

## IMBA Europe Brings Advocacy Leadership to Eurobike Trade Show

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Earlier this year, with generous [support from SRAM](#), IMBA Europe announced an ambitious program to provide leadership in sustainable trail design and trail advocacy across Europe.

As [Eurobike](#), the most influential bicycle trade show on the Continent approaches, IMBA-Europe's staff is scheduling meetings with leading bicycle companies. "The manufacturers, retail operators and related businesses that operate in Europe are excited about the leadership that IMBA Europe now provides," says Mike Van Abel, the group's executive director. "In the months and years ahead, I expect that IMBA Europe will become the go-to authority in areas like trail construction standards, sustainable design and best practices for managing mountain bike tourism."

During the show, Van Abel will conduct two 15-minute talks of the purpose and programs for which Europeans have enlisted the help of IMBA.

Where: DIMB booth, Number 201, West Entrance (WE 201)  
When: Thursday (Sept. 3) and Friday (Sept. 4) at 9:30 a.m.

IMBA Europe's leaders recruit corporate members at Eurobike to sponsor and support their work. According to one of the group's leaders, Tomáš Kvasnička, of the Czech Mountain Bicycle Association, "This is a great opportunity for bike companies to let IMBA Europe's leaders know what results they hope to see from our work. Companies that join our corporate programs will have the greatest influence on which directions we take, but we are genuinely interested in meeting with anyone who wants to see better access to mountain biking in Europe."

Learn more about [IMBA Europe's mission](#) and [corporate membership program](#) online.

