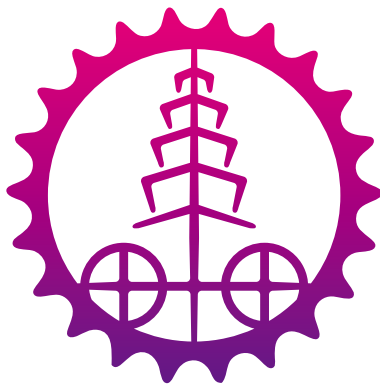


Mark your Calendar for
Velo-city Global 2016
and explore the
Taipei Int'l Cycle Show.



VELO-CITY
GLOBAL 2016
EVOLUTION OF CYCLING
FEB 27-MAR 1 TAIPEI, TAIWAN
www.velo-city2016.com



SCAN QR-CODE
FOR MORE INFO

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Taipei Cycles Forward

Bicycles and a burgeoning cycling culture has been the cure to Taipei's transportation headache - limited available land, dense population, an army of motor vehicles that are commonly seen in many vibrant, organic prominent Asian metropolises.

To rise up to the challenge, citizens and the city administration have been improving its public transportation systems and minimizing the use of private vehicles. The city has upgraded its urbanscapes and encouraged wider use of greener means of transport. Among various initiatives, an emphasis on cycling - more of a lifestyle nowadays - has tremendously helped the Taipei evolve for the better in recent years.

So you must not miss Velo-city Global 2016 in Taipei, the capital city on the Island of Cyclists, or dubbed as the Kingdom of Bicycles. Designed to be a mind-blowing and fun meeting, the conference features a colorful menu of cycling tours, festivals, Taipei Cycle Show, cycling design exhibition, and the Tour de Taiwan professional contest. You will also be amazed by the artistic mood in town as Taipei will also be the World Design Capital in 2016.

Bike enthusiasts, Taipei is ready to welcome all of you to exchange, celebrate, and find out more about new possibilities of cycling and urban solutions. Please do pencil the date and take a ride with us in this vibrant city!



WHAT IS VELO-CITY?

Established by European Cyclists' Federation (ECF), Velo-city series of conferences is widely considered as the premier international planning conferences on cycling. The conferences are designed to encourage cycling as part of daily transport and recreation.

Velo-city began in 1980 in Bremen, Germany with deep ties in the founding of the European Cyclists' Federation. Since then conferences have been held in cities including Copenhagen, Brussels, Barcelona and Montreal. Velo-city conferences are now attracting about 1,000 delegates.

Velo-city conferences bring together those involved in policy, promotion and the provision of cycling facilities and programs. Engineers, planners, architects, social marketers, academic researchers, environmentalists, business, and industry representatives join forces with government at all levels ranging from municipal politicians, policy makers and educators in knowledge sharing in order to build effective trans-national partnerships to deliver benefits worldwide.

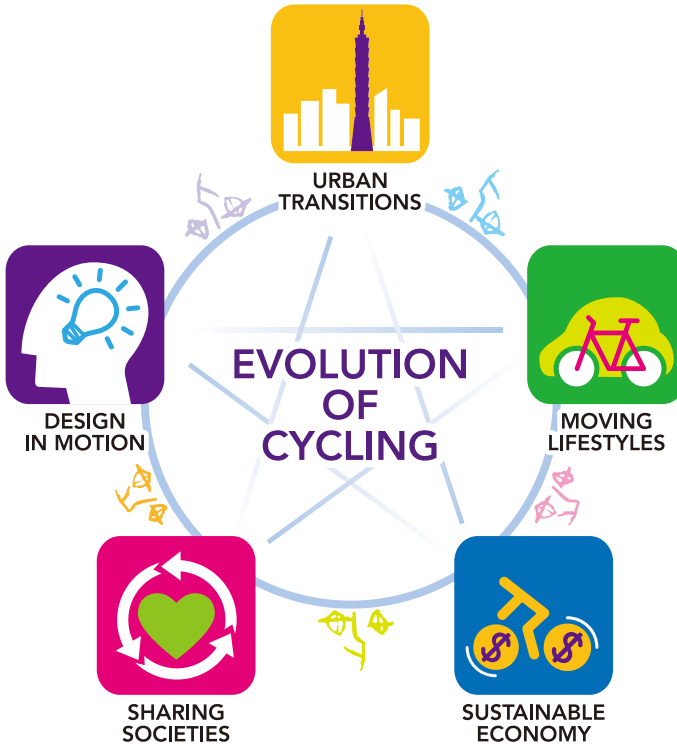


"The European Cyclists' Federation (ECF) is pledged to ensure that bicycle use achieves its fullest potential so as to bring about sustainable mobility and public well-being. To achieve these aims, ECF seeks to change attitudes, policies and budget allocations at the European level. ECF will stimulate and organise the exchange of information and expertise on bicycle related transport policies and strategies as well as the work of the cyclists' movement."

- Annual general report 2010

<http://www.ecf.com>

Conference Theme - Evolution of Cycling



A variety of transport options have allowed humans to move farther away seamlessly, smoothly, and efficiently. The faster we move, the smaller the world seems to be. Yet we spare less time looking at others during day-to-day transportation. We are more connected than ever, but increasingly alone.

Bicycles used to be just one alternative transport vehicle, but they mean much more today. They are equipment for sports and leisure, contributing greatly to green and sustainable lifestyles. Most importantly, they help us regain the friendly moment of human encounters, particularly as urban commuters greet one another and relax while on the move. More people are cycling more, again.

The shift from motorized individual transport to walking, cycling, and public transport has significantly influenced the way we live in the environment, the cities, and the society as a whole. Velo-city 2016 in Taipei will therefore explore the profound impact by the evolution of cycling from the following five angles.



URBAN TRANSITIONS

The way we move determines the place we live.

The scale of urban growth hinges on transportation. Cities have grown in size as humans gain mobility overtime from foot and wagons to automobiles and trains. Again, multiple transport modalities and combinations that include bicycles are transforming modern cities.

As bicycles are added to the transport portfolio and even become the mainstream choice, how will cities metamorphose in response? How do bicycles help build the livable cities we anticipate?



MOVING LIFESTYLES

We live more differently because we ride more.

Cycling slows down the hastiness of urban life. It is the cushion for cities' hustle and bustle. Pedaling around their neighborhoods, into the lanes and alleys, people rebuild connections with others. With that, they are able to savor the lovely moments in life, once again.

Now that bicycles have become an integral part of people's life, what are the new lifestyles they have introduced?





SUSTAINABLE ECONOMY

New businesses for cyclists await us.

Automobiles give rise to suburban malls. Trains and subways propel shopping centers at stations. Each different transport modality nourishes a unique business ecosystem.

The use of bicycles can create jobs and contribute to economic growth, according to an ECF report in 2014. The increasing number of cyclists directly boosts tourism, retailing, manufacturing, repair and maintenance, etc. On top of that, what else local economic activities can they facilitate? What are the potential business types and models for the growing cyclist population?



SHARING SOCIETIES

The idea of sharing keeps expanding.

The concept of sharing vehicles has evolved. People begin to share public transport and then automobiles, followed by bicycles, to conserve the environment and reduce transportation costs. In terms of usage, the concept has morphed from individual ownership to shared vehicles; in terms of right of way, from car-oriented to green transport oriented. Sharing has become a way of establishing sustainable mobility systems.

How does bike-sharing affect people's idea of vehicles and roads? How should policies address such shared benefits? What are other innovations of sharing?

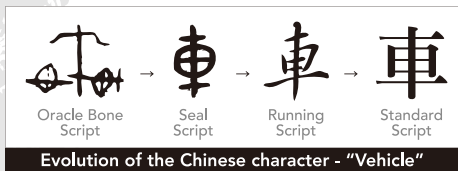


DESIGN IN MOTION

Designers come in even before the process begins.

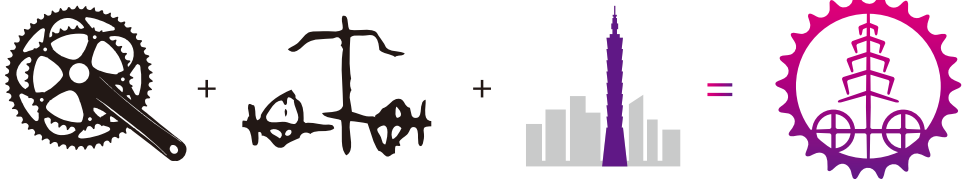
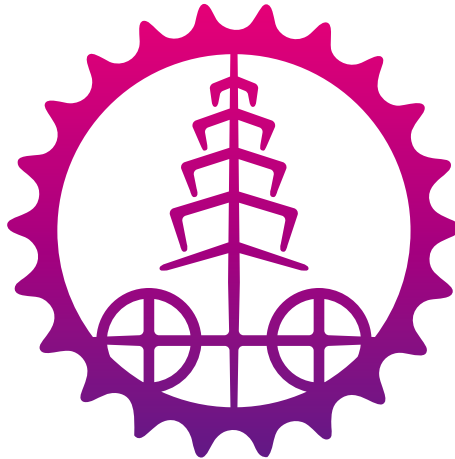
A defining momentum behind growth and innovation, design thinking is a powerful tool to systematically analyze and tackle with problems, especially for urban development challenges. Velo-city Global 2016 will feature a series of interactive sessions for bicycle manufacturers, city planners, and policy makers to learn from intensive brainstorming and discussions. Such mind-blowing meetings are the best way to inspire meaningful exchanges among international experts.

Concept of the Logo Design



"The character of vehicle refers to wheeled transportation tools, created in the Xia Dynasty (around 2000 BC). A pictogram," as explained in the ancient Chinese dictionary Explaining and Analyzing Characters.

"The pictogram denotes vehicles with two wheels, a frame, and a handler," elaborated by Duan Yucai in the Qing Dynasty.



The LOGO of Velo-city Global 2016 is designed to relive the authentic meaning of vehicles in modern context. The image has three elements that epitomize the evolution of cycling and contemporary spirit of Taipei. The upper part symbolizes Taipei 101 tower, the iconic building of this modern metropolis, while the lower part re-presents the Chinese character of "vehicle" in the form of ancient pictogram, i.e. oracle bone script.

The design celebrates the first Velo-city conference in the East. The image embodies oriental culture in the form of Chinese characters, a heritage shared by ethnic Chinese people in the region. It implies Taipei's return to simpler style of transport - to embrace bicycles.

Coupling the abstract shape of Taipei 101, it conveys the meaning of "Evolution of Cycling" that explores how bicycles are changing the people, the city, and the environment.

Why you **must visit** Taipei ?

Growing Cycling Lifestyle

Witness the evolution of transport and lifestyle in a densely-populated metropolis like Taipei. Although motor vehicles are presently common modes of transport, an increasingly number of people are switching to cycling, not only as a way of moving, but living. Citizens are also working hard to promoting cycling etiquettes, road safety, and a sharing culture.



The Internationally-Celebrated Manufacturer

Taiwan has been noted as one of the world's largest, quality bicycle designer and manufacturer. Two of the world's biggest brand names are based here, along with other innovative producers and parts suppliers. There is no better way to get first-hand knowledge of high-end manufacturing than visiting the Kingdom of Bicycles. Furthermore, Velo-city Global 2016 has also connected with the world-famous Taipei Cycle Show, introduced in the next page.

Cyclist-Friendly Environment

112-kilometer riverside bike paths, 382-kilometer urban bike lanes, ten leisure bicycle rental stations, and 26,000 bicycle parking spaces across the city as of 2015 - Taipei is expanding and improving its cycling infrastructure on an impressive scale. You will be able to rent bikes and enjoy the riverside bike paths' convenience and beauty during Velo-city Global 2016. These installations enhance not only the city's urbanscapes, but your unique experience in town.



My City, YouBike

YouBike, Taipei's bicycle-sharing system, was unveiled in 2009 as a convenient, alternative transport option for citizens. To-date, there are 282 rental stations and 8,656 bicycles in the Greater Taipei area (including New Taipei City), with the turnover rate being 10 times per bicycle/day. The easy-to-ride bicycles have become one of the most famous and friendly public bicycle rental systems in the world. It is easy to register via your smartphone, pay by your EasyCard, check availability on your mobile app, rent and return your bike 24 hours a day with surprisingly low fare.



Peddle around Formosa

A variety of natural and cultural attractions await you beyond Taipei, and cycling is believed to be the best way to feel the heart of Taiwan, or Formosa, as the Portuguese yelled out to praisethe beautiful island when they first saw her on the sea. Cycling tours have become so popular, and international visitors can easily find themselves travelling through the Sun Moon Lake, the North-Eastern Coastline, or even a round-island journey.



A Wonderful Package

Your visit is worth more than a conference.

A series of activities are designed to enrich your stay in Taipei.

Cycling Festival

Velo-city Global 2016 will be celebrated together by both the international guests and local citizens. Streets will be blocked and parties be thrown, joined by families, students, sports lovers of all ages. The festival will bring in a variety of elements and topics: cultural creative markets, showcase of a smart cycling city, and many educational programs. Selective one-day tours will take place around scenic places in the Greater Taipei area.



Exciting Cycling Tours

In and out of the town, a list of tours to other places in Taiwan is for your choice before and after Velo-city Global 2016. Guided short trips around Taipei will be arranged everyday throughout the conference, too. Moreover, those who love road bicycle racing can sign up for the annual, round-island contest Tour de Taiwan with world-class professional cyclists!



Bicycle Design Awards and Exhibitions



**Taipei International
Cycle Show**
March 2-5, 2016



© Taiwan External Trade Development Council (TAITRA)

Velo-city Global 2016 will be followed by Taipei Cycle Show, one of the world's largest bicycle trade exhibitions. In 2015, the show attracted over 8,000 visitors and buyers from 107 countries and areas. Furthermore, the trade show is linked to the following two award ceremonies and exhibitions.

TAIPEI CYCLE d&i awards



Organized by the Taiwan External Trade Development Council and the Taiwan Bicycle Association, and implemented by iF DESIGN ASIA Ltd., the awards recognize the best bicycle innovations and designs.



The International Bicycle Design Competition

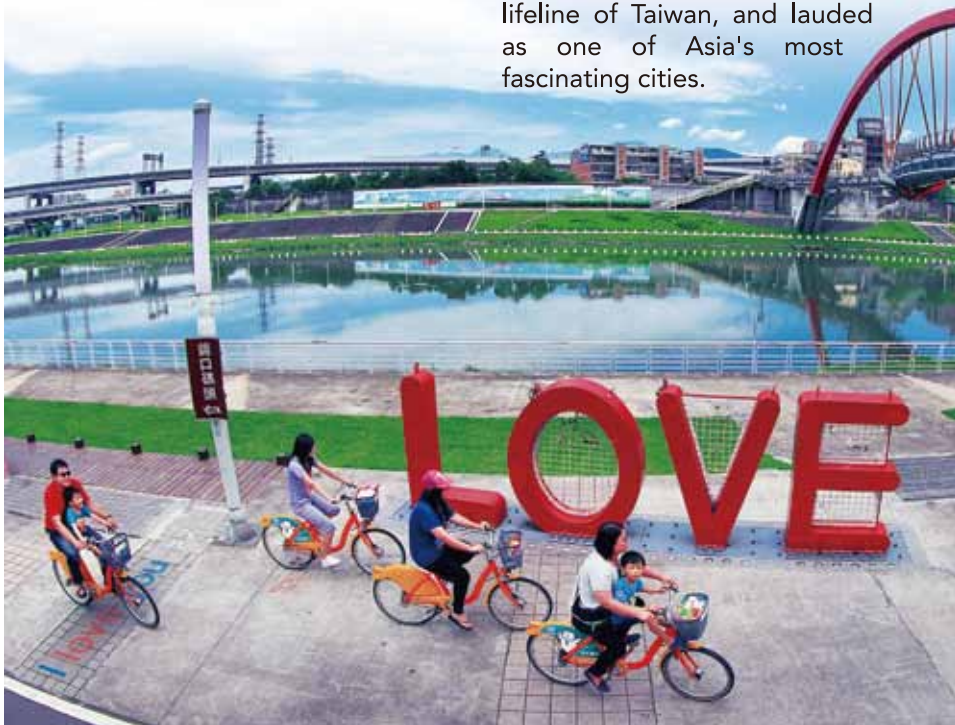
This is one of the most prominent competitions aiming to promote young talent in the international bicycle industry. Along with Velo-city Global 2016, a special exhibition of all past winners' works will take place in Songshan Cultural Creative Park, nearby the conference venue. The gathering of the world's prominent and promising bicycle designers gives you yet another reason to visit Taipei.



Taipei -

On Par With the World's Best

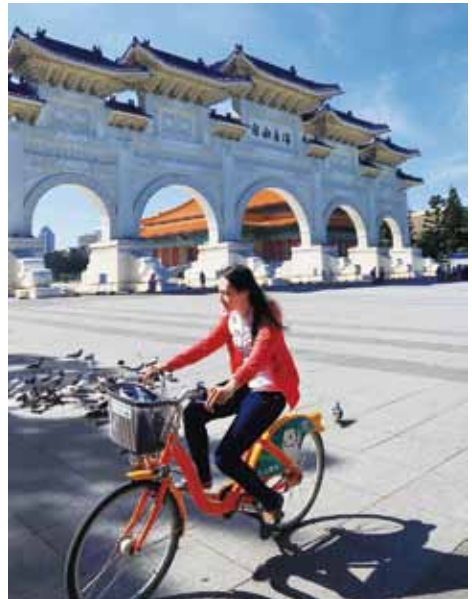
Located at the center of the Asia-Pacific region, Taipei is the political, financial, and cultural lifeline of Taiwan, and lauded as one of Asia's most fascinating cities.



Taipei has preserved the quintessential Chinese culture, and ingeniously incorporated exotic elements into its colorful cityscape. It is also a modern metropolis with world-class shopping, dozens of museums, a wide variety of excellent restaurants, and remarkable historic takes, all connected by one of the best public transportation systems in the world.

Taipei is synonymous with gourmet excellence: five-star restaurants, laid-back eateries and incredible food stalls abound to satisfy the most demanding gastronomes. To sum it up, Taipei is perfect for both bite-size treats and sumptuous feasts, flavored with loads of fun.

Taipei has advanced by leaps and bounds in the past years in all areas possible and is poised to wow the world. A brand-new, exciting and trendier Taipei is ready to rhapsodize everyone.



Event Calendar

- 2015** ○ **Taipei Design & City Exhibition**
October 3-25, 2015
- **Taiwan Cycling Festival**
October 30, 2015 **Taiwan KOM Challenge**
November 14-22, 2015 **Formosa 900**
November 15, 2015 **Sun Moon Lake Come! Bikeday**
- 2016** ○ **Taipei Flora Festival**
November 1, 2015 - February 28, 2016
- **Taipei Lantern Festival**
February, 2016
- **2016 Sky Lantern Festival**
February/March 2016, to be decided
- **VELO-CITY GLOBAL 2016**
February 27 - March 1, 2016
- **Taipei International Cycle Show**
March 2-5, 2016
- **2016 Tour de Taiwan**
March 6, 2016



