

## **The 16<sup>th</sup> IBDC International Bicycle Design Competition Awarding Ceremony & 2012 International Bicycle Trend Forum**

IBDC (International Bicycle Design Competition), organized by the Ministry of Economic Affairs, Technology Institute, is co-organized by CYCLING & HEALTH TECH INDUSTRY R & D CENTER (hereinafter referred to as Cycling Center). This year, the awarding ceremony will be grandly held with the opening day of Taipei International Cycle Show as usual; it will be held at Room 402, Taipei World Trade Center Nangang Exhibition Hall on March 7. The awarding ceremony, in addition to show the newest creative design work winner, will also publish 3 models of 2012 New Conceptual real products, the Cycling Center will even make an announcement to develop Gold Award, Giant Award and Merida Award models into real ones, which astonishes every VIP there! The Real Cycles Representation every year, in addition to make designers' dreams come true, also shows more improvements on the feasibility assessment technology for original conceptual commercialization over the past 16 years IBDC had held, saving from utilizing innovative technologies to embody the original works, IBDC also keeps the original design spirit to make IBDC real cycles be closer in commercialization year after year, successfully attracts attention those international media and manufacturers pay.

This year, we received a total of 839 works from 51 countries around the world for the competition and the works which were qualified in the final selection including ones from Germany, the Netherlands, South Korea, China, Iran, the United States, Hong Kong, Australia, New Zealand, Austria and Taiwan and so forth. In an overview of the works this year, the demands for energy efficiency & carbon reduction are still at their peak; electric bicycle is the focus of design, and thin and small as the power system constitutes main focal point of the design; battery hidden and wrapping skills incorporated with aesthetics is another point. Among a variety of city bikes, the simple design in lines is a prerequisite factor, especially folding bikes' parts, their folding manners and patterns after folding up, also becomes the highlight.

In a view of works this year, cycling has become a lifestyle, not just a tool in transportation and sports. In addition, we have a number of works with luggage carrying function, which shows that cycling travel also comes to be an upward trend in various countries; the design of bike need to address diverse lifestyles more and more people have in the daily life, which makes it be more practical and adds tastes of life. Among a large

number of works in the competition this year, which one designer of which country will win the Gold Award with NT\$500,000? Let us wait and see.

Another highlight of the IBDC Awarding Ceremony this year is the signing ceremony between IBDC and iF International Forum Design GmbH on cooperation. iF Award has always been “the Oscars of the design world”, and “iF Gold” awarded by iF even is a goal the design world has chased for; with the blessing of iF, the product is proved to be in creativity, also is potential for commercialization. After combination of IBDC with iF, in addition to integrate sources of international advertisements, also through the long term status and quality image iF has been in the international design community to attract more manufacturers to be aware of the contest, potentially enhances opportunities of the works competed in commercialization, even urges embodiments of new concepts and practice of structural design to drive Taiwan to become a global innovation hub of cycles.

2012 International Bicycle Trend Forum will be held after the ceremony, where the pioneering industries with world's most influence will be invited, including Mr. Hsiang-An, Lo (Tony Lo), Chairman to Taiwan Bicycle Exporters' Association, (also CEO of Giant Group), President of SHIMANO Group, Mr. Yozo Shimano, Mr. René Takens, President of Accell Group, Europe, Mr. Shi-Kuang, Yu, director of China National Information Center for Bicycle Industry, as well as Mr. Marc Sani, publisher of the professional media with most authority in the United States, Bicycle Retailer & Industry News and other tops, to share the trend of global bicycle market and its direction of developments, visioning out newly for bicycle industry in future and strengthening Taiwan's energy of being competitive in industry to create mutual prosperity of industry jointly. Special guests will have extraordinarily fantastic talks mutually and guests in audience will also be invited share what they think, which is such a precious opportunity that You are cordially invited to join with us!

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## Agenda

Premise : Conference Room 402, Taipei Nangang Exhibition Hall

Date	Time	Event/Host/Speaker
3 / 7  ( Wednesday )	<b>Award Ceremony of the 16<sup>th</sup> International Bicycle Design Competition</b>	
	11:00~11:30	Guests' Registration & Winning Entries Exhibition
	11:30~11:35	Opening Ceremony
	11:35~11:45	Senior Officer's Speech
	11:45~11:50	I BDC & IF Cooperation Agreement Signing Ceremony
	11:50~12:15	Awarding Prizes
	12:15~12:25	Introduction of 2012's New Bicycles
	12:25~12:30	Show Time (Exhibition)
	<b>2012 International Bicycle Trend Forum - <i>Globe bicycle industrial strategy development</i></b>	
	14:00~14:30	Registration
	14:30~14:35	Speech by Chairman and Guests Introduction
	14:35~14:40	Speech by Officer Guests
	14:40~16:30	<p><b>Host :</b></p> <p>Mr. Antony Lo, Chairman of Taiwan Bicycle Exporters' Association</p> <p><b>Speakers :</b> <i>(The names appear in alphabetical order)</i></p> <p>Mr. Marc Sani, Publisher of Bicycle Retailer &amp; Industry News</p> <p>Mr. Yozo Shimano , President of Shimano</p> <p>Mr. Rene Takens, CEO of Accel</p> <p>Mr. Shi-Guang Yu, Director of China National Information Center for Bicycle Industry</p>