

World Cycling Forum to Spark Discussion on Reshoring Production Close to Markets

label: Shows & Events  1349

The Netherlands/Switzerland – The first World Cycling Forum that takes place June 7 and 8 in Porto, Portugal, has finalized its agenda. Presentations by high-level keynote speakers on the Forum’s theme – consumer centricity & increasing speed to market – will spark discussions on reshoring production close to market.



Accell Group’s COO, Jeroen Snijders Blok, ‘Keynote speakers’ line-up for World Cycling Forum is impressive. I expect to get answers on what we can learn and adapt in our industry from footwear industry and fast fashion with regards to consumer centricity and just-in-time-manufacturing.’ – Photo WFSGI

Academics and representatives from various industries are the World Cycling Forum’s keynote speakers. They will address the theme “consumer centricity & increasing speed to market” with presentations that dig deep into new business models which are triggering a switch to omni-channel distribution strategies.

The 2017 World Cycling Forum also addresses the profound consequences of continued online sales growth and the trend to consumer centricity. Internet browsing consumers will be put into perspective and

it will be extensively explained what their near future decisions will do to the bike retail sector.

Hands-on advice provided

The World Cycling Forum’s keynote speakers, reaching from universities, to Intersport International, Carlsberg Group, adidas ag, consulting agencies, shoe machinery, fast fashion and marketing experts, will be providing hands-on advice on – among others – how to be consumer centric and to increase the speed-to-market.

Key elements for staying successful

Accell Group’s COO, Jeroen Snijders Blok, who participates with a group of employees, states: “The keynote speakers’ line-up for the World Cycling Forum is impressive. During the World Cycling Forum, I expect to get answers on how we can make reliable forecast from the customer within a certain accepted range and what we can learn and adapt in our industry from the footwear industry and fast fashion with regards to consumer centricity and just-in-

time-manufacturing. These aspects are all short-term key elements in staying successful in the bicycle industry. The consumer's buying behavior is changing rapidly, so we must change as well and we don't have much time to do this. The World Cycling Forum will be of great help to fully understand this change. Not attending will be a missed chance."

Keynote speakers line-up:

- Franck Denglos, Vice President Speed, **adidas AG**, Germany
- Ronald van Klooster, Co-owner, **Maxlead Online Marketing**, The Netherlands
- Mia Ruotsala, Chief Digital Officer, **Intersport International**, Switzerland
- Christian Decker, Managing Director, **DESMA**, Germany
- Prof. Steve Evans, **Centre Director CIS**, Uni Cambridge, UK
- Bob Margevicius, Executive Vice-President, **Specialized Bicycle Components**, USA
- Peter Ernsting, Senior VP, **Group Supply Chain Carlsberg AG** (2011-2016) and Member Supervisory Board Accell Group, The Netherlands
- Michael Tribus, Senior Partner, **Porsche Consulting**, Germany
- **Richard van Hooijdonk**, Futurist and Trendwatcher, The Netherlands
- Sergio Ribeiro, **Portugal Bike Value**, Portugal
- Janice Wang, CEO, **Alvanon**, Hong Kong/USA
- Kevin Mayne, Development Director, **Cycling Industry Club** by European Cyclists' Federation, UK

The Conference Program also includes interactive panel debates and Q&A sessions; a workshop; lunches; cocktail party as well as a dinner cruise on the Douro river.

[Click here to access the programme.](#)

Entrance fees

It's still possible to sign up for the Conference at www.worldcyclingforum.org

The World Cycling Forum is organized by the World Federation of the Sporting Goods Industry (WFSGI) and Bike Europe. The entrance fee for WFSGI members stands at € 850.- (including dinner cruise, 2x lunches). For Bike Europe subscribers the entrance fee amounts to € 1,050.- (including dinner cruise, 2x lunches). For all others participants the entrance fee stands at € 1,250.- (including dinner cruise, 2x lunches).

For more information and for registration details: www.worldcyclingforum.org