



# PROGRAMME

## The Cycling Industry For a Competitive and Decarbonised Europe

**CYCLING INDUSTRY  
SUMMIT 2025**

**14 OCTOBER 2025**

BRUSSELS, RESIDENCE PALACE

**#CYCLINGINDUSTRYSUMMIT25**



Cycling  
Industries  
Europe

**9:00 - 9:45**      **ARRIVAL & COFFEE**

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**9:45 - 10:00**      **WELCOMING REMARKS**

Tony Grimaldi - President of CIE  
Massimo Panzeri - President of CONEBI

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**10:00 - 10:15**      **KEYNOTE**

Francois Kalfon - Member of the European Parliament

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**10:15 - 10:30**      **THE ECONOMIC AND SOCIAL ROI OF BIKE SHARING**

Minh Nguyen Dac - Senior Manager, EY Consulting

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**10:30 - 10:40**      **FIRESIDE CHAT**

Paul Walsh - CEO, CONEBI-CIE  
Marcos Gonzalez Alvarez - Acting Head of Social Climate Fund  
and EU ETS2 Implementation Unit, DG CLIMA

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**10:40 - 11:20**

**PANEL 1:  
LEADERS' PERSPECTIVES: UNLOCKING THE CYCLING INDUSTRY'S ROLE IN  
EUROPE'S CLEAN INDUSTRIAL TRANSITION**

This panel brings together leaders from leading European cycling companies to discuss how our industry is contributing to the continent's mobility and clean industrial transition, and what steps the industry and European policymakers must still take to unlock the paradigm-shifting potential of the sector.

Jonas Nilsson - CEO, Accell Group  
Herman van Beveren - Head of Product Development, Decathlon  
Alexander Frieser - Head of Group Strategy, JobRad  
Markus Papke - Chief Innovation Officer, Riese & Müller

Moderated by Paul Walsh - CEO, CONEBI-CIE

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**11:20 - 11:30**      **COFFEE BREAK**

**11:30 - 12:10**

## **PANEL 2:**

### **CYCLING AT THE HEART OF EU POLICY: NEXT STEPS OF THE EU CYCLING DECLARATION**

This session brings together senior officials from the European Institutions with public affairs professionals to explore how current EU priorities are shaping the future of the cycling industry and what key measures will deliver the world-class industry set out in the EU Declaration on Cycling.

**Mark Nicklas** - Head of Unit, Automotive, Mobility Industries, DG GROW

**Isabelle Vandoorne** - Head of Unit, Innovation and Mobility, DG MOVE

**Philippe Froissard** - Head of Unit, Evaluation and Programming, DG RTD

**Friederike Pischnick** - Senior Manager Governmental Affairs, Bosch eBike Systems

**Raymond Gense** - Director, Pon Mobility

Moderated by Jacques Lovell - Industry Manager, CIE

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**12:10 - 12:50**

## **PANEL 3:**

### **OUR UNITED VOICE AT WORK: THE OPPORTUNITIES IN DEEPER INDUSTRY-NATIONAL PARTNERSHIP**

This panel brings together representatives from national cycling industry associations with other national and regional experts to explore the role of the cycling industry as a strategic partner in delivering on national and European mobility and industrial goals.

**Jesus Freire** - Secretary General, AMBE - Spanish Bicycle Industry Association

**Mateusz Pytko** - President, PSR - Polish Bicycle Industry Association

**Henrik Lundorff** - Chief Consultant, Cycling and Walking Team, City of Copenhagen

**Benno Hense** - Head of ITS and Automated Mobility Unit Ministry for Transport, North Rhein-Westphalia

Moderated by: Daniela Leveratto - Technical Director, CONEBI

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**12:50 - 12:55**

## **CLOSING WORDS**

**Paul Walsh** - CEO, CONEBI-CIE

**Laurianne Krid** - CEO, European Cyclists' Federation

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**12:55 - 13:30**

## **NETWORKING LUNCH**

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**THE FUTURE OF CYCLING,  
BE PART OF IT!**

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