

# CosmoBike Returns to Focus on Urban and E-Bikes

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**VERONA, Italy – The city of Verona will be the epic centre of the Italian bicycle industry this week, as the national consumer and trade show CosmoBike will be opening its doors next Friday.**



*osmoBike is schedule for September 15-18 in Verona, Italy. – Photo Bike Europe*

Show organizer Veronafiore expects approximately 60,000 visitors who have the opportunity to attend 350 exhibitors from 25 countries, two more than last year. “During the past editions CosmoBike confirmed its position in the industry as the international platform for ‘Made in Italy’ products on one hand and the national podium for the promotion to get more people cycling,” says show manager Paolo Coin.

“The bicycle industry is experiencing an important growth phase thanks to an all new approach of cycling as a means of mobility but also thanks to the technological development of the product, driving by the e-bike market.”

## ‘Shows are export drivers’

“We continue forward with our ambitious project to give the Italian bicycle industry an event of international calibre that is also a landmark for foreign buyers and dealers,” says Paolo Coin. “For Italian companies it is a major turnover generator and an important tool for promoting ‘Made in Italy’ around the world.” According to the Italian Exhibition and Trade Fair Association taking part in exhibitions generates around 50% of global exports by Italian companies.

CosmoBike will open its doors next Friday 15 September while Italy’s Undersecretary for Environment and Italian road champion Fabio Aru are joining the official opening.

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