

## Impressive Holland Stand at Italian bicycle fair

Italy's first-ever international bicycle fair, the CosmoBike Show, was hosted by the city of Verona in mid-September. The Netherlands, as guest country, made a splash with the Holland Stand. 'The Netherlands is the only country in the world with more bikes than people,' said ambassador Joep Wijnands. 'By taking part in this fair we hope to interest more Italians in our cycling culture and Dutch Design bicycles.'

The project is part of a drive by the mission network in Italy to promote exchange between the Netherlands and Italy in areas such as electric vehicles, intelligent traffic systems, city planning, urban cycling infrastructure and bicycles as a mode of transport. The Dutch presence at the fair was arranged by the Rome embassy in association with the Dutch Cycling Embassy.

