

VELOBerlin and Cycle Tourism Show Padua enter into strategic partnership to strengthen cycle tourism in Europe

Berlin/Padua, December 11th, 2026

VELOBerlin (April 11 & 12, 2026) and Cycle Tourism Show Padua (March 27–29, 2026) today announce the start of a new strategic partnership. The aim of this collaboration is to expand the international presence of both trade fairs, strengthen the distribution and awareness of VELOBerlin in the Italian market, and extend the reach of Cycle Tourism Show in the German market.

The cooperation brings together two key players in the European bicycle and bicycle tourism sector. Together, they aim to establish new networks, attract international exhibitors, and promote exchange between tourism regions, trade visitors, and end consumers.

„We share a passionate cycling culture and a rapidly growing segment in cycle tourism with Italy. The partnership with the Cycle Tourism Show is an important step towards jointly exploiting this potential, and we look forward to more of that ‘Bella Italia’ feeling in Berlin,“ says Velokonzept managing director and VELOBerlin organizer Isabell Eberlein.

The Italian side is also looking forward to the new cooperation with great confidence: „Italy is one of the most exciting countries for cycle tourism. VELOBerlin is one of the most vibrant events on the European bicycle scene and the synergy between our events came mostly natural due to the shared vision to increase the use of bicycles.“ explains Pinar Pinzuti, Project Manager of Bikenomist and director of the Cycle Tourism Show in Padua.

In addition to mutual marketing, joint program offerings and presentation areas are planned. Exhibitors will gain access to new markets, while visitors to both events will benefit from an expanded international offering.

About VELOBerlin

VELOBerlin is one of Germany's leading public bicycle events, presenting the latest trends from the world of cycling in Berlin every year – from urban mobility and e-bikes to cycling sports and tourism, accessories, and services. A trade fair, festival, and community event all in one, VELOBerlin offers numerous test opportunities, an extensive stage program, and interactive formats for cycling enthusiasts and industry players.

Velokonzept GmbH
Straßburger Straße 55
10405 Berlin

Tel. +49 30 311 65 14-0

info@velokonzept.de
velokonzept.de

Geschäftsführerinnen:
Ulrike Saade, Hille Bekic,
Isabell Eberlein

HRB 74779 Berlin-
Charlottenburg
USt-IdNr. DE 812942338

velo_konzept

About Cycle Tourism Show

The Cycle Tourism Show is one of the leading trade shows for cycletourism. It brings together tourist regions, tour operators, accommodations, bicycles, components and accessories for cycle tourists. The focus is on bicycle travel, leisure and active tourism, and international cooperation to further establish Italy as a first-class bicycle travel destination.

More information

- **Press page on the website:** <https://veloberlin.com/presse/>
- **Press pictures & logos:**
<https://cloud.velokonzept.de/index.php/s/NH1D1QTYVoFG5jp>

Press contact

We're happy to help!
Christoph Schulz, Velokonzept
Tel. +49 30 3116514-15
presse@velokonzept.de