

PRESS RELEASE

2022 EDITION OF EICMA, THE SHOW CONTINUES CHAMPIONING INNOVATION

At Edition Number 79 of the International Two-Wheeler Exhibition, an area is completely dedicated to start-ups

MILAN, NOV. 13 - EICMA confirms itself as an event open to the future. At the 79th Edition of the International Two-Wheeler Exhibition, scheduled until tomorrow, Sunday, November 13, ample space is dedicated to young entrepreneurial realities. Thanks to the collaboration and support of ITA, the Italian Trade Agency, the most important appointment for the industry of the sector also offers among the proposals of visit an area entirely dedicated to start-ups. In addition to the wide proposal of innovation present in the stands of the major manufacturers, there is another window on the future of the two-wheeler industry and its supply chain full of news and content. They range from accessories to means of transport, such as the first ultra-portable e-scooter by LINKABLE, TOMAHAWK electric motorcycles, TO.TEM's innovative three-wheeled scooter, CITY COCO ITALIA's electric off-road motorcycle, small battery packs conceived by LIBER, to the smart helmet by SAFEWAY HELMETS. Finally, start-up BATOO offers the first official used-bike listing service for the E-bike sector.

The Start Up area, located inside Hall 9, is a concrete visibility opportunity for fledgling companies, which allows young companies to have the same opportunities as longer-lived brands and to get on an important stage of an edition that is having a great success in terms of public, media and operator attendance.

"The mobility sector," stressed EICMA spa president Pietro Meda, "is today one of the areas where important challenges are concentrated as well as everything that is happening at the level of innovation. In this area it is therefore possible to conduct a visiting experience under the sign of creativity and the ability of young entrepreneurs to give answers and interpret changes. This space, with an exhibition formula now consolidated in recent years,



represents EICMA and ITA's bet on young people, an exclusive place where startupper present ideas, solutions and prototypes to the general public, but also an essential moment to develop business opportunities and relationships with operators, media and institutions."

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