

PRESS RELEASE

Eurobike: Business France organizes the first ever France Pavilion at the largest exhibition dedicated entirely to the cycling industry

Paris, June 21, 2023 – For the first time, Business France is organizing a France Pavilion at the 31st edition of Eurobike, the leading bicycle trade show, taking place from June 21 to 25, 2023 in Frankfurt, Germany. [25 French firms](#) supported by Business France will be present at the France Pavilion under the “Choose France” banner.

France has the fifth largest foreign delegation, with a total of 80 companies at the Eurobike show, and they will demonstrate French expertise in the cycling and mobility sector of the future. This flagship moment for the sector is an opportunity to bring together several French regions (Grand Est, Auvergne-Rhône-Alpes, Nouvelle Aquitaine and Bourgogne-Franche-Comté) and public key players to present the French offer to thousands of foreign visitors.

“The strength of the French market, the support from public and local authorities and the capacity for innovation of French businesses in the sector have the combined effects of putting France back out in front. We’re delighted with this strong presence of French businesses at the Eurobike show and with, for the first time here, the organization of a France Pavilion,” said Marie-Cécile Tardieu, Chief Operating Officer (Investment Division) at Business France.

Business France, a government agency that supports the international development of the French economy, is constantly on the lookout for business opportunities for French businesses that produce in France and wish to export. It also works to support foreign investment projects in France and to identify promising sectors for investment in France’s regions. As such, the markets for innovative transport and new mobility, particularly urban mobility, are among the most dynamic today. The cycling sector is clearly one of them.

Business France, supported by numerous public and private partners, intends to promote the quality and reliability of French products on foreign markets and attract the attention of new investors, including foreign ones, to strengthen the French cycling industry. Its many advantages include:

- An industrial fabric adapted to the cycling sector.
- Recognized expertise in design, production and R&D, and the emergence of mobility innovation centers.

- A dynamic ecosystem of startups and SMEs in the sector.
- The creation of specialized training courses.
- A growing cycling market.
- An ambitious “cycling plan”.
- A national cycling culture, as seen by iconic sports races (Tour de France, Paris-Roubaix) and the emergence of new practices (XCE cross-country eliminator and BMX).

During the first interministerial cycling committee last May, Prime Minister Elisabeth Borne re-iterated France’s strong ambitions: “We wish to strengthen the place of cycling in our economy. We want to support innovation and structure a complete economic sector around cycling, from assembly to recycling. To this end, a call for projects will be launched, as part of the “France 2030” plan. We’re aiming to assemble 1.4 million bicycles in France by 2027, and two million bicycles by 2030. We’re giving ourselves the means to succeed. This plan will enable us to invest an unprecedented amount in soft mobility: €2 billion will thereby be provided by the government, along with all the support mechanisms for the duration of the 2023-2027 plan. We’ll work with local authorities and hope that, together with them, we’ll manage to invest €6 billion over this period.”

This is why we must take up the challenge of re-locating the manufacture of bicycles to France. It is a sector which could have a significant impact on the creation of value added, with more than 100,000 jobs by 2050 and economic diversification for France’s regions.

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has nearly 1,500 personnel, both in France and in 55 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance

Media contacts:

Séverine de Carvalho – Tel.: +33 1 40 74 73 88 – Mob.: +33 6 82 23 69 12 – severine.decarvalho@businessfrance.fr