

Conference on Cycling Industry and B2B Meetings with Italian Companies

8 October 2026

Gospodarsko razstavišče Ljubljana



Organised by: Italian Trade Agency

Slovenian Partners: Faculty of Sport, Cycling Federation of Slovenia, Slovenian Tourist Board

Italian Partners: ANCMA, Assosport

PROGRAMME

Conference & B2B Meetings

Conference and Convention Center - GR Ljubljana

Dunajska cesta 18, 1000 Ljubljana

Conference: Slovenia & Italy: Innovation, Tourism, and Strategic Partnerships in the Bicycle Industry

Hall: Povodni mož

09:30 Guests arrival and registration

10:00 Welcome address

- Prof. Damir Karpljuk, PhD, University of Ljubljana, Faculty of Sport
- Andraž Vehovar, President of Cycling Federation of Slovenia (KZS)
- Karmen Novarlič, Head of Business Communication Department, Slovenian Tourist Board (STO)
- H.E. Giuseppe Cavagna, Ambassador of Italy to Slovenia
- Giacomo Ricciotti, Italian Trade Agency (ITA)

10:20 Keynote Speeches: Innovation, Industry & Sport R&D

- Assoc. prof. Samo Rauter, PhD, University of Ljubljana - Faculty of Sport: Physiological demands riding with e-bikes
- Prof. Tadej Debevec, PhD, University of Ljubljana - Faculty of Sport: Heat-related challenges in pro cycling in the face of global warming
- Piero Nigrelli, Bicycle Director, ANCMA, Italian Two Wheels Industry Association: Italian Bicycle Market
- Manuela Viel, Assosport - Italian Association of Sporting Goods Manufacturers

11:30 Keynote Speeches: Destination Management & Cycling Tourism

- Karmen Novarlič, Head of Business Communication Department, Slovenian Tourist Board (STO): Destination Management & Cycling Tourism
- Francesco Comotti, Tourism Marketing Consultant - Evolution Tourist Marketing: Cycling Tourism as a Driver for Territorial Promotion: Building a Cross-Border Ecosystem Between Italy and Slovenia

12:10 Conclusions: Round table - Best practices Slovenia-Italy - tourism and races

- Francesco Comotti, Tourism Marketing Consultant - Evolution Tourist Marketing
- Martin Hvastja, Technical Director of KZS & TV Expert
- Rok Lozej, KZS Executive & President of KK mebloJOGI
- Tina Novak Samec, Director of ZTKMŠ Brda

13:20 Buffet Lunch

Moderator: Anže Bašelj

Working language: English

B2B Meetings

Hall: Stebrna dvorana

09:00 - 16:00 Exhibition: Showcase of Italian cycling and sports products
B2B meetings between Italian exhibitors and Slovenian and foreign operators

Italian Exhibitor/Brands

Atala - Whistlebikes - Bicycles

Cicli Adriatica - Bicycles, E-bikes

Five - E-bikes

Gregario - Frames and Bicycles

Mandelli - Bicycles, Accessories, Apparel

Manifattura Valcismon - Sportswear, cycling, outdoor activities, cross-country skiing

Mario Schiano - Bicycles, Children's Bicycles, E-bikes

MBM - Bicycles, E-bikes

Quibos - myBike- Team Cycling Apparel

Rudy Project - Sports Sunglasses and Helmets

Saby Sport - Cycling Apparel

Santini - Cycling Apparel

Sidi Sport - Cycling Footwear

Working language: English, Italian

Organisers:



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



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