



News Flash - For your information

Preliminary TBEA export statistics 2009 –the good news

Dear editor,



Taipei City, Taiwan, January 27, 2010 –

As the first of the 'Big Three' international shows for the new model year, the Taipei Cycle Show also promotes Taiwan as the most important OE-manufacturing hub for quality bicycles and bicycle parts and accessories 'industry location', sporting exciting new technologies and innovations.

Over the past 23 years, Taipei Cycle has grown dramatically along with Taiwan's bicycle industry, and despite the global crisis Taiwan's bike industry is still sending out a positive message about the potential of clean, green and sustainable mobility. Below mentioned examples should therefore always be seen in comparison and relation to other global industries massive downturn in 2009.

TBEA, Taiwan's Bicycle Exporters Association just released preliminary figures on 2009 total numbers.

Advance full year figures for 2009 show that Taiwan's bike exports fell about 20% last year to a total of 4.3 million units (2008 = 5.4m units). The drop should be seen in the light of the extraordinary growth in 2008: exports in 2009 were still higher than 2006's figure of about 4 million. On the value side of the equation, the 2009 statistics show that total export value sales dropped only 9.9 percent to 1.25 billion US\$. This is a clear result of increased high-end production within the industry: the average sales price for a Taiwan-made bicycle increased from US\$256.92 to US\$ 289.38, a gain of 12.6 percent.

While Taiwan bicycle exports to NAFTA countries were down 13.58 percent to 721,689 units (6.97 percent down in value to US\$323 million), bike sales to the EU market dropped 22.49 percent to 2.8 million units and 13.61 percent to US\$625 million in value. The EU and NAFTA markets are Taiwan's largest customers followed by EFTA (down 21.19 percent to 109,381 units and 13.51 percent down to US\$44.6 million in value).



As 2008 was an exceptional year of growth for the Taiwan bike industry it serves much better to compare 2009 to the results in 2007, which saw organic growth and a normal sales year compared to 2006. So when comparing with 2009, a total of 4.75m bikes in 2007 makes for a drop of only 10% in volume, while value actually jumped 29%, from US\$222 to US\$285.

The general outlook for 2010 is for flat to slight growth due to existing inventory levels and cautious ordering behavior.

Yet individual markets, segments and companies continue to show differing trends - some companies report more interest in lower and mid-level price points, whereas especially the e-bike (EPAC) market shows a strong demand for quality products. More and larger players are interested in this market and even industry outsiders like China Motor Corp., Taiwan's biggest car assembler or Bosch, the leading German automotive supplier are both confirmed to be moving into this new boom segment. Due to economies of scale, mergers of companies like Panasonic/Sanyo and more differentiated offerings general pricing is expected to come down, opening up more competitive price points to attract an even wider audience of buyers. This will be one of the most interesting industry segments which we will closely monitor and report on.

And last year's figures indicate healthy growth in the e-bike segment, despite the fact that Taiwan is still a fledgling production location for electric bikes. As the bulk of the estimated global yearly production of +20m bikes is produced in China, Taiwan contributed a mere 6,660 units in 2008. But still this meant more than 100% growth from the previous year and the US\$4.1 m revenue indicates a good quality average of US\$617 (up by almost 20 % as well).

Other niche segments also saw solid growth, including folding and compact urban bikes. Folders and compact bikes, which dominate the domestic and other Asian markets, climbed by 4% in numbers but 16% in value (approx. US\$15m) - indicating the outstanding quality of these models.

For the P+A business, the statistics show a 7% drop in revenue, still totaling more than US\$500m in export value.

Please find the preliminary TBEA report in the attachment

Note: The final statistics will be announced by the Taiwan Bicycle Exporters Association at the Taipei Show, although only minor adjustments are expected.

Bike market Taiwan

Without solid numbers on domestic bike sales it's difficult to paint a precise picture of Taiwan's market over the last 3 years.

In the past no one would have even been interested but after becoming the most important quality production country, Taiwan has now also turned into a prime bike – user nation. The concerted efforts of government, regional authorities and the bike industry (in particular Giant and its president King Liu), Taiwan has experienced a bike boom in recent years, giving further credibility to its claim to be a 'Cycling Island'.



According to some Taiwan industry leaders, like Giant CEO Tony Lo, the country saw a three-fold increase in sales over the last three years to an impressive 1.3 m bikes in 2008. In 2007 and 2008 alone, -Giant - already the number 1 in Taiwan - doubled its sales, Merida even tripled!

So thanks to the boom in cycling in Taiwan, Taipei Cycle has also become a business, cycling culture and advocacy event for local distributors, dealers and consumers.

New Exclusive Media Services

Since December 09 TAITRA appointed inMotion mar.com as its international PR Agency for the Taipei Cycle Show

As a first step this year both non attending and visiting international media will be provided with better service than ever before so that you can hit the ground running and get straight to the stories that matter.

A series of pre- and on-show press releases and kick-off Press Briefings on the first and second day will fill you in on breaking news such as the latest events, hottest products, interview contacts and more. Also on the first two days of the show, media representatives can join a media press walk to quickly find exhibitors with great story leads.

If you plan to attend the show and make use of these services, please go to

press pre-registration

To stay up-to-date please sign up for our newsletter in sending an email here: tcsnews@taitra.org.tw

For more information about Taipei Cycle Show, the IBDC, the Taiwan Bicycle Industry or Taiwan business and country statistics in general please visit here the

[Taipei Cycle Show Preview 2010](#) online e-book.

More info please find here

<http://www.taipeicycle.com.tw>

<http://design.runride.com>

<http://www.tbea.org/english/all.htm>

<http://www.cens.com>

<http://eng.stat.gov.tw>

Please don't hesitate to contact us at any time for any questions or images about Taipei Cycle Show and the Taiwan bicycle industry.

We are also your point of contact for any requests concerning interviews with executives of the Taiwan or International bicycle industry, as well as for any media relevant questions if you plan to visit the show next March.

with best regards

Uwe Weissflog
inMotion mar.com



Media Contact International
inMotion mar.com (www.inmotionmar.com)
Uwe Weissflog, +49(0)7141913131(wk) / +49(0)170 3164035 (cell)
uweissflog@inmotionmar.com
Skype: uwe.weissflog

Thomas Goebel, +49(0)7141913132(wk),
thomas.goebel@inmotionmar.com
Skype: tginmotion
Fx +49 7141 913133

TCS/ TAITRA Press Coordinator
Andrea Wu, +886-2-2725-5200 ext.2863
tcsnews@taitra.org.tw

About Taipei Cycle Show

Taipei Cycle Show, established in 1988 and conducted by TAITRA, the Taiwan External Trade Development Council, is the full- service and leading bicycle industry business-to-business trade show for the bicycle OEM (original equipment manufacturer) and importer/distributor market globally. Taipei Cycle Show is the market place for more than 900 companies, representing + 1,000 cycling-related brands and attracts more than 25,000 visitors.

The upcoming Taipei Cycle Show will be hosted from March 17-20, 2010 in the Taipei World Trade Center Nangang Exhibition Hall (TWTC Nangang) located to the east of Taipei City. Nangang Exhibition Hall, opened in March 2008, is Asia's newest trade-show venue and occupies an indoor exhibition net space of 45,360 square meters.

For more information about Taipei Cycle Show, please visit <http://www.taipeicycle.com.tw>

About TAITRA



Founded in 1970 to help promote foreign trade, the Taiwan External Trade Development Council (TAITRA) is the foremost non-profit trade promotion organization in Taiwan. Jointly sponsored by the government, industry associations, and several commercial organizations, TAITRA conducts 30 + trade shows and exhibitions, offers strategic marketing and trade promotion consulting services and assists Taiwan businesses and manufacturers with reinforcing their international competitiveness.

For more information about TAITRA, please visit <http://www.taitra.com.tw>

About inMotion mar.com

inMotion mar.com caters exclusively to the outdoor, sports and two-wheeled mobility industry with marketing and communication services.

For complete service portfolio and references please visit www.inmotionmar.com