



PRESS RELEASE

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TAIPEI CYCLE d&i awards 2021: Call for innovative designs for the new 'normal' in the post-pandemic era!

>> The TAIPEI CYCLE d&i awards 2021 has officially kicked off. All designers, manufacturers and retailers in bicycle-related industries are welcome to submit their latest research and development results. Registrations are welcome until 14 December 2020 to compete for this recognized honor and to stand out in Asia's largest bicycle trade show.

Both, exhibitors and non-exhibitors of the TAIPEI CYCLE show 2021 (3 to 6 March) are welcome to take part. To encourage young companies, start-ups established after 2017 are automatically eligible to compete for the special "Gold Award – Young Enterprise" distinction. Winning the award is a great recognition to the brand and offers an excellent marketing opportunity for enterprises and products.

Entries can be submitted in the following categories:

- 01 Complete bicycle
- 02 Parts and components
- 03 Cycling accessories
- 04 E-bikes & drive units
- 05 Smart cycling services

Online registration:

<https://ifworlddesignguide.com/our-awards/professional-awards/taipei-cycle-d-and-i-awards>



Jury session

An international expert jury will gather in Taipei from 6 to 7 January 2021 to evaluate all submitted entries and to select the winners of the TAIPEI CYCLE d&i awards 2021.

Dates

Registration deadline: 14 December 2020

Jury session: 6 – 7 January 2021

Awards ceremony and pre-show press conference: 2 March 2021

Exhibition: 3 – 6 March 2021

Evaluation criteria

Entries that stand out from the competition for their outstanding achievements in design, innovation and that meet the judging criteria: innovation and quality, functionality, aesthetics, responsibility and positioning will have the best chance to bring home the coveted "TAIPEI CYCLE gold award 2021".

Cycling has come back strong, rejuvenated and become the norm again. The industry will open up with new market opportunities for more innovative designs in this post-epidemic era. TAITRA (Taiwan External Trade Development Council) and TBA (Taiwan Bicycle Association), the organizers of the Taipei Cycle Show, once again invite if DESIGN ASIA Ltd. to execute the 9th edition of TAIPEI CYCLE d&i awards this year. Its aim is to inspire and stimulate the developments of more outstanding and innovative designs in response to future changes and to discover more young talents through this platform.

Due to the impact of the COVID-19 pandemic, the production activities, people's work patterns and even the ways of living concerning food, clothing, housing, transportation and entertainment have changed significantly; nevertheless, these unforeseen changes have brought new opportunities for future industries, economies and ways of living. As the world begins to ease lockdown restrictions, bicycles have become one of the best means for



transportation while social distancing. Regardless of the difficulties the bicycle industry has faced during the first quarter of this year, the bicycle market has rebounded and gradually shows growth. In the post-epidemic era, bicycle interest has seen a resurgence.

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