo bike, which must cater to changing daily needs, whether it’s moving packages on a weekday or riding casually with the kids on the weekend. In response to riders’ demands, A-Pro’s engineers built in some customization to give pilots more versatility.

Since its founding in 1982, A-Pro has evolved its manufacturing capacity to keep pace with new materials and technology and to remain hyper-competitive in the global sprint toward Industry 4.0. With four factories and more than 3000 employees located in Taiwan and China, A-Pro claims to be the biggest IBD frame manufacturer, which could be true because A-Pro offers more than just frames. Forks, rims, and forged parts also make up A-Pro’s bike portfolio to give customers a compelling reason to acquire



parts made under one roof. In addition to brand-defining ESG (Environmental, Social, and Governance) actions, A-Pro has also made a point of selling the brand to customers through cultivat-

ing partnerships. Perhaps more than anything else, a 21st century approach to doing business is what separates A-Pro from its category competitors.

■ WB

DRIVETRAINS MADE IN CHINA

CHINA SHIFTING GEAR ELECTRONICALLY

Electronic drivetrains shift fast and precisely, and when they are built to work wirelessly, they also promise some serious advantages for assemblers. But all this technology comes at a steep price. Two suppliers from China exhibiting at the Taichung Bike Week are looking to change this.

Founded back in 2013 by Chunsheng Liu, a mechanical engineer and former employee of Sram in Zhuhai City, Guangdong, **L-Twoo [Hotel Splendor / 1048]** has grown to become a serious player on China’s domestic market. But the company clearly aims to open up additional markets and find OE customers as well. Having already presented their electronic groupset for road bikes called eRX at the Eurobike Show in June, L-Twoo is now releasing a new electronic 1x groupset for gravel in Taichung with the eGR. Both drivetrains are designed to work with cassettes with 10 to 12 gears, and an app available for both Android and iOS facilitates the initial adjustment and fine-tuning.

The cassette of the eGR groupset features 11 to 46 teeth, offering a wide range. While the brake and shift levers are built from aluminum for durability, the rear derailleur comes with a carbon cage, an alloy parallelogram and stabilizing and locking features for proper chain management when riding on unpaved surfaces. Since the eGR

is a complete groupset, you also get hydraulic disc brakes designed to fit the flatmount standard and rotors ranging from 140 mm to 180 mm. With the main battery sitting in the seat post and the levers and shifters run by cell batteries communicating by Bluetooth, L-Twoo’s eGR is a semi-wireless system much like Shimano’s latest Di2 versions.

Established in 1951, **Wheel Top [Hotel Splendor / 1501]** is an OE manufacturer of bicycle transmission components such as crank sets, sprockets, cassettes and derailleurs. Starting in 2015, the company upped its game and started to develop high-end bicycle components. One example is the company’s EDS series of electronic, wireless drivetrains. While the 1x EDS-OX system is built for mountain bikes with flat handlebars, the EDS-TX drivetrain comes with a front and a rear derailleur and dropbar levers built to work with hydraulic disc brakes.

The EDS-TX rear derailleur can handle cassettes with 7 to 13 speeds



L-Twoo’s Head of Sales and Marketing Luke Zhao presents the eGR groupset.

and a maximum of 36 teeth, with a proprietary app facilitating initial set up and fine tuning and even allowing to compensate for wear. The batteries have a capacity of 500 mAh (or 9000 shifts) at the front derailleur and 800 mAh (or 28000 shifts) in the back,

which should result in a range of over 2000 kilometers. Common CR2032 cell batteries are used in the levers to cover various price points. Wheel Top offers its new, electronic road bike drivetrain in both a carbon and a lower priced aluminum version. ■ GE/LVR

VEE RUBBER

CRAFTING THAILAND'S RUBBER LEGACY

When discussing the bicycle tire industry, one country stands out: Thailand. Though the Southeast Asian nation may not be a dominant force in the bicycle industry, its large reserves of natural rubber ensure it reigns supreme in the bicycle tire sector.



Vee Rubbers' operations span four factories in Thailand, one in Vietnam and one in India.

In 2022, Thailand produced a staggering 4.75 million tonnes, constituting about 35% of the global natural rubber yield. Therefore, it is no surprise that one of Thailand's premier manufacturers is a tire specialist: **Vee Rubber (Evergreen, Evergreen Hall A13)**, in the bicycle world better known through its brand Vee Tires. Headquartered in Bangkok, the company offers a wide range of tire types for various bicycle models, making it an essential destina-

tion for those keen to delve into the bicycle tire business during this year's Taichung Bike Week.

"The history of Vee Rubber goes back to 1977 when our first factory was established," Assistant Brand Manager Rommel Gallardo explains. "At that time, the family of today's CEO Vitorn Sukanjanapong was running a rubber plantation. After university, he – together with his brothers – decided to venture into the tire manufacturing

business, thus starting the story of Vee," says Gallardo. It was the beginning of a success story: over the following years, the portfolio was expanded to the automotive and motorbike sectors, making it a paramount Thai manufacturer with currently around 3,000 employees and operations that span four factories in Thailand, one in Vietnam, one in India, and a U.S. warehouse in Atlanta.

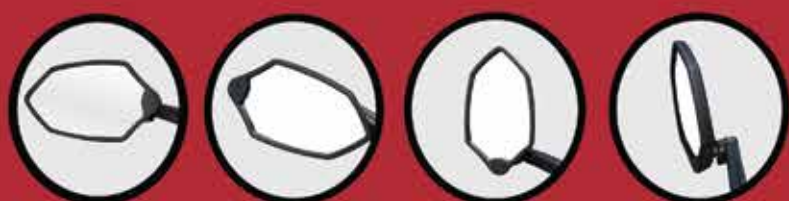
From a rubber plantation to a key manufacturer – Vee Rubber's journey exemplifies its main strength: self-sufficiency. "Having our plantation and the capability to craft moulds allows us to manage every production aspect in-house – from raw materials to the final product," Gallardo says, adding that the bicycle tire sector contributes to approximately a quarter of their business. "With Vee Rubber, we predominantly focus on OEM projects. Meanwhile the Vee Tire brand, launched in 2012, provides consumer-focused bicycle solutions," he explains, mentioning China, Indonesia and Taiwan as the most important export markets for OEM projects and the U.S., France, Italy, Germany, and the U.K. as main markets for consumer products.

Although the tire industry is currently struggling with economic



The combined annual production of the rubber specialist exceeds 25 million tires.

challenges similar to the rest of the bicycle industry, Gallardo shares that Vee is spearheading multiple projects to bolster their market position: "One of our key topics is sustainability. Our vision includes manufacturing a tire made entirely from recycled materials," he says. Additionally, cargo bike tires are on top of their agenda: "At the upcoming Taichung Bike Week, we're excited to unveil a cargo bike tire line in various sizes," Gallardo says, providing another reason for visitors of Taichung Bike Week to delve into the bicycle tire world. A world that assures Thailand a firm place on the map of the bicycle industry – mainly due to Vee Rubber. ■ WMS



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STATE OF THE MARKETS

THE LONG STRUGGLE BACK TO NORMAL

With the current overstocking issues, the state of key bicycle markets is a decisive factor in reducing inventory and improving liquidity. How have some of Taiwan's most important export markets been doing recently?



High inventory levels lead to widespread discounting at the retail level.



The market surveys of national federations of bicycle manufacturers and distributors for 2022 remain the latest available, covering a year that saw the industry go from a constant scarcity of goods amidst massive demand to a serious collapse in consumer sentiment and high inventory levels along the entire supply chain. These high inventory levels have had a serious impact on cashflow, causing liquidity issues and eating away at margins as products threaten to become obsolete while they collect dust in the warehouse.

Aggravating the situation was higher-than-expected inflation that peaked at 10 percent in key bicycle

markets such as the European Union, the United Kingdom and the United States. As the cost of living went up rapidly, people postponed purchases of consumer durables – such as bicycles and e-bikes. To make matters worse, a sizeable number of people who had bought a bicycle during the pandemic to commute, exercise or for use in active holidays were now selling their bicycles second-hand, further affecting retail sales. These negative factors were not sufficiently offset by factors such as surging gas prices and subsidies for the purchase of e-bikes or cargo bikes offered mostly on a communal level.

Due to the combination of decreased turnover and high operat-

ing costs a number of companies have already gotten into serious trouble this year. Those operating with low margins and heavily relying on investors and lending were the most vulnerable, lacking the reserves needed to weather the storm. Companies with a clear focus on the upper-end of the market and e-bikes on the other hand did not suffer as badly as those serving the low to mid end of the market and not selling any e-bikes at all. As a consequence, business in countries with a high market share for e-bikes and a high average price for conventional bicycles was not down as much as in other countries.

The best-performing markets in 2022 were Austria, Belgium and Germany.

The latter is good news as it is Europe's largest market for bicycles and e-bikes both by units and by turnover. While the overall number of units sold dropped by 100,000 to 4.6 million, the number of e-bikes sold by 10 percent to 2.2 million while conventional bicycles dropped by 11 percent to 2.4 million. Due to the significantly higher average price of e-bikes, this resulted in a new record turnover of € 7.36 billion. In Austria, sales of e-bikes grew by 11 percent year-on-year to 246,728 units and the overall market grew by 3.2 percent to 506,000 units, creating a record turnover of € 1.39 billion with parts and accessories adding another € 200 million.

Despite the relatively positive



numbers, a closer look at the German and Austrian markets – which are so important in terms of purchasing power – reveals that the current economic difficulties are clearly felt here as well. Well-known wholesale distributors such as Cosmic Sports, Sport Import (both Germany) and Thaler Lange (Austria) all report persistently high inventory levels. Although these have been reduced during this season, a comparatively cold and rainy summer as well as continued high inflation rates caused inventories to decrease more slowly than expected in many places. To counteract the high product pressure, distributors therefore implemented various measures such as sales campaigns, aggressive discount scales, and purchasing halts.

When talking to a selection of large Swiss distributors at Lenzerheide's Test Ride event in early September, executives estimated turnover to be down by 5 to 10 percent year on year for the first eight months of 2023. Depending on the product category a complete reduction of inventory levels and thus a relaxation is not expected until the end of 2024 or even as late as 2025. However, the general sentiment remains: there is light at the end of the tunnel, and the overall mood at Eurobike this year was fundamentally positive and optimistic.

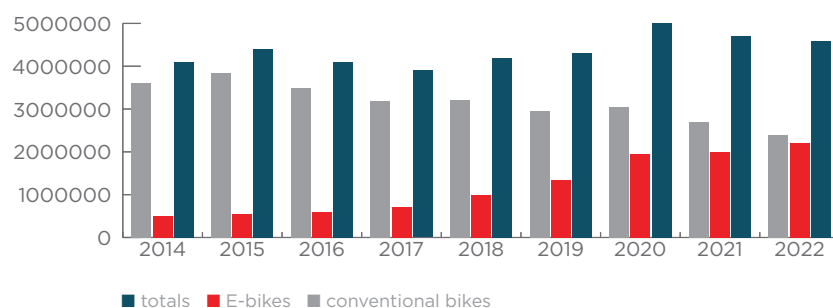
The situation is likely similar in other European markets. However, the figures also show here that although the record growth of the 2020 and 2021 seasons had collapsed, the strong demand for e-bikes continued to support high sales. Somewhat surprisingly, the mostly flat Netherlands are the

country with the highest market share of e-bikes in Europe – and most likely worldwide. In 2022, this market share grew to over 57 percent or 486,000 of a total of 855,000 units. Thanks to the high demand for e-bikes, the overall turnover grew slightly by 0.9 percent. The most dynamic e-bike market in 2022 was Belgium where the units sold grew by an impressive 45 percent year-on-year, bumping the market share to over 47 percent. As another country showing eroding sales of conventional bikes and a dynamic growth in sales of e-bikes, Italy saw the turnover of its market grow by 18 percent year on year despite the units dropping by 9.2 percent to 1.77 million.

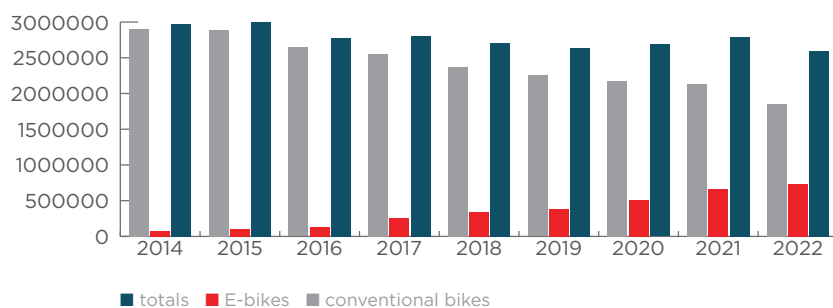
The French market saw overall growth of 5.2 percent to € 3.6 billion, with sales of bicycles growing by seven percent to € 2.4 million. This was mainly due to e-bikes, which grew by 12 percent to 738,000 units, resulting in a market share of 28.4 percent. As an outlier, the bicycle market in the United Kingdom fell by 22 percent to 1.88 million units, dropping to a 20-year low. The main reason for this is the cost of living crisis that has been hitting the UK even harder than the EU region. With a market share of just 7 percent, the e-bike market is still in its infancy, and seeing the government retreat from investments in bicycle infrastructure certainly did not help either.

In the United States, the bicycle market grew by 14 percent year-on-year to US\$ 5.91 billion in 2022. Meanwhile the bicycle market in Canada has seen a drop in units compared to 2021, but was still operating at a higher level than before the pandemic. As for the first half of 2023, the numbers

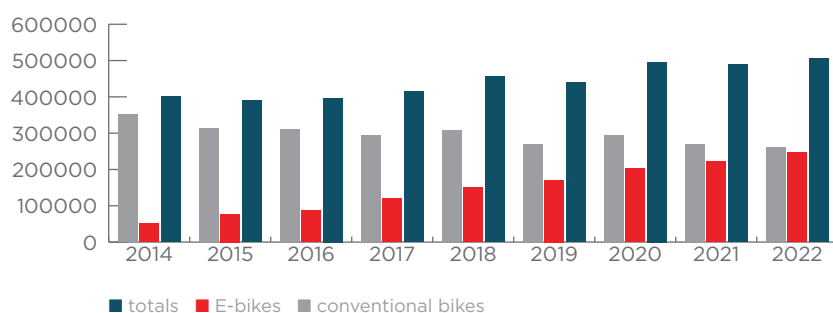
Bicycle market Germany 2014 - 2022



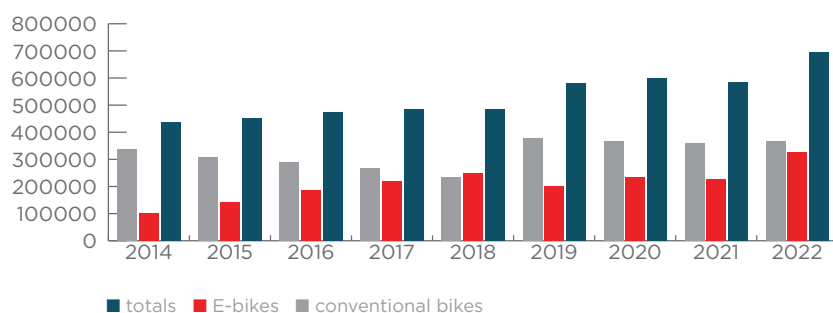
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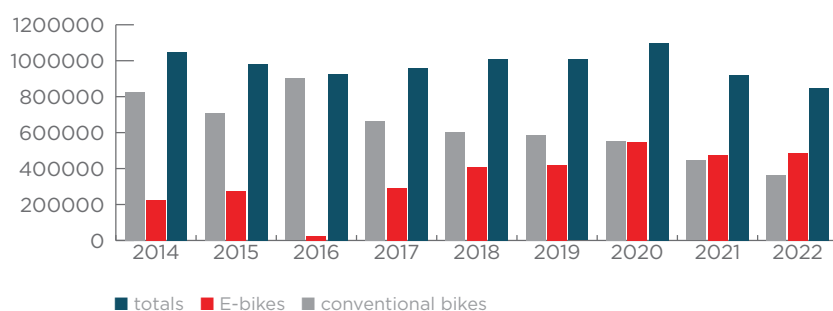
Bicycle market Austria 2014 - 2022



Bicycle market Belgium 2014 - 2022



Bicycle market Netherlands 2014 - 2022



published by market listed key players offer some hints, showing the ongoing effects of high inventory levels and low consumer sentiment. Shimano reported a minus of 17.7 percent year on year in turnover for the first two quarters of the year, and Fox Factory saw the turnover of its Specialty Sports Group drop by 35.6 percent.

While these numbers may sound alarming, Taiwan's two largest bicycle manufacturers performed a whole lot better throughout the first two quarters: Giant Group recorded a minus of 5.4 percent in turnover, with strong demand in China offsetting

some of the losses recorded in Europe and in the United States in particular where business was down by 44 percent. Merida Industry saw its turnover decline by 6.6 percent year-on-year, with the second quarter performing worse than the first. As for the inflation and the cost of living as key factors for consumer sentiment, the bicycle industry is a victim of factors beyond its control – most obviously Russia's war in Ukraine, but also the post-pandemic economic turmoil facing the People's Republic of China, in particular its real-estate sector. **LvR**

DARFON GREEN ENERGY

FROM ELECTRONICS TO BICYCLES

With its fast-growing Green Energy department, Darfon Electronics has become a well-known ODM and OEM partner for many e-bike manufacturers. And it's not just about batteries anymore, but also about IT know-how for advanced and connected e-bikes. More tech companies are following this example.



Darfon Electronics' president Josh Tsai at the company's Eurobike booth.



A first sample of TD Hitech Energy's novel solid-state ceramic battery.

Founded in 1997, **Darfon Electronics [Splendor, 1013]** has grown to become the world leader in laptop keyboard manufacturing. But its fastest growth area in recent years has been its Green Energy department, focusing on batteries and power solutions. According to Darfon Electronics' president Josh Tsai, the share of this department has grown from only a few to 40 percent within a short period. "This growth has been both organic and due to recent investments. In 2020, we acquired fellow Taiwanese battery maker TD HiTech Energy, who specialize in customized batteries such as the extra large-capacity units used by Swiss brand Stromer. We also hold 60 percent of the shares of Kenstone and a majority in the joint venture with OE and OD frame builder Astro Tech," Tsai explains.

A first result of this joint venture has been a prototype of a deep instep unisex frame with rear suspension,

an integrated battery and smart IOT. Another new product has already been brought to the market with a Darfon-branded Smart Trainer. Keep in mind indoor cycling has evolved from lonely workouts in 'pain caves' to sociable and competitive events thanks to platforms such as Zwift. Still Darfon Electronics insists on being a professional, IT-based ODM and OEM manufacturer, aiming to become a one-stop shop for e-bike manufacturers who are looking not only for a battery, but also for software and IoT-based service solutions. "At Darfon Electronics we have the know-how in terms of software and IoT solutions in-house, so we'd like to expand our offering to these aspects," Tsai explains.

Speaking of expanding: with a European subsidiary in the Czech Republic set up more than 15 years ago to service products of its consumer electronics division, Darfon Electronics is well positioned to expand part of

its production to Europe to get closer to European clients and partners.

"While our Green Energy department has been focusing its e-bike related efforts on batteries that work with Shimano's Steps mid-motors, we have noticed a lot of interest from a number of smaller drive system suppliers who would like to combine their motor with both our batteries and IT know-how," says Tsai.

At this year's Eurobike show Darfon's subsidiary TD HiTech Energy made headlines with a novel solid-state ceramic battery that it is developing in cooperation with Stromer. Do not expect this technology to be commercially available before 2027, however. With its BESV e-bike brand launched in the Summer of 2015 and brought to markets in Europe, Japan and Taiwan since, Darfon Electronics has branched out into the bicycle business for some years now. This goes to show that entering



Robotics specialist Da Shiang Technology presented a first hub motor at this year's Taipei Cycle Show.

the bicycle business is not a task to be taken easily or done quickly even for large corporations from Taiwan's strong tech sector. A clear strategy and commitment are paramount.

Another tech company from Taiwan showing interest in the bicycle business is Acer, known as a producer of hardware and consumer electronics. This corporation entered the industry when it acquired GPS bicycle computer maker Xplova in September 2015. Since then the product portfolio of this brand has been extended to smart roller trainers and electric kick scooters. And with its Acer Gadget division, the electronics giant last year launched a desk with an integrated stationary bicycle trainer at the CES show in Las Vegas. In addition to allowing for a casual workout, the bicycle trainer also produces electricity to charge a variety of consumer electronics.

At Taichung Bike Week, **Acer Mobile Power System (MPS) [Splendor Hotel, 1168]** is presenting its complete assistance drive offerings for e-bikes. While Acer MPS relies on hub motors that can be placed in either the



A selection of rear hub motors from Acer MPS.



With the launch of its smart ebii compact bike, Acer has upped its game in the bicycle industry.

front or the rear, the company also has a selection of in-tube and external batteries with various capacities, displays, cadence and torque sensors and controllers at hand to add well-measured electric support to bicycles. At Taipei Cycle Show, Acer also launched a smart folding bike called ebii. Other Taiwanese tech companies have also tested the waters in the bicycle industry lately. Smart

scooter maker Gogoro launched its Eeyo urban e-bike in the summer of 2020, with the motor, battery and electronics all packed into the rear hub. And at this year's Taipei Cycle Show robotics specialist Da Shiang Automation Industrial premiered a hub motor that will hit the market under the DTboost brand.

For some of Taiwan's premium tech companies such as TSMC, even the



A cutaway of Gogoro's Eeyo hub motor that also houses the battery and the electronics.

largest players in the bicycle business could be acquired without any need for external funding. Since both the electrification of bicycles and their connection to mobile phones and cloud services are ongoing and strong trends, the potential synergies are only getting bigger. Add the current situation with high inventory levels and cashflow issues along the supply

chains, and we may see more money from Taiwan's flourishing tech industry being invested in the country's bicycle industry in the near future. As with bicycles and parts, the same goes with companies: Due to the ongoing slump in demand, it is clearly a buyer's market. **■ LVR**

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CHI-TAI ENTERPRISE A WORLD OF ENGINEERING PLASTICS

Chi-Tai Enterprise [Lin Hotel] is a leading plastics development consultant. It represents multiple plastic material brands in Taiwan and overseas and provides the cycling industry with comprehensive product development services for creating plastic products and components. Partner firms include Chang Chung Group, Hotai Group, Daicel Miraizu, Mitsui Chemicals, Polyplastics, and Evonik. Through these connections, Chi-Tai Enterprise's clients can access a range of engineering plastics suitable for a vast number of different applications. These are broadly grouped into the categories of clear plastics, engineering plastics, elastomers, long-fibre materials, polyamides, purging agents, and ultra-high-molecular-weight polyethylene.

Many of the materials are recognisable names in themselves, meaning they can provide desirable mechanical attributes and added recognition among consumers. Key among its many services is polymer and plastic material consultation, whereby its experts will help guide you towards the most suitable materials for your specific needs. Chi-Tai Enterprise can then offer composition product development services, including analysis and evaluation, to aid your



research and design before moving on to computer-aided engineering (CAE) and finite element management (FEM) simulations to ensure any details are dialled down.

Once you're ready to go into production, it'll help pair you with a producer and can arrange shipping and logistics to primary ports in Asia. As you'd expect, the firm includes an entire team dedicated to servicing the specific needs of the cycling industry. Recent products it has collaborated on include grips, cable liners, brake levers, suspension linkages, and saddles. In recent years, Chi-Tai Enterprise has increasingly focused on developing and sourcing environmentally friendly materials to help its customers achieve their sustainability goals. It's also sought to promote itself and is a regular at the Taipei Cycle Show. At this year's Taichung Bike Week, the firm's representatives hope to catch up with existing customers and use the show as an opportunity to open up fresh discussions. ■ JD

JETSET WHEEL AND RIM SOLUTIONS

Jetset [Splendor, 1177] is a manufacturer of bicycle wheel rims and wheelsets, based in Changhua County, Taiwan. It offers wheel products in a vast range of sizes and specifications, alongside compatibility with the latest standards. It focuses on supplying bikemakers with feature-rich and cost-effective wheels and components that boost performance while adding value and function. Its attention to detail can be found across the firm's range of patented technologies.

Many of its latest designs target the growing e-bike market. This move sees its newest rims come with a design that allows extreme spoke angles while maintaining complete contact between the nipple and the rim. The design is particularly pertinent to makers of e-bike wheels, where the width of the hub and the number of crossings in the lacing pattern can create added stress. The rim's internal profile is perfectly aligned with that of the nipple to achieve full support of the spoke within the perimeter. This asymmetric profile extends to the drilling of the access points in the rim bed. The design is now available as an option on Jetset's e-bike wheelsets and is protected by an exclusive patent. The technology joins a raft of unique specification options offered by the firm.

Also of note is the firm's custom extrusion process, which allows for the thinnest wall possible while adding material where necessary. This process



Jetset New rim tech

has been dubbed ARCOS technology and can be found on rims dedicated to various disciplines. Jetset's products are divided into several categories, including road racing, mountain bike, and heavy-duty products for downhill and trials riding.

The firm also produces a wide range of items for fat-bike-type designs. Almost all configurations can be catered to, with technologies covering disc and conventional braking, tubeless compatibility, and aero or low-profile crosssections. This broad spectrum of products helps the brand produce wheels that subscribe to its founding ethos of offering superior products at the most reasonable prices in the market. ■ JD

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FALCON CYCLE PARTS DRIVETRAIN AND HUB PRODUCTS THAT OFFER KEEN VALUE

Falcon [Evergreen, Evergreen Hall, A1] provides a massive range of up-to-date drivetrain solutions, hub gears, and related products. It was established in 1986 with a focus on producing bicycle components. From its base in Taichung City, it's steadily built up a significant market share in the United States, Canada, Europe, Russia, and Southeast Asia, which includes China, Japan, South Korea, and Taiwan. It's rare among component makers in offering a complete and highly customisable alternative drivetrain to those looking for an alternative to SRAM or Shimano. This currently comes in the form of the GYR 1x Drivetrain. This wide-ratio ten-speed single chainring groupset offers a feature-rich yet budget-conscious option for mountain bikes and modern hybrids. The crankset will be of particular interest. It can be used with several different drivetrain configurations. Another area of expertise for the firm is the creation of hub-gear systems. Its I-GH hub offers three gears and a range of just over 100%. Elsewhere in the firm's catalogue, you'll find a vast array of traditional front and rear derailleurs, many hubs for all kinds of bikes, plus



matching shifters and cassettes. These will again be of particular interest to bike builders looking to find economical alternatives while retaining the high number of gears and wide ratios demanded by modern cyclists. Falcon also produces a broad range of modern BMX hubs and several coaster brake-style bike models. Bikemakers will also find support for older and more economical technologies, including drivetrains with a simplified number of gears and legacy standards, including screw-on freehubs in multiple specifications. At Taichung Bike Week, the firm is excited to talk to bikemakers, component brands, and distributors who may be interested in the firm's products or expertise. ■ JD

KMC CHAIN

CHAINS AND AN EXPANDING LINE OF DRIVETRAIN COMPONENTS



KMC Chain [Lin Wedding Garden] creates the products that keep bikes moving forward. It's one of a small number of dedicated chain makers and boasts its own manufacturing and design capabilities. Its strategy has been to serve the industry by focusing on designing and developing products based on the needs and preferences of end users while also working to create market demand.

"Over time, our chains have become stronger, safer, more advanced, competitive and innovative," explains KMC's Jannie Wan. "We now provide products and services to users across 150 countries, playing an important

role in the global bicycle industry".

The firm takes a responsive attitude to shifts in the market and provides products that match current trends. "With the bicycle market undergoing rapid transformation and the diverse use of e-bikes, KMC combines knowledge of the market trends with a proactive attitude to generating market demand," says Wan. This has seen it expanding its e-bike solution products, which now go beyond chains to include dedicated e-bike chainrings and cassettes. "There's no doubt that e-bikes are still the most important trend in the future bicycle market," says Wan. "This isn't limited

to high-end bicycles but will become a popular way to connect work and life for many people. In addition, with sustainable environmental issues, the market is now looking for parts with greater durability, longer life cycles and more environmentally friendly production processes to reduce carbon emissions". Of course, chains remain at the heart of this strategy.

The firm is keen to promote its newest eGlide chain at the show. This product combines the technology and design from the current X-Series and e-Series chains. It features perfectly tuned component heat treatment and has an internal double X-Bridge

between chain plates. It provides excellent durability and smoother shifting performance while maintaining the e-Series market-leading tensile strength. Its functionality is helped by the firm's Shield Tech, which ensures an industry-leading pin power for ultimate torsional strength. It's also compatible with Shimano's Cues system. At Taichung Bike Week, KMC is hoping to plan future collaborations. "The show offers instant communication," says Wan. "We'll be using the opportunity to provide the latest and future product information and formulating future project production plans with our customers". ■ **JD**

JAGWIRE

PRECISION IN SHIFTING AND BRAKING SOLUTIONS

Jagwire's cable manufacturing prowess extends far beyond the realm of bicycles, servicing a wide array of industries. Its cables serve as critical components in applications ranging from aerospace to lighting fixtures, motorized scooters, wheelchairs, agricultural machinery or the automotive sector.

Launched in 1995 under parent company **Chia Cherne Company Ltd [Splendor / 1040]**, the Jagwire brand offers a wide range of products including brake cables, shifting cables, disc brake hoses, brake pads and disc brakes, all designed to enhance the performance and control of bicycles. The brand symbolizes speed and agility, promising precise control system solutions.

Operating major production facilities in Taiwan, China, Indonesia and Malaysia, as well as in its cable assembly factory in Belgium, Chia Cherne claims to offer nearly limitless capabilities in creating products to specifications set by the customer.

On a side note, in 2000, Jagwire expanded its horizons by establishing the CoolJag brand, marking its entry into the information technology sector by producing high-temperature radiators, essential components in computers' cooling systems.

As a member since 2004 of the Taiwan Bicycle Association's A-Team, a group of manufacturers that explores issues related to the bike industry, the company continuously tries to develop

improved business strategies and tactics to reduce lead times, improve quality and cut defects and waste.

Over the years, Jagwire's commitment to excellence led to numerous accolades, including, the "Taiwan Export Excellence International Golden Award" in 1996, the "Japanese TPM-B Class Excellence Award" in 2012 and more recently the "Innovative Design Award" at the 2023 Taipei International Cycle Show.

Jagwire is dedicated to environmental compliance. It adheres to all U.S. and European Union regulations regarding lead, dyes and PVC products and they conduct exhaustive sourcing reviews to eliminate materials with banned chemicals. In December 2022, Jagwire was elected as a board member of the Bicycle Alliance for Sustainability (BAS), and notably, in February 2023, the company achieved ISO 14064-1:2018 certification, further solidifying its commitment to environmental responsibility.

Recognizing the growing trend in the popularity of e-bikes equipped with speed sensors near the rear axle,



The new LR2-E rotors from Jagwire integrate magnets compatible with Shimano and Bosch speed sensors.

Jagwire is launching its new LR2-E rotors with integrated magnets at this year's Taichung Bike Week. It is designed specifically to seamlessly integrate with Shimano STEPS and Bosch Performance Line CX speed sensors. The rotors retain all the advantages of the standard LR2

rotors, including stability, durability, lightweight construction, and minimal noise and are available in both 6-bolt and Centerlock configurations. Other updates on their Pro E-Bike Disc Brake Pads and the Elite FLEX -SL shifting housing will also be introduced at this year's show. ■ **MW**

ACROS COMPONENTS

GOING THE EXTRA MILE TO ELEVATE RELIABILITY

In the ever-evolving world of bicycle components, Acros Components stands out as an innovative groundbreaker, not only for their commitment to quality but also for their approach to a global supply and product design.

Founded in 1999, **Acros Components [Evergreen/A9-A10]** emerged as a product of the profound expertise in bearings of its parent company, HWG. HWG has a rich history of crafting bearings for exceptionally demanding industries, where durability and reliability are paramount, including power plants, satellites and high-speed trains. Yet Acros is also about a shared passion for cycling, instilled by its founder and current Managing Director, Frank Weidner.

At the heart of Acros' success lies an unwavering commitment to innovation. The company's research and development team's constant push of the boundaries has led to the creation of groundbreaking technologies and solutions tailored to meet the ever-changing demands of the industry.

One important example of their innovative products was their A-Ge shifting system, a unique hydraulic shifting system that's both light and high-performance launched in 2009, just a couple of years after Shimano



Acros' bearing production benefit from the experience of parent company HWG.

commercially launched their first electronic shifting system.

Claiming to be the "link" of the bicycle as they are producing bearings and other related OEM products for all moving parts of the bicycle, the firm recognizes that the bicycle has evolved into an integrated system where every piece plays a vital role in

creating a coveted functional product. The humble headset, for instance, has transformed from a simple aluminum piece into a sophisticated component at the heart of the bike. Using freeform fiber into their cable routing headset solutions allows Acros a high-level of customization and their latest 1.8" bearings developed specifically for bikes can withstand higher loads.

In addition, with offices and production sites in Germany, Taiwan and China, Acros now produce 10 million bearings per year and have a capacity of up to 20 million injection molding parts, and their engineering team and project management experts are able to bring almost any custom projects to life for customers across the globe.

Acros take great pride in their commitment to sustainability. Since the beginning, the company has been dedicated to environmentally responsible practices. They utilize grinders to recycle old

material, allowing for the production of components crafted entirely from recycled materials. Their German facilities are powered by renewable, green energy and all of their global facilities provide the option of shipping with reusable packaging materials.

When questioned about their future endeavors, Acros outlines its strategic plans for continued growth and innovation. This includes further advancements in the production of injection-molded custom components, further development of their injection molded custom parts. Last but not least, Acros is honing its attention on creating specialized parts tailored to

the unique demands of cargo bikes, where reliability is essential.

■ **MW**

Acros offer angled headset cups to adjust reach.



CONTINENTAL OF TAIWAN

GROWING FOCUS ON E-BIKES AND ECOLOGY

Few components can transform a bicycle like a pair of tyres. **Continental [Tempus, B-B1, 1-3]** has among the greatest brand recognition of any tyre maker. It also boasts a vast product line that can help you add the finishing touch to your bicycle and provides aftermarket and original equipment solutions.

The German marque will be represented at the show by its Taipei-based subsidiary, which offers access and advice on the range for Asian manufacturers. The firm's products arrive at price points covering the high-end and intermediate markets with dedicated selections for everything from elite road and mountain bike competition. This is complemented by an expanding line of practical options that now also caters to electrically assisted hybrid and cargo bikes.

Sitting at the head of the firm's latest catalogue is the Grand Prix 5000 road tyre. This tyre features the firm's famous Black Chili compound paired with a Vectran puncture-resistant breaker spun from liquid crystal polymer. It's available in various sizes, from 25 to 35mm wide. The range is now tubeless-ready and works with hookless rims to keep up with the latest standards. There's even a new E50 model, which comes in a broad 30c size and is certified for use on electrically assisted bikes with cut-off speeds up to 50km/h. Below it, the cheaper Ultra Sport



III racing tyres have also been overhauled to work with electrical assistance. Gaining the firm's E25 label, the whole range is now tailored to work with 25km/h capable e-bikes if needed.

Elsewhere, you'll find various GP variants, including the all-weather Grand Prix 4 seasons and city-focused GP Urban, economical Grand Sport, plus versatile and rugged Gator models. The advent of electrical assistance also animates the rest of the range, with dedicated e-bike models across the mountain bike, gravel, commuter, and urban fields. Tackling the impact of tyre creation on the planet and appealing to ecologically conscious consumers is the firm's Urban Taraxagum model. This is the first bicycle tyre made from dandelion rubber and is part of Continental's comprehensive sustainability strategy that covers economic, ecological and social aspects. ■ **JD**

MESSINGSCHLAGER

A RELIABLE PARTNER



Messingschlager is one of the world's largest importers of bicycle accessories, supplying wholesalers and original equipment manufacturers in more than 70 countries. It's been exporting products from Asia for over 60 years and offers the European market an enormous range of parts and accessories. In doing so, it's become an expert in navigating the complex logistics needed to move items across continents. It's also become a trusted go-between for producers looking for market access and firms seeking to create custom products. Today, cyclists worldwide count on this expertise. "The import of bike accessories is our daily business," explains a spokesperson. "Meanwhile, friendship connects us to the producers, which leads to the possibility of implementing product-specific desires on short-term turnarounds while maintaining the highest quality". Messingschlager's website includes everything from air pumps and saddlebags to spokes and complete

children's bicycles. These cover more than 4,000 articles from approximately 30 private and sales brands. Over the years, it's worked closely with high-profile firms like KMC, Velo, and Kenda to help them expand into new markets. With the advent of e-bikes, it's recently also intensified its cooperation with motor-makers Brose and Bafang. At the same time, Messingschlager also maintains its own well-known M-Wave accessory line. Beyond this wide range of products, it can also help European brands create their own products by adding logos and colourways to existing designs or by creating unique products from scratch. With its standing orders from many manufacturers, it can help smaller firms overcome the hurdles imposed by large minimum-order quantities while providing remote storage space to warehouse products once they reach Europe. Finally, it's partnered with reliable logistics companies that can achieve the fastest delivery times. ■ **JD**

LITEMOVE

LIGHTING THE WAY TO SUSTAINABILITY

A new certification as a top green supplier and a product range that's constantly in development underscore the ethos of Litemove's provision of lights and reflective devices to the bicycle industry. With Taiwan reviewing its performance with respect to 18 national sustainable development goals each year, the island nation needs manufacturers that are ready to take the lead.

It's no secret that compliance with the United Nations' Sustainable Development Goals is expected by 2030. Compliance is even more urgent for Taiwan, which suffers frequent national disasters and struggles with limited natural resources. So, when Taiwan's National Council for Sustainable Development amended its organizational structure to improve operational efficiency, companies like **Litemove [Evergreen Hall - A4]** took swift action to adapt. A young company established in 2019, Litemove designs and manufactures LED lights for bikes and motorcycles at its facilities in Taiwan and China, where it maintains total control over the quality and integrity of its products.

The founding partners brought their expertise in optics, electronics, and mechanical engineering to design award-winning bicycle headlights. Their lighting concepts earned them two Taipei Cycle Gold d&i Awards in 2020 and 2021, as well as a Design & Innovation award in 2022, and a German design award for excellent

product in 2023. These days however, it's no longer enough to have innovative products, companies must also implement "green manufacturing" into their processes.

Litemove claims to have prioritized green manufacturing and now they have a new certification that validates that claim. Earlier this year Greenly, a carbon accounting platform that audits companies' carbon emissions, awarded Litemove a gold rating for the company's progress in charting a decarbonization path, raising awareness for and contributing to projects that fight global warming.

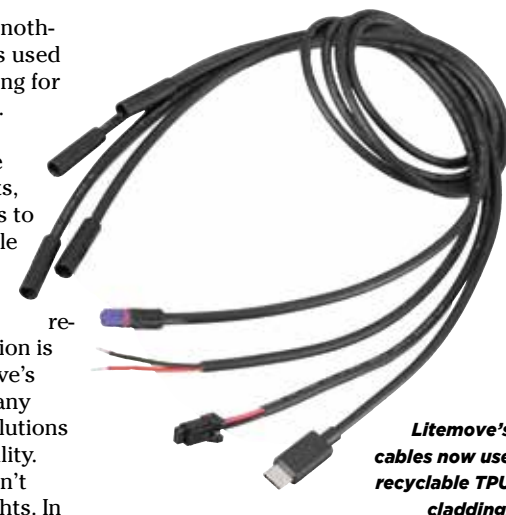
"Green products come down to two things: reducing waste and maximizing resource efficiency," said Litemove's General Manager, Ning Hsin Wei. "In pursuit of that we have shifted to toxic-free materials and environmentally friendly production processes."

As of 2023, Litemove's power cables and switch control cables are coated with less toxic, 100 percent recyclable TPU instead of PVC. Packaging is also an important part of the brand's

sustainability efforts but this is nothing new for Litemove, which has used eco-friendly plastic-free packaging for its products from the beginning.

The health and wellbeing of Litemove depends largely on the commercialization of its products, which so far, the company seems to have successfully executed. While product design upgrades always aim to improve upon user experience and technical excellence, reduction of waste during production is a high company priority. Litemove's product portfolio supplies its many bicycle partners with lighting solutions that give riders 360-degree visibility. However, new developments aren't always about lighter, brighter lights. In addition to new technologies and more sustainable packaging, recent improvements that Litemove is highlighting include optimized optics, the last mile plug-in, and the right to repair.

Companies that lag or even refuse to work toward sustainable development goals — whether those of the UN or of their own government — may ultimate-



Litemove's cables now use recyclable TPU cladding.

ly be sacrificing profit as customers become savvier consumers. If seeing and being seen matters, whether as a rider with a well-lit bike or a company with a progressive sustainability plan, Litemove is a beacon of progress on both counts. ■ **WB**

SR SUNTOUR

35 YEARS OF EXCELLENCE AND INNOVATION IN BIKE SUSPENSION

SR Suntour has been a beacon of excellence in the cycling industry since its inception in Japan in 1988. What began with a small group of passionate manufacturing enthusiasts has grown into a global leader, catering to the needs and expectations of riders worldwide.



SR Suntour's new 36mm fork line blends urban and off-road cycling.

Headquartered in Changhua, Taiwan, the company's growth has been marked by strategic expansion and now with four factories, over 2000 employees, and a staggering production of 11.5 million forks in 2022, **SR Suntour [Splendor - 1002]** boasts an impressive annual turnover of US\$373 million.

As SR Suntour celebrates 35 years in business, its philosophy of

"Refined Simplicity" resonates with riders across the world and innovation is at the heart of its operations. SR Suntour meticulously analyzes customer demands, explores new materials, and leverages cutting-edge technology to develop products that deliver on quality, safety, and price. Its research and development efforts extend across the globe, with specialist facilities in Germany, France, and Italy.

One of the most exciting aspects of SR Suntour's journey is the WERX program. This initiative is dedicated to developing and testing high-end suspension products with input from world-class riders.

Quality control is also a cornerstone of SR Suntour's success. The company employs an extensive in-house quality control structure, ensuring each product meets stringent standards. From material analysis to fatigue testing, its commitment to precision and reliability shines through.

The company also prioritizes

industrial health and safety, with a comprehensive program aimed at safeguarding employees' well-being. It earned the prestigious OHSAS 18001 certificate, further underscoring their dedication to creating a safe and healthy working environment.

With a vast lineup of suspension products, including schools and seatposts, as well as E-bike systems, the company continues to bring innovation and excellence to the cycling industry. The latest examples of SR Suntour embracing cycling trends is the introduction of a new 36mm fork line that caters to both urban and off-road cyclists as well as the new **MOBIE 34-CGO**, the latest addition to its cargo fork line. Equipped with high-end PCS performance cartridge and EQ air spring technology, the



36mm forks offer plushness, steering precision, and stability. With features like integrated lamp mounts and long fender mounts, they ensure a clean cockpit and protection against wetness and dirt. The forks also come ABS-ready, emphasizing safety and fun in riding. On the other hand, the **MOBIE 34-CGO** offers a lightweight yet stiff design with a magnesium-alloy monocoque casting and 34mm stanchions with boost spacing. This enhances steering predictability and caters to modern cargo bikes with various crown concepts. It's structurally reinforced for smooth rides, whether loaded or unloaded. ■ **MW**

The new MOBIE 34 demonstrates a noteworthy reduction in weight and enhanced stiffness compared to its predecessor, the MOBIE 32.

BRYTON INC.

OVER A DECADE OF ELECTRONIC EXPERTISE

Bryton's current portfolio showcases a comprehensive range of GPS cycling computers, but its ambitions extend far beyond the pedals. With a clear vision, Bryton is dedicated to meeting the diverse needs of consumers in four key sports activities: cycling, fitness, outdoor adventure and athletic training.

Established in 2009, **Bryton Inc. [Splendor, 1160]** has been on a relentless journey of innovation. Boasting over a decade of cutting-edge research and development in the realm of electronic devices, they have successfully launched no less than 27 GPS bike computers, seven sport watches, three dual band sensors and four mounts, each of them bearing the mark of Bryton's commitment to excellence and user-centric design.

The M3 all-in-one bike computer is the latest addition to Bryton's range



The company's headquarters in Taiwan is home to a focused workforce of 60 professionals whose skills encompass vital areas of operation. Among them, a significant 60% specialize in Research and Development, while the remaining 40% are dedicated to Sales and Marketing, ensuring a well-rounded team capable of meeting diverse demands.

The company's core strengths encompass a wide range of technological competencies, including Wi-Fi, Bluetooth, and ANT+, which enable seamless connectivity and communication. Bryton devices are also compatible with both Android and iOS platforms, ensuring accessibility to a wide user base. Their prowess extends further into system integration, web cloud services, content services, and the intricate realm of GPS navigation.

Thanks to the CANbus protocol, Bryton can incorporate a host of valuable features that will significantly enhance the consumers' riding experience, enabling integration of various components. And this year at Taichung Bike Week, as a testament

of its commitment to quality and compatibility, Bryton is thrilled to announce that it has officially been approved as a CAN connected partner by Shimano.

Adhering to the highest industry standards and designed to seamlessly integrate with Shimano's latest generation EP801/EP600 e-bike drive systems, Bryton's CANbus-based HMI systems offer functions including navigation with Map and optional integration with the rearview radar with tail light.

During this year's event, Bryton is also set to introduce three exciting new products to the market.

The first in line is the M1, featuring a sleek and compact display equipped with an e-lock function. Joining the lineup are the M3 and M3-S, both serving as advanced all-in-one bike computers, offering an extensive range of additional functionalities. These include radar compatibility, map display, range estimation, and smart notifications. Particularly noteworthy is the M3-S, which presents these features fully integrated within the bike's stem, promising a seamless and intuitive user experience. ■ **MW**

Bryton's M3-S display offers all the features of the M3 but in a stem-integrated configuration



SUNNYWHEEL

XXSHIFTING MANUFACTURING OBJECTIVES TOWARDS SUSTAINABILITY

Sunnywheel's ethos is rooted in the belief that ESG and SDGs is the future. The company strives to expand its horizons, not just in materials and production but also in how it interacts with both internal and external customers. As it sets up a European office, it is poised to play an even more significant role in advancing sustainable practices in the industry.

Since its establishment in 1984, **Sunnywheel [Tempus - A-5F-UK/Spain]** has relentlessly focused on driving positive change in the industry. Over the years, the company has cultivated an extensive product portfolio encompassing an array of cycling essentials. From baskets and mudguards to chain covers and grips, Sunnywheel has exhibited a remarkable versatility in crafting these components, employing an assortment of materials ranging from aluminum to plastics and rubber. With the latest environmental concerns, it comes as no shock that the company's recent emphasis has shifted towards sustainability. By 2023, the company has achieved a significant milestone by aligning their operations with the Science-Based Targets initiative (SBTi), basing their actions on the 2020 goal to limit global warming to -1.5 degrees Celsius.

One of Sunnywheel's remarkable contributions to sustainability is the

introduction of PCR (Post-Consumer Recycled) materials into the market. The company offers a range of recycled materials, including rPP (recycled polypropylene), rABS (recycled acrylonitrile butadiene styrene), rPA (recycled polyamide), and rPC (recycled polycarbonate). Particularly noteworthy is their use of rPA, sourced from marine waste, demonstrating its commitment to addressing the issue of plastic pollution in our oceans.

In addition to innovative materials, Sunnywheel also embraces recycled alloys from post-industrial sources. It recognizes that recycling aluminum requires only a fraction of the energy needed for primary aluminum production.

To further bolster its green initiatives, Sunnywheel is embarking on the establishment of a new factory in Changhua, Taiwan, scheduled for

completion by Q1 2024. This facility will specialize in metal processing and introduce recycled alloy materials from post-consumer sources, providing customers with even more eco-friendly alternatives. Sunnywheel is also expanding its reach by establishing an office in Europe. This move not only brings the company closer to key markets but

also enhances its ability to provide exceptional after-sales service to the OEM customers in Europe.

Sunnywheel's commitment to innovation extends beyond materials and production processes. It continuously develops new products to meet market demands, with a strong focus on OEM compatibility, ensuring fast installation and efficient service — a testament to its dedication to customer satisfaction.

One of its standout products, SW-CR-113, is a quick-release adaptor designed for compatibility with 80% of the bicycle carrier market.

When asked about the current industry situation, Chairman Tony Hsu acknowledges that the "current market is facing the most extreme challenges in decades" but also see this as a "once in a lifetime educational opportunity for the next generation". ■ **MW**



Sunnywheel's SW-CR-113 quick release adaptor is compatible with 80% of bicycle carriers on the market

NEW PRODUCTS



ARMOR E-BIKE CONVERTER KIT

Opt for electric bike conversion kits instead of purchasing a new e-bike. They effortlessly enhance your existing bicycle, offering pedal assistance and expanding your riding possibilities. Choose sustainability and greener transportation with ease.

Tempus Hotel, B Hall-B1-no.25

RST STITCH 29

STITCH 29 - like a Phoenix from the ashes, RST is resurrecting the 38mm stanchion beast and it's better than ever. At just 2.350kg, with a badass IFF damper & air design, it covers all performance needs. Harsh enduro trails, performance E-MTB needs, BOSCH ABS mount, neat light integration at the crown. The king is dead - long live the king!

Evergreen Hotel 3F -Room 331

AVS ELECTRONICS AVE TT07

The AVE TT07 is the new top-tube module with integrated multi-color five-segment LED light bar that clearly displays pertinent information such as battery SoC, assist level and system error messages. With a single multi-function button, the rider can effortlessly manage an e-Vehicle's power, lights and assist mode levels. For convenience, the TT07 HMI also includes options such as BLE, OTA firmware updates and NFC for smartphone pairing & bike unlock. The TT07 can be adapted to a wide variety of drive systems and is compatible with common communication protocols.

Splendor Hotel, 13F, 1389



GPS TUNER APPS FOR E-BIKES

Join us at Booth A24, Evergreen Hotel, and explore the innovative solutions offered by GPS Tuner. We are showcasing our latest Companion apps for e-bikes. Specifically designed to optimize your biking experience, making it safer and more enjoyable. Don't miss the chance to revolutionize your ride with GPS Tuner. Looking forward to seeing you there!

Evergreen Hotel, Evergreen hall, A24



HAFNY SECURE GRIPS AND MIRRORS WITH ONE RING

E-bike handlebars often have a limited amount of space, so Hafny developed a solution by integrating the grips (Model:HF-700M) and mirrors with a patented one-ring system. With this system, bikers can securely lock the grip and mirror without requiring additional space. Additionally, the mirror can extend further to provide the optimal viewing angle with minimal vibration.

Splendor Hotel, 1336



BY,SCHULZ Z.1 PLATFORM FOLDING PEDAL

The by,schulz Z.1 Fold is an exceptional pedal system for bicycles, e-bikes and compact bikes. The Z.1 features a compact design as well as a high-quality folding mechanism. The special feature of the design is a tread surface lowered to the zero line, which creates a round and pleasant pedaling feeling. When folded, the Z.1 folding pedal is fixed very compactly to the crank with about 27mm. After unfolding, the pedal automatically swings out and is immediately ready for use. It is tested according to DIN EN 4210 with increased test load, and approved for 150kg rider weight. It goes without saying that the pedal is child's play to operate and is secured by a sophisticated mechanism against accidental folding while riding.

Splendor, 1025



AVS ELECTRONICS RB SERIES

AVS's RB Series is an innovative new product line developed for gravel, road and triathlon bikes. The switch pods are suitable for triggering assistance mode level selection, electronic shifting, physical switch, drive systems and other applications. With three different modular mount designs, the RB-Series can be easily mounted on just about any type of handlebar including flat, riser, drop and aero. The RB-Series is compatible with a wide variety of e-bike drive systems, displays, electronic shifting and control units. Communication interface options include CAN, I2C, SPI, UART and physical loop.

Splendor Hotel, 13F, 1389



KT TAIWAN DYNAMO HUB

KT's light and compact dynamo outputs 6W3V of power to illuminate the path on dark nights. Supports QR and TA axle designs and can accommodate rim or disc brakes. For detailed specifications and further information visit KT at the Evergreen hotel.

EVERGREEN B2 Laurel Hall, L9-L10

KIND SHOCK RAGE-IS

RAGE-iS is not just a drop-per post, it's a reminder that you don't need to break the bank to access cutting-edge technology. With its adjustable suspension, RAGE-iS empowers riders of all levels to take on the toughest terrain with confidence and control. Go ahead, push your limits, and let RAGE-iS inspire you to reach new heights.

TEMPUS HOTEL, A-5F-France, Germany



XPEDO FELIX

XPEDO's new wide platform pedal combines the lightweight features of a nylon composite body paired with ten removable metal G-Pins. The durable nylon composite body measures 109mm wide and 16mm thickness allowing plenty of ground clearance. The 10mm height G-Pins offers superior grip in any condition. FELIX features cromoly spindles with a fully serviceable bushing and sealed bearing system. FELIX is available in black, pink, red and special edition tri-color Rasta. Weight: 340g per set

Lin Wedding Garden 1F

NEW PRODUCTS



SKS INFINITY WITH AVS SYSTEM

The SKS Infinity pannier rack is now available with the intuitive Atran Velo system (AVS). The Infinity pannier racks GT 1, GT 4, GT 6, GT 1 Plus, GT 4 Plus, GT 8 Plus can be also equipped with the Atran Velo adapter plate. The click system makes it very easy to attach bike bags that can be effortlessly snapped onto the pannier rack. The adapter plate has a high stability at low weight and is UV resistant. The Infinity GT series is available for 15 kg max. load, the Infinity GT Plus series for 25 kg max. load.

Evergreen Hotel 3F, Peony Ballroom, D03-D04

YAMAHA PW SERIES C2

Producing 55 Nm of torque and weighing just 3kg, the new Yamaha PWseries C2 offers an excellent price/performance ratio for the entry level segment. Developed from the successful PW-CE, this versatile new eBike motor is ideally suited to a wide variety of applications including urban commuting and weekend leisure riding. Its small size gives eBike designers the freedom to create a manoeuvrable and agile handling chassis with good ground clearance – and its whisper quiet operation enhances the overall riding experience.

Splendor Hotel, 15F, Amber Room



EUROFENDER LAMPO

Eurofender Lampo mudguards are a cyclist's trusted companion. These versatile, easy-to-mount mudguards boast a robust construction that shields you from splashes and dirt, maintaining a clean and dry ride. Lampo mudguards offer a new assembly system that is more compact and adapts to the most common wheel sizes. With their functional design and easy installation, they provide hassle-free protection, making them an essential addition to any cyclist's gear for all-weather riding.

Evergreen Ballroom, A34



V-GRIP ONE CLICK MAGNETIC BOTTLE AND CAGE

This minimalist magnetic bracket is designed with three different entry points. It's ideal for use on bikes with limited frame space and lets you remove your bottle from the right, left, or centre. Securely holding your bidon, its durability and level of retention mean it's suitable for gravel or mountain biking. At the same time, a low-weight and slick design should also win fans in other disciplines.

Evergreen Hotel, Evergreen Hall, A32



SPANNINGA HALO WITH INDICATOR LIGHTS

The HALO INDICATOR comes with a wireless handlebar switch (SW009) connected via Bluetooth, and makes indicating directions extremely easy with the push of a button. The turning indicator enhances safety by clearly indicating turns while keeping both hands on the handlebar. The light is compatible with e-bikes from 6-48VDC. This exclusive version of the HALO is a perfect fit for any cyclist looking to elevate commuting in urban environments.



VISION SC WHEELS

Vision's SC wheels are an affordable entry into the carbon wheel range. The acronym SC, "Service Course," denotes products that combine quality and price in an extraordinary way. In fact, these wheels are produced with technologies directly derived from the prestigious Metron series, used by World Tour teams EF Pro Cycling and Bahrain Victorious, while maintaining a competitive price.

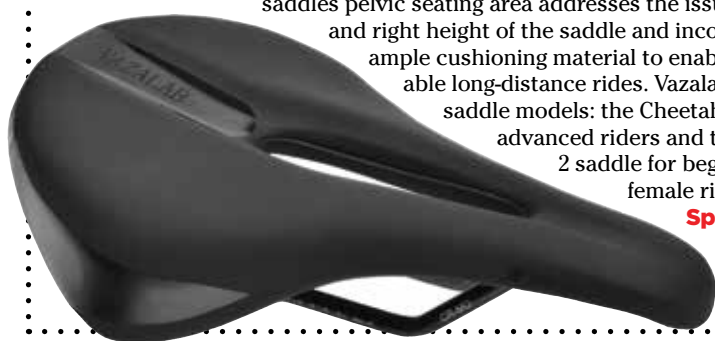
Lin Wedding Garden



VAZALAB DARKBULL 2

Recent bike designs have come with aero-shaped frames and aero or D-cut seatposts, with a significant drawback being the inability to swivel the seatpost left or right. During manufacturing, imbalances in the left and right sides of the frame result in discrepancies in the saddle's left-right balance and height when installed on the bike. This leads to the rider's pelvis tilting to the left or right while pedaling, causing an imbalance in the body. Vazalab saddles pelvic seating area addresses the issue of left and right height of the saddle and incorporate ample cushioning material to enable comfortable long-distance rides. Vazalab offers two saddle models: the Cheetah saddle for advanced riders and the Darkbull 2 saddle for beginners and female riders.

Splendor Hotel, 1121



FSA GOSSAMER PRO DIRECT MOUNT

Cold forged AL6061 crank arms with AL7075 stamped chainrings and 24mm forged chromoly spindle. BCD - Direct Mount, available in lengths of 170, 172.5, 175mm. Chainrings 50/34T (12S Shimano/FSA). Finished in bead blasted black with polished anodized black / color graphics. Weight 807.5 grams (50/34T).

Lin Wedding Garden



EXHIBITOR LIST

List is subject to
changes/cancellations

A

A-FORGE ENTERPRISE CO., LTD
EVERGREEN HOTEL, Evergreen Hall **A26**

A-PRO TECH CO.,LTD
EVERGREEN HOTEL **Room 333**

A-RIM ENT. CO., LTD.
SPLENDOR HOTEL **1035**

ABUS KG
EVERGREEN HOTEL 3F **ROOM-321 - 322**

ACCURATECH AUTOMATION
LIN HOTEL

ACER MOBILE POWER SYSTEM INC.
SPLENDOR HOTEL **1168**

ACROS SPORT GMBH
EVERGREEN HOTEL, Evergreen Hall **A9 A10**

ACTIVA HEALTH-TECH CO., LTD.
SPLENDOR HOTEL **1345**

AD MAIORA CO., LTD.
TEMPUS HOTEL **A-5F-Arabia**

AD-II ENGINEERING INC.
EVERGREEN HOTEL, Evergreen Hall **A23**

AD-II ENGINEERING INC.
EVERGREEN HOTEL, Evergreen Hall **B5 B6**

ADVANCED FORMING TECHNOLOGY CO., LTD
SPLENDOR HOTEL **1324**

AGOGO BIKE CO., LTD.
SPLENDOR HOTEL **1377**

AICOTECH CO.LTD
SPLENDOR HOTEL **1330**

AIRBONE BIKE ACCESSORIES
SPLENDOR HOTEL **1385**

AIRSMITH CO., LTD.
SPLENDOR HOTEL **1112-1113**

ALEX GLOBAL TECHNOLOGY INC.
EVERGREEN HOTEL, Evergreen Hall **C1, C2**

ALFRED THUN GMBH
EVERGREEN HOTEL 2F **J2**

ALLEGION GROUP
EVERGREEN HOTEL 3F **ROOM-324 -325**

ALLIGATOR
SPLENDOR HOTEL **1365-1368**

ALLTRADE
SPLENDOR HOTEL **1334**

ALU-MATE METAL INDUSTRIAL CO., LTD.
SPLENDOR HOTEL **1135**

AMAR WHEELS PRIVATE LIMITED
EVERGREEN HOTEL, Evergreen Hall **A36**

AMBER PRECISE MACHINING, INC.
SPLENDOR HOTEL **1151**

AMIT SYSTEM SERVICE LTD.
SPLENDOR HOTEL **1173**

APEX PRODUCTS CO., LTD.
SPLENDOR HOTEL **1307**



APLUS MOTO TECHNICAL SERVICE CO., LTD.
LIN HOTEL

APRO TECH CO., LTD
EVERGREEN HOTEL 3F **ROOM-333**

ARISUN INTERNATIONAL CO., LTD.
SPLENDOR HOTEL **1010-1011**

ARIX ENTERPRISE CO., LTD.
SPLENDOR HOTEL **1323**

ARMOR MANUFACTURING CORP.
TEMPUS HOTEL **B-B1-NO.25**

ASIA BIKE MEDIA CO.,LTD
EVERGREEN HOTEL 2F **F1**

ATECH TOTALSOLUTION CO., LTD.
SPLENDOR HOTEL **1123**

ATRANVELO
SPLENDOR HOTEL **1349+1350**

AVE MOBILITY (TAIWAN) LTD.
SPLENDOR HOTEL **1389**

AVERTRONICS
SPLENDOR HOTEL **1353**

B

BAFANG ELECTRIC (SUZHOU)
SPLENDOR HOTEL **1201+1202**

BEARS BIKE CO., LTD.
TEMPUS HOTEL **B-B1-NO.5 - 6**

BENEX
SPLENDOR HOTEL **1333**

BESTENERGY CO., LTD.
EVERGREEN HOTEL, Evergreen Hall **A22**

BEV INT'L CORP.
EVERGREEN HOTEL, Peony Ballroom **D15**

BIKEFINDER AS
EVERGREEN HOTEL, Evergreen Hall **A14**

BLUBRAKE
SPLENDOR HOTEL **15F CORAL Room**

BOOFA ELECTRIC CO., LTD.
SPLENDOR HOTEL **1331**

BRISKY TECHNOLOGY CO., LTD
SPLENDOR HOTEL **1110**

BROSE ANTRIEBSTECHNIK
EVERGREEN HOTEL 3F **ROOM-332**

BRYTON INC.
SPLENDOR HOTEL **1160**

BUSCH & MULLER KG
EVERGREEN HOTEL 3F **ROOM-336**

BY,SCHULZ GMBH
SPLENDOR HOTEL **1025**

C

C.D. COMPONENTS CO., LTD.
SPLENDOR HOTEL **1008**

CAMPAGNOLO
SPLENDOR HOTEL **15F Emerald Room**

CARBOTEC INDUSTRIAL CO., LTD
EVERGREEN HOTEL, Laurel Hall **L6, L7**

CELXPRT ENERGY CORPORATION
SPLENDOR HOTEL **1337**

CERAMICSPEED SPORT A/S
EVERGREEN HOTEL 3F **ROOM-334**

CHANCE GOOD ENT. CO., LTD.
SPLENDOR HOTEL **1** **338**

CHANGXIN
SPLENDOR HOTEL **1358**

CHENG FENG PRECISION TECHNOLOGY CO., LTD.
SPLENDOR HOTEL **1181-1182**

CHERN SHIANQ ENTERPRISE CO.,LTD.
SPLENDOR HOTEL **1375**

CHI-TAI ENTERPRISE
LIN HOTEL

CHING CHERN
SPLENDOR HOTEL **1105-1106-1**

CHOSEN CO., LTD.
SPLENDOR HOTEL **1134**

CHUAN WEI INDUSTRIAL CO., LTD
EVERGREEN HOTEL 3F **ROOM-317 - 320**

CHUMMY ENTERPRISE CO., LTD.
SPLENDOR HOTEL **1012**

CIAN FA PIPE INDUSTRY CO., LTD.
SPLENDOR HOTEL **1036**

CINELLI AND COLUMBUS
TEMPUS HOTEL **A-5F-Norway**

CIONLLI INDUSTRIAL CO., LTD.
EVERGREEN HOTEL, Evergreen Hall **A6 A7**

CIXI CITY KENLI AXLES
SPLENDOR HOTEL **1332**

CIXI HENG FENG VEHICLE CO.,LTD
SPLENDOR HOTEL **1343**

CLASSIFIED CYCLING
LIN HOTEL

CO-UNION INDUSTRY CO., LTD.
EVERGREEN HOTEL, Evergreen Hall **A20**

COMET CO., LTD
SPLENDOR HOTEL **1136+1137**

COMODULE
SPLENDOR HOTEL **1514**

COMPOSITEGEAR TAIWAN CO., LTD.
TEMPUS HOTEL **B-B1-NO.21**

CONTINENTAL OF TAIWAN CO., LTD
TEMPUS HOTEL **B-B1-NO.1 - 3**

CREATE FOREVER INDUSTRIAL CO.,LTD
EVERGREEN HOTEL, Evergreen Hall **A5**

CW BEARING
SPLENDOR HOTEL **1164-1165**

D

DA SHIANG AUTOMATION INDUSTRIAL CO., LTD.
SPLENDOR HOTEL **1519-1519-1**

DARFON ENERGY TECHNOLOGY CORP.

EXHIBITOR LIST

List is subject to
changes/cancellations

SPLENDOR HOTEL 1013-1014

DDK

LIN HOTEL

DDK GROUP CO., LTD.

EVERGREEN HOTEL, Evergreen Hall B2, B3

DEDA / SELLE ITALIA

TEMPUS HOTEL A-3F-Hospitality

DELTA ELECTRONICS

SPLENDOR HOTEL 1174-1175

DENGFU SPORTS EQUIPMENT
CO.LTD

SPLENDOR HOTEL 1143

DONGGUAN EASING HARDWARE
CO.,LTD.

SPLENDOR HOTEL 1363

DONGGUAN JUSTECH
CORPORATION LIMITED

SPLENDOR HOTEL 1359

DURAPRO INTERNATIONAL I-TEC
CORPORATION

SPLENDOR HOTEL 1170

E

E-MA INTERNATIONAL CORP.

SPLENDOR HOTEL 1510

E*THIRTEEN

EVERGREEN HOTEL, Peony Ballroom D16

ECOICS TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1107

EK(XIAMEN) COMPOSITES
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1507

ELEC EBIKES CO.,LTD.

SPLENDOR HOTEL 1369+1370

ELITE SPEED ENGINEERING INC.

SPLENDOR HOTEL 1354

ETERNITY INDUSTRIAL CO.; LTD.

SPLENDOR HOTEL 1120

EUROFENDER

EVERGREEN HOTEL, Evergreen Hall A34

EVERGREEN I&D,

SPLENDOR HOTEL 1117

F

FALCON CYCLE-PARTS CO., LTD

EVERGREEN HOTEL, Evergreen Hall A1

FENG RONG INTERNATIONAL CO., LTD.

TEMPUS HOTEL B-B1-NO.15

FIDLOCK GMBH

EVERGREEN HOTEL, Peony Ballroom D11

FIVE BIG ENTERPRISE CO., LTD .

SPLENDOR HOTEL ROSE 2

FOREVER MACHINE IND. CO. LTD

SPLENDOR HOTEL 1179

FORGETEC INDUSTRIAL CO., LTD.

SPLENDOR HOTEL 1147

FORMULA

LIN HOTEL

FORMULA ENGINEERING INC.

EVERGREEN HOTEL, Peony Ballroom D5

FOSHAN AIFEIT BICYCLE
ACCESSORY CO.,LTD.

SPLENDOR HOTEL 1317.1317-1

FPD INDUSTRY CORP

SPLENDOR HOTEL 1020-1020-1

FSA

LIN WEDDING GARDEN

FULCRUM

SPLENDOR HOTEL 15F Crystal Room

FULL POWER ELECTRONICS CO.,
LTD.

SPLENDOR HOTEL ROSE 2

G

G-MA ENGINEERING CO.,LTD.

SPLENDOR HOTEL 1516

GA-E INDUSTRIAL PRECISION CO.,
LTD

SPLENDOR HOTEL 1183

GEAROP CYCLING PART &
ACCESSORY SUPPLIER

SPLENDOR HOTEL 1378

GENIO BIKES INC.

SPLENDOR HOTEL 1167

GENIO BIKES INC.

SPLENDOR HOTEL 1180

GG CO. LTD

SPLENDOR HOTEL 1127

GIANT GOAL LEATHER MFG.INC.

SPLENDOR HOTEL 1346

GINEYEA

SPLENDOR HOTEL 1373

GLORY WHEEL ENTERPRISE
CO.,LTD

SPLENDOR HOTEL 1118-1119

GLORY WHEEL ENTERPRISE
CO.,LTDEVERGREEN HOTEL, Evergreen Hall A16,
A17GOLDEN CARBON COMPOSITE CO.,
LTD.

EVERGREEN HOTEL, Evergreen Hall A2

GPS TUNER SYSTEMS KFT

EVERGREEN HOTEL, Evergreen Hall A24

GREAT GO CYCLES INC.

SPLENDOR HOTEL 12F MIT ROOM

GREENWAY TECHNOLOGY CO.,
LTD.

SPLENDOR HOTEL 1318+1319

GRUPO WEILICO CO., LTD.

SPLENDOR HOTEL 1141

H

HAFNY CO., LTD

SPLENDOR HOTEL 1336

HAN-WIN TECHNOLOGY

SPLENDOR HOTEL 1130-1131

HANGZHOU VELOFOX
INTELLIGENT TECHNOLOGY CO.,
LTD.

SPLENDOR HOTEL 1126

HANGZHOU XINXING BICYCLE
PARTS CO.,LTD

EVERGREEN HOTEL, Evergreen Hall A18

HER-MAO PRINTING
CORPORATION CO., LTD.

SPLENDOR HOTEL 1205

HERRMANS BIKE COMPONENTS
LTD.EVERGREEN HOTEL, Evergreen Hall A27,
A28

HIIN INDUSTRY CO., LTD

TEMPUS HOTEL A-5F-New Zealand

HONEY HOPE HONESTY
ENTERPRISE CO.,LTD

SPLENDOR HOTEL 1132-1133

HSIN LUNG ACCESSORIES CO., LTD.

TEMPUS HOTEL A-10F-R1039, R1050

HSIN LUNG ACCESSORIES CO., LTD.

TEMPUS HOTEL A-11F-R1139, R1150

HSIN TA ELEMENTS LTD.

SPLENDOR HOTEL 1015

HSIN YUNG CHIEN CO., LTD.

SPLENDOR HOTEL 1128-1129

HSU I METAL INDUSTRY CO., LTD.

EVERGREEN HOTEL, Evergreen Hall A21

HUA HSINES INDUSTRY CO, LTD.

SPLENDOR HOTEL 1046-1047

HUBBLEVISION CO.,LTD.

EVERGREEN HOTEL, Laurel Hall L1

HUBSMITH

SPLENDOR HOTEL 1308/1309

HUIZHOU JINGHONG
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1204

HUIZHOU WORKSWELLBIKES
TECHNOLOGY CO., LTD.

SPLENDOR HOTEL 1312.1312-1

HUIZHOU XINGYOU SPORTS
EQUIPMENT CO.,LTD

SPLENDOR HOTEL 1310/1311

HUMPERT-ASIA INTERNATIONAL
CO., LTD

EVERGREEN HOTEL 3F ROOM-326

HYENA INC.

SPLENDOR HOTEL 1208-1213

I

IGUS TAIWAN COMPANY LTD.

SPLENDOR HOTEL 1364

IN - TEK CORP

SPLENDOR HOTEL ROSE 2

INEN CREATIVITY

SPLENDOR HOTEL 1316

INNOVA RUBBER CO., LTD.

SPLENDOR HOTEL 14F WINTER Room

ITM BIKE CONSULTANCY SRL

EVERGREEN HOTEL, Evergreen Hall A3

J

JAGWIRE

SPLENDOR HOTEL 1040

JALCO INDUSTRY CO., LTD.

SPLENDOR HOTEL 1108-1109

JCOOL CO.,LTD

SPLENDOR HOTEL 1187

JD COMPONENTS

LIN HOTEL

JETSET/HSIN CHUAN IND.CO.,LTD

SPLENDOR HOTEL 1177

JIANDE WUXING BICYCLE CO.,LTD.

SPLENDOR HOTEL 1153

JIANG DING TECHNOLOGY CO.,
LTD.

SPLENDOR HOTEL 1329+1348

JIANGSU QYH CARBON TECH
CO.,LTD

SPLENDOR HOTEL 1376

JIANGSU SAFORT METAL
PRODUCTS CO., LTD

SPLENDOR HOTEL 1315

JIASHAN SHENG GUANG
ELECTRONICS CO.,LTD

SPLENDOR HOTEL 1305+1306

JINDE RUBBER (FUJIAN) CO.LTD

SPLENDOR HOTEL 1379

JINHUA STARS ALLOY RIMS
CO.,LTD

SPLENDOR HOTEL 1381

EXHIBITOR LIST

List is subject to
changes/cancellations



JIUN YIH BICYCLE INDUSTRIAL CO., LTD
SPLENDOR HOTEL 1101-1102

JOGON INDUSTRIES CO.,LTD.
SPLENDOR HOTEL 1152

JOY INDUSTRIAL CO., LTD
SPLENDOR HOTEL 1033-1034

K

KENDA RUBBER IND. CO., LTD.
EVERGREEN HOTEL, Evergreen Hall C3

KH GEARS LIMITED
SPLENDOR HOTEL 1006-1006-1

KIND SHOCK HI-TECH CO., LTD.
TEMPUS HOTEL A-5F-France, Germany

KINESIS INDUSTRY CO., LTD.
SPLENDOR HOTEL 14F SUMMER Room

KINLIN INDUSTRIAL CORP.
EVERGREEN HOTEL 3F ROOM-327

KMC
LIN WEDDING GARDEN

KOR DESIGN LTD.
TEMPUS HOTEL A-15F-R1500 - R1534

KUANCHENG PRECISION INDUSTRY CO.
SPLENDOR HOTEL 1355

KUN SHAN ST ELECTRONICS CO.,LTD
SPLENDOR HOTEL 1361

KUN TENG INDUSTRY CO., LTD.
EVERGREEN HOTEL, Laurel Hall L9 L10

KWO LIN CO., LTD.
SPLENDOR HOTEL 1356+1357

L

LANXI WHEELTOP CYCLE INDUSTRIES, LTD.
SPLENDOR HOTEL 1501

LEADTEC CO., LTD
SPLENDOR HOTEL 1042-1043

LEECHI ENTERPRISES CO., LTD .
SPLENDOR HOTEL 12F VIP ROOM

LEGION ENGINEERING CORPORATION
SPLENDOR HOTEL 1328

LEVEL NINE
LIN HOTEL

LIANG FENG MACHINE CO., LTD
SPLENDOR HOTEL 1139-1140

LIMOTEC METAL INDUSTRY LIMITED
EVERGREEN HOTEL, Peony Ballroom D12 D13

LIOW KO CO., LTD.
SPLENDOR HOTEL 1387

LITEMOVE TECHNOLOGY CO., LTD.
EVERGREEN HOTEL, Evergreen Hall A4

LIXING CHAIN CO., LTD.
SPLENDOR HOTEL 1163

LUNGE INDUSTRY CO.,LTD
EVERGREEN HOTEL 3F ROOM-329

M

M-NOVA SPECIAL PRINT CO,LTD
SPLENDOR HOTEL 1326+1327

MACH1
EVERGREEN HOTEL, Evergreen Hall A8

MAGURA ASIA LIMITED CO., LTD.
TEMPUS HOTEL A-11F-R1234 - R1236

MARWI TAIWAN INDUSTRIAL CO., LTD.
EVERGREEN HOTEL 2F J3

MAVIC
SPLENDOR HOTEL 1518

MAXON
SPLENDOR HOTEL 1021-1021-1

MEI TA INDUSTRIAL CO., LTD
SPLENDOR HOTEL 1111

MIDNIGHT CO.,LTD.
SPLENDOR HOTEL 1347

MING SPORTS INTERNATIONAL CO., LTD
SPLENDOR HOTEL 14F AUTUMN Room

MING SUEY PRECISION IND. CO., LTD.
EVERGREEN HOTEL 2F H3-H4

MPF DRIVE
SPLENDOR HOTEL 1115

MYCARR LIGHTING TECHNOLOGY CO., LTD.
TEMPUS HOTEL B-B1-NO.4

N

N.DUARTE VNIPESSOAL LDA.
TEMPUS HOTEL B-B1-NO.23 -24

NECO TECHNOLOGY INDUSTRY CO., LTD
SPLENDOR HOTEL 1122

NINGBO KANGDI BICYCLE CO., LTD .
SPLENDOR HOTEL 1321

NINGBO C.STAR BICYCLE COMPONENTS CO., LTD.
SPLENDOR HOTEL 1335

NINGBO HENLON BICYCLE CO.,LTD
SPLENDOR HOTEL 1344

NINGBO JOYSUN BICYCLE CO., LTD.
SPLENDOR HOTEL 1322

NINGBO ZHIDE BICYCLE INDUSTRY CO.,LTD.
SPLENDOR HOTEL 1341

NUVO ENT. CO., LTD.
TEMPUS HOTEL A-5F-Australia

O

OKAWA MOTOR TECHNOLOGY EUROPE B.V.
SPLENDOR HOTEL 1371+1372

OLOMOUC INTERNATIONAL CO., LTD.)
SPLENDOR HOTEL 1156-1157

OLYMPIC PRO MANUFACTURING CO.,LTD
SPLENDOR HOTEL 1161

OMNITRANS TECHNOLOGY CO., LTD.
SPLENDOR HOTEL 1352

ORA ENGINEERING CO., LTD.
SPLENDOR HOTEL 1041

ORIOLE GRAPHIC DESIGN CO., LTD.
SPLENDOR HOTEL 1138

P

PANASONIC CYCLE TECHNOLOGY
SPLENDOR HOTEL 15F PEARL Room

PENTALOCK APS
EVERGREEN HOTEL 3F ROOM-330

PHYLION BATTERY
SPLENDOR HOTEL 1360+1388

PORTAPOWEE ELECTRONICS LTD.
SPLENDOR HOTEL 1383/1384

PORTUGAL BIKE VALUEABIMOTA
EVERGREEN HOTEL, Laurel Hall L4 L5

PRAXIS WORKS
SPLENDOR HOTEL 1104-1104-1

PRO-LITE INTERNATIONAL LTD.
EVERGREEN HOTEL, Evergreen Hall B1 B7

Q

QUAXAR ENGINEERING CO., LTD.
TEMPUS HOTEL B-B1-NO.20

R

RAY CHENG INDUSTRIAL
SPLENDOR HOTEL 1009

REALWORX CO., LTD.
EVERGREEN HOTEL, Evergreen Hall A11

RETYRE AS
SPLENDOR HOTEL 1512

ROAR & SOAR INTERNATIONAL CO., LTD.
SPLENDOR HOTEL 1124

ROBERT BOSCH TAIWAN CO., LTD
EVERGREEN HOTEL 15FROOM-1526, 1530, 1531, Executive Lounge

ROHLOFF AG
EVERGREEN HOTEL, Evergreen Hall A19

ROXIM TECHNOLOGIES, INC.
SPLENDOR HOTEL 1186

RST GREENERGY TECHNOLOGY CO., LTD.
EVERGREEN HOTEL 3F ROOM-331

RUBBER KINETICS CORP / GOODYEAR BICYCLE TIRES
EVERGREEN HOTEL, Evergreen Hall A12

RYDE (MALAYSIA) SDN. BHD.
EVERGREEN HOTEL, Evergreen Hall A30

S

S.D. COMPONENTS CO., LTD.
SPLENDOR HOTEL 1008

SAMONIX TECH CO., LTD.
EVERGREEN HOTEL, Evergreen Hall A25

SAPIM
EVERGREEN HOTEL 3F ROOM-301

SAPIM
EVERGREEN HOTEL 3F ROOM-335

SCADA INTERNATIONAL CO., LTD.
TEMPUS HOTEL B-B1-NO.26 - 27

SCHWALBE - RALF BOHLE GMBH
EVERGREEN HOTEL 3F ROOM-303

SEGL ENERGY CO.,LTD
SPLENDOR HOTEL 1172

SGS TAIWAN LTD.
SPLENDOR HOTEL 1149

SHA DAR ACCESSORIES CO., LTD
SPLENDOR HOTEL 1390

SHANGHAI HUIMEI PLASTIC CO.LTD
SPLENDOR HOTEL 1374

SHEANG LIH CYCLE INDUSTRY CO., LTD.
SPLENDOR HOTEL 1037

SHENGHO MOTOR CO., LTD. (SHENGYI MOTOR)
SPLENDOR HOTEL 1176

EXHIBITOR LIST

List is subject to changes/cancellations

SHENZHEN CHUANG XIN WEI BICYCLE CO., LTD .(JAVA BIKE) SPLENDOR HOTEL	1116
SHENZHEN DAHON TECHNOLOGY, LTD SPLENDOR HOTEL	1508
SHENZHEN FORTY TECHNOLOGY CO.,LTD SPLENDOR HOTEL	1103
SHENZHEN LI ZHIXIN SPLENDOR HOTEL	1048-1049
SHENZHEN MIRACLE BIKE SPORT CO.,LTD SPLENDOR HOTEL	1154
SHENZHEN SOLON SPORTS EQUIPMENT CO., LTD. SPLENDOR HOTEL	ROSE 2
SHIBAO NEW ENERGY CO., LTD. SPLENDOR HOTEL	1515
SHIMANO SPLENDOR HOTEL	1001
SHINE WHEEL IND., CORP. EVERGREEN HOTEL 3F	ROOM-323
SHUN SHING BICYCLE CO.,LTD SPLENDOR HOTEL	1038
SHUTTER PRECISION CO., LTD SPLENDOR HOTEL	1203
SHUZ TUNG MACHINERY INDUSTRIAL CO.LTD SPLENDOR HOTEL	1351
SINOX COMPANY LTD. SPLENDOR HOTEL	1517
SKS METAPLAST GMBH EVERGREEN HOTEL, Peony Ballroom	D3, D4
SP CONNECT (SP UNITED VERTRIEBS GMBH) SPLENDOR HOTEL	1029
SPANK INDUSTRIES, FRATELLI INDUSTRIES EVERGREEN HOTEL, Evergreen Hall	A15
SR SUNTOUR, INC. SPLENDOR HOTEL	1002
STAN'S NOTUBES SPLENDOR HOTEL	1003-1003-1
STRONGLIGHT SA SPLENDOR HOTEL	1028
SUN RACE STURMEY-ARCHER INC. EVERGREEN HOTEL 2F	H1-H2
SUN SYNERGY TECHNOLOGY SPLENDOR HOTEL	1342
SUNNY WHEEL IND. CO., LTD. TEMPUS HOTEL	A-5F-UK, Spain
SUNSHINY DEVELOPMENT CO., LTD. SPLENDOR HOTEL	ROSE 2
SUNUP ECO CO., LTD SPLENDOR HOTEL	1159
SUPER B PRECISION TOOLS CO., LTD SPLENDOR HOTEL	1162

SUPERNOVA DESIGN GMBH EVERGREEN HOTEL 3F	ROOM-328
T	
TAI JYI MEI ENTERPRISE CO., LTD. EVERGREEN HOTEL, Laurel Hall	L2
TAICANG SHENGDA MACHINERY CO., LTD SPLENDOR HOTEL	1325
TAISHENG HIGH-TECH MATERIALS CO.,LTD SPLENDOR HOTEL	1339+1340
TAIWAN KOU MU INDUSTRIAL CO., LTD. SPLENDOR HOTEL	1150
TAIWAN LONDON INDUSTRIES CO., LTD.) SPLENDOR HOTEL	1142
TALONBRAKE INDUSTRY CO., LTD. SPLENDOR HOTEL	1148
TANGE SEIKI CO., LTD. SPLENDOR HOTEL	1075-1076
TANGSHAN JINHENG TONG BICYCLE PARTS CO., LTD EVERGREEN HOTEL, Peony Ballroom	D14
TANNUS LTD EVERGREEN HOTEL, Laurel Hall	L8
TARNG YU ENTERPRISE CO., LTD. SPLENDOR HOTEL	1155
TEAMSUN CO.,LTD SPLENDOR HOTEL	1169
TEKTRO LIN HOTEL	
THUNDER GRAPHIC CORP. SPLENDOR HOTEL	1509
TOKEN SPLENDOR HOTEL	1016-1017
TOPEAK INC. TEMPUS HOTEL	A-5F-Canada
TOTEM BIKES S.R.O SPLENDOR HOTEL	ROSE 3
TREND ENERGY TECHNOLOGY CO., LTD. EVERGREEN HOTEL 2F	J1
TRICORE SPLENDOR HOTEL	1144-1145
TRUCKRUN CORPORATION SPLENDOR HOTEL	1207
TRUE EAST ENTERPRISE CO., LTD. EVERGREEN HOTEL, Evergreen Hall	A29
U	
U-LOGIS CO.,LTD. SPLENDOR HOTEL	1022-1023
U-POWER COLLECTION ENT. CO., LTD. SPLENDOR HOTEL	1511
UNICOMBO CO., LTD TEMPUS HOTEL	A-5F-America

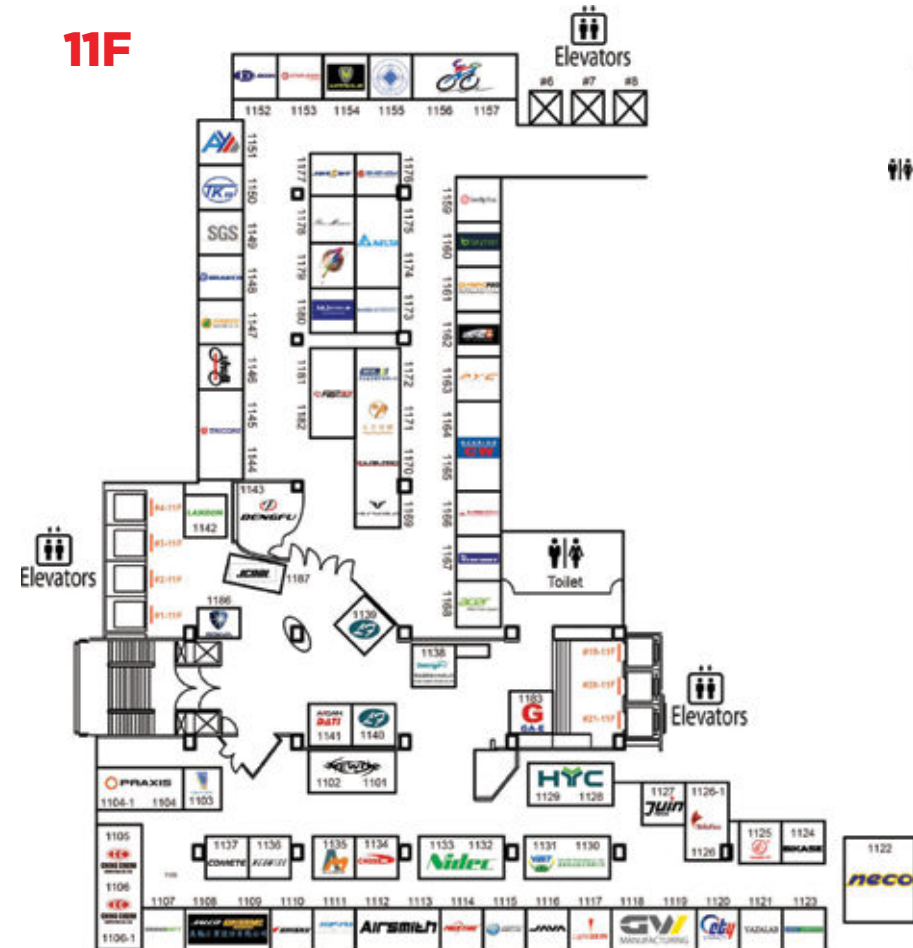
URSUS S.P.A. EVERGREEN HOTEL 3F	ROOM-302
V	
V-GRIP EVERGREEN HOTEL, Evergreen Hall	A32
VAZALAB SPLENDOR HOTEL	1121
VEE RUBBER CORPORATION LTD. EVERGREEN HOTEL, Evergreen Hall	A13
VELO LIN WEDDING GARDEN	
VESTEL TRADE CO. EVERGREEN HOTEL, Peony Ballroom	D10
VISIONWIDE INTERNATIONAL LIMITED SPLENDOR HOTEL	1301-1304
VITTORIA S.P.A EVERGREEN HOTEL, Peony Ballroom	D8, D9
W	
WEI HAU ACCESSORIES CO., LTD. TEMPUS HOTEL	A-3F-Oxford
WEINMANN METAL PRODUCTS (HUIZHOU) CO., LTD SPLENDOR HOTEL	1362
WELL MADE CYCLE TRADING LTD. SPLENDOR HOTEL	1380
WELLGO LIN WEDDING GARDEN	
WHOLE MAN ENTERPRISE CO., LTD SPLENDOR HOTEL	1007
WHOLE MAN ENTERPRISE CO.,LTD. SPLENDOR HOTEL	1039
WILDERNESS TRAIL BIKES, INC. TAIWAN BRANCH (U.S.A.) TEMPUS HOTEL	A-3F-Harvard
WIN CHANCE METAL CO., LTD. EVERGREEN HOTEL, Evergreen Hall	A35
WINDNER CARBON TECH CO., LTD. LIN HOTEL	
WINNING ENTERPRISES CO., LTD. SPLENDOR HOTEL	1030-1032
WINRIDE INTERNATIONAL CO.,LTD. SPLENDOR HOTEL	1027
WREN SPORTS LLC EVERGREEN HOTEL, Evergreen Hall	A37
WUHAN TTIUM MOTOR TECHNOLOGY CO., LTD SPLENDOR HOTEL	1503-1506
X	
XFUSION TEMPUS HOTEL	A-5F-Italy
XIAMEN APEX TECHNOLOGY CO.,LTD SPLENDOR HOTEL	1044-1045

XIAMEN BAIYEXING OUTDOOR SPORTS EQUIPMENT CO., LTD. SPLENDOR HOTEL	1386
XIAMEN CARBONICIAN COMPOSITE TECH CO., LTD EVERGREEN HOTEL, Evergreen Hall	A33
XIAMEN PRO-MANCE CO.,LTD SPLENDOR HOTEL	1178
XIAMEN YISHUN CARBON COMPOSITE TECHNOLOGY CO.,LTD SPLENDOR HOTEL	1313+1314
XIAMEN ZHENGXIN RUBBER INDUSTRY LIMITED SPLENDOR HOTEL	ROSE 1
XIN JIAHONG ENTERPRISE LIN HOTEL	
Y	
YABAN CHAIN EVERGREEN HOTEL, Evergreen Hall	A31
YAMAHA MOTOR EUROPE NV SPLENDOR HOTEL	15F Amber Room
YANTEC INDUSTRIES INC. SPLENDOR HOTEL	1114
YEONG FUH BICYCLE IND. CO., LTD. SPLENDOR HOTEL	14F CONIFER Room
YEU CHUEH INDUSTRY CO., LTD. EVERGREEN HOTEL, Evergreen Hall	A38
YIH SHAN PRECISION CO., LTD. SPLENDOR HOTEL	1166
YING PAO ENTERPRISE CO., LTD. SPLENDOR HOTEL	1125
YOZU METAL CO., LTD. SPLENDOR HOTEL	1026
YU HUB INDUSTRIAL CO., LTD. SPLENDOR HOTEL	1146
YUAN AN EVERGREEN HOTEL, Laurel Hall	L3
YUEN I IND. CO., LTD. TEMPUS HOTEL	A-5F-Switzerland, China
YUEN I INDUSTRIAL CO., LTD. SPLENDOR HOTEL	1024
YUNG FANG PLASTIC CO ., LTD SPLENDOR HOTEL	1171
Z	
ZENO BICYCLE COMPONENT CO., LTD. SPLENDOR HOTEL	1382
ZHONGCE RUBBER GROUP COMPANY LIMITED SPLENDOR HOTEL	1004-1005
宁波圣洁车业有限公司 SPLENDOR HOTEL	1206

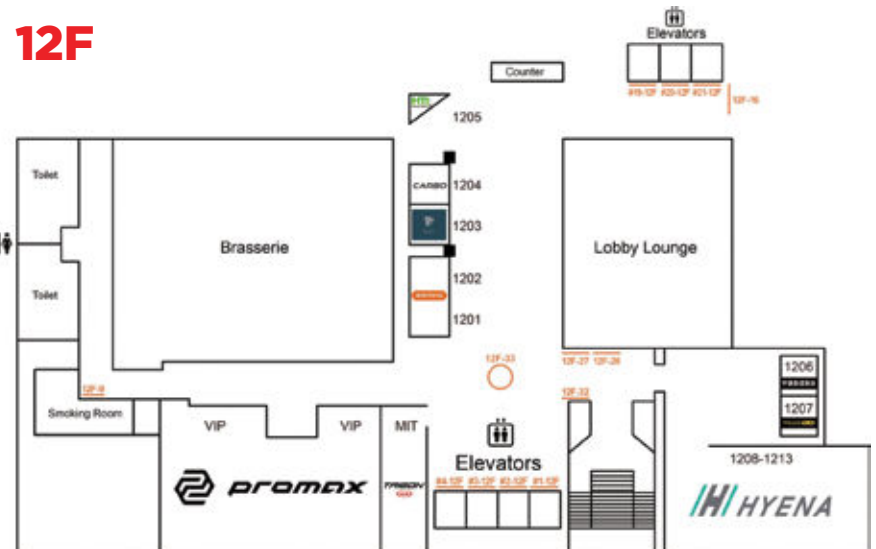
HOTEL FLOOR PLANS

SPLENDOR HOTEL

11F



12F



14F



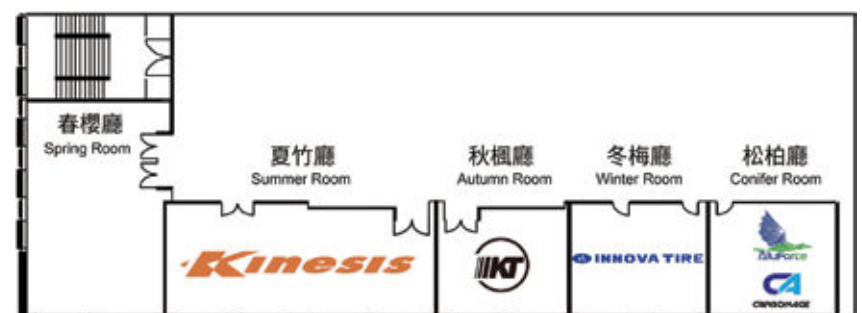
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10F



14F



15F



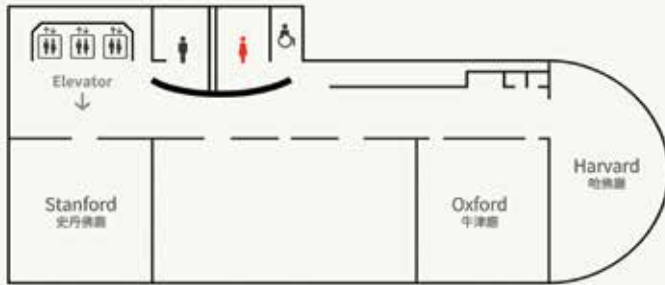
HOTEL FLOOR PLANS

tempus Hotel

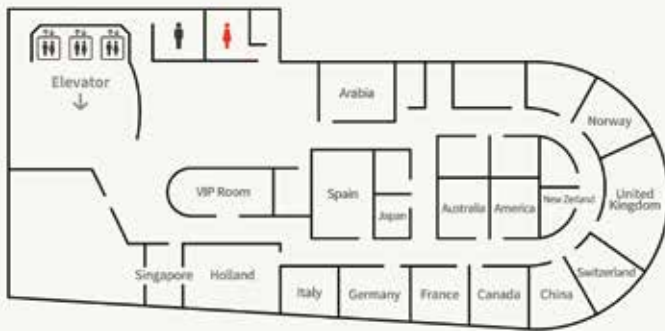


TEMPUS HOTEL
永豐棧酒店 | dunqian

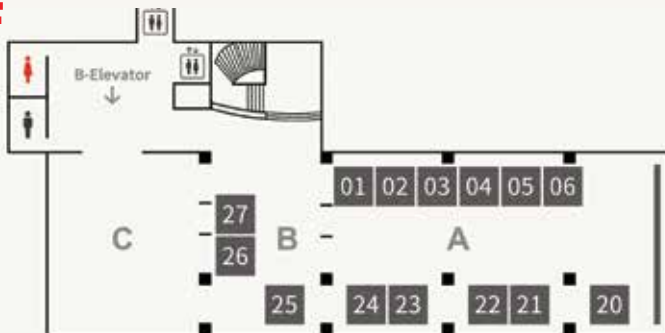
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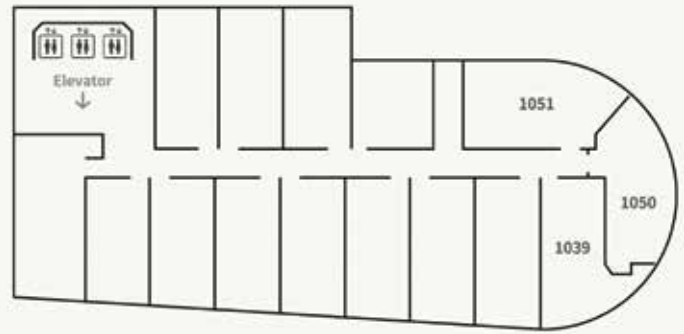
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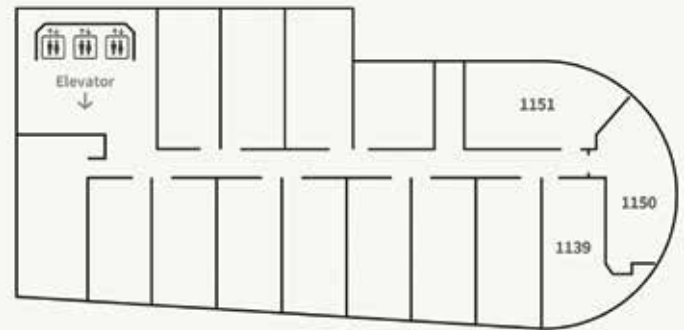
B1F



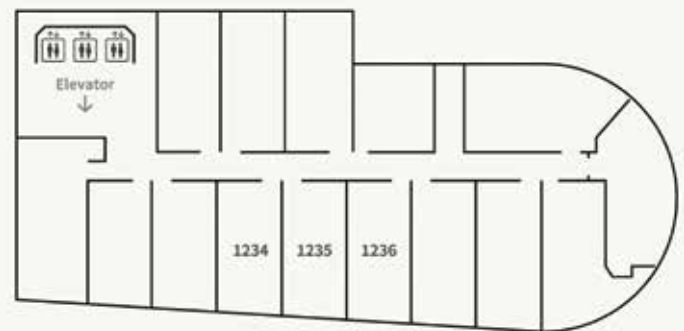
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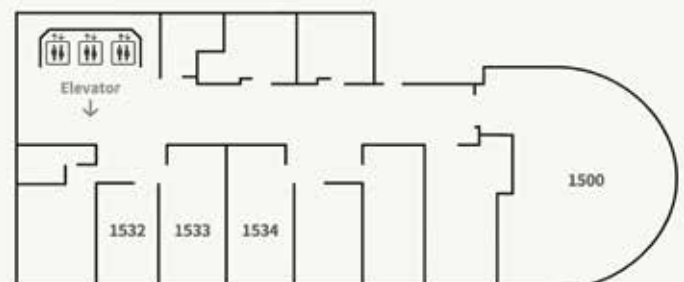
11F



12F



15F



HOTEL FLOOR PLANS

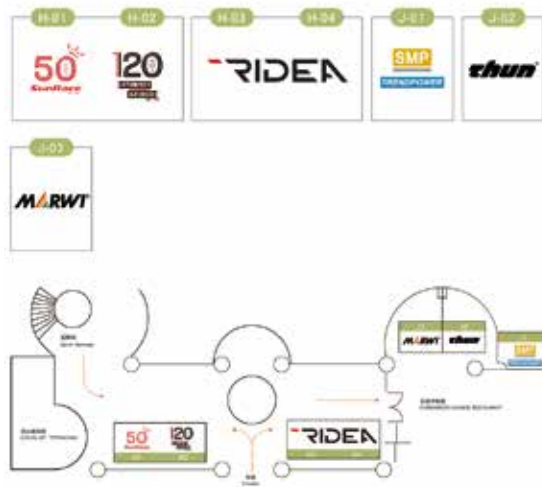
EVERGREEN HOTEL



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

2F

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



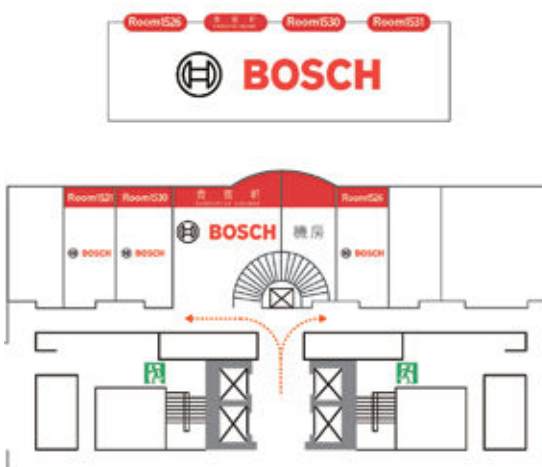
3F

展示區 4 客房
EXHIBITION AREA 4 GUEST ROOM



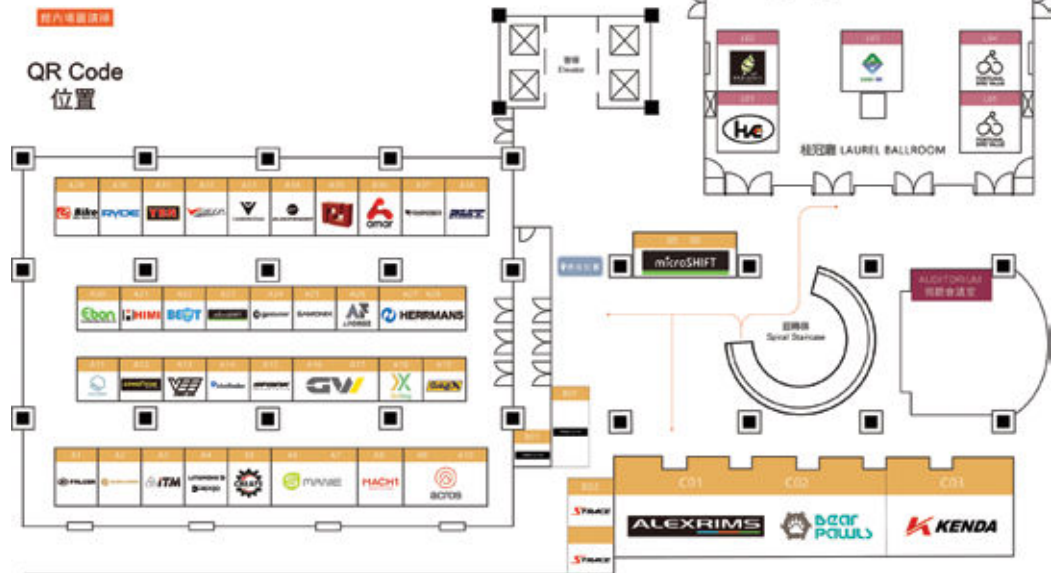
15F

展示區 5 客房 × 貴賓軒
EXHIBITION AREA 5 GUEST ROOM × GUEST SUITE



B2F

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



3F

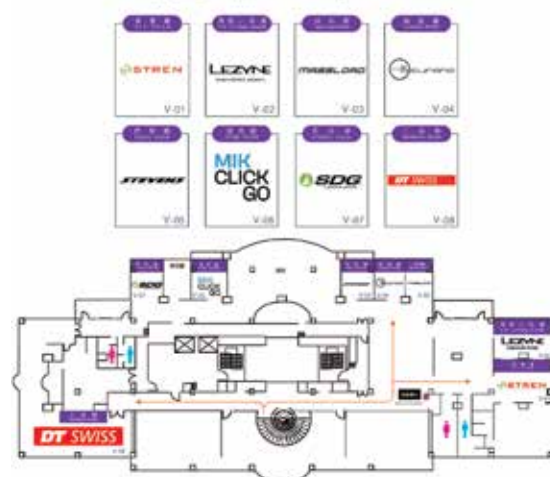
展示區 4 牡丹廳
EXHIBITION AREA 4 PEONY BALLROOM



16F

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

請上16樓 Please go to 16F



LIN HOTEL



▼七樓上海廳 7F Shanghai Meeting Rooms



▼七樓寰宇會議廳 7F Meeting Rooms





**Taichung Bike Week Neco Booth:
Splendor Hotel 11F-1122**



MM20 max



MM18



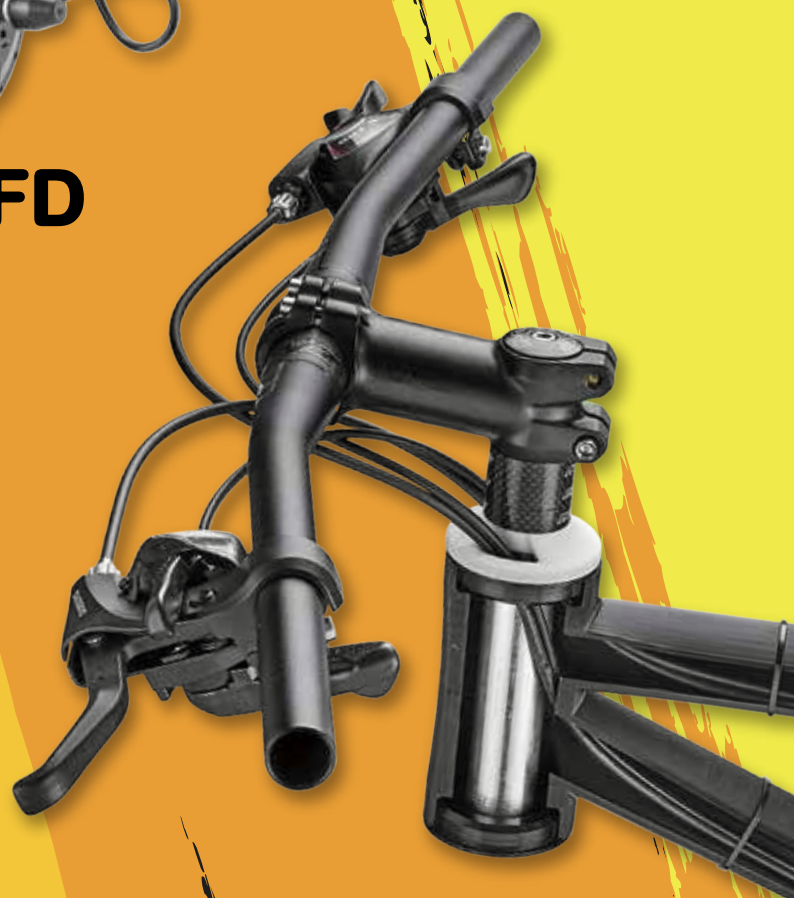
M10



M58FD



M30CD



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