



# BZEN

Superlight e-bikes

URBAN MOBILITY. ENJOY FREELY

# BZEN SRL

# BZEN Sp. z o.o.

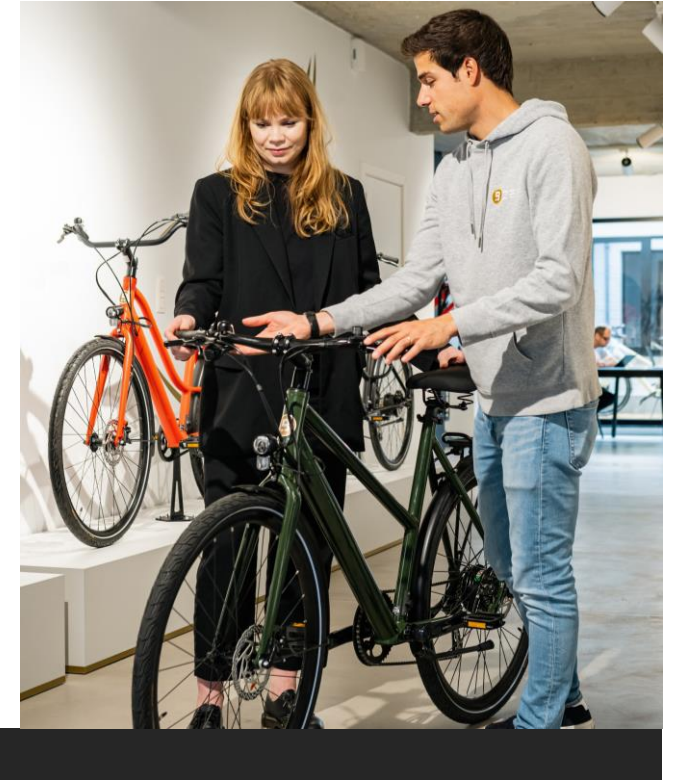
WHO WE ARE

BZEN is a Belgian startup that specializes in the production of exceptionally lightweight electric bicycles tailored for urban commuting. Our bicycles are proudly manufactured in Poland, near Warsaw.



# The Belgian initiative, supported by the know-how of Polish engineers

This Belgian endeavor, backed by the expertise of Polish engineers, focuses on crafting remarkably lightweight and comfortable city bikes, with a special emphasis on catering to the needs of women.





*What activities do you think have contributed significantly to your company's success in Poland and to strengthening Belgian-Polish business relations?*



## BZEN Success story

### WHAT DID WE ACHIEVE

The success of our company in Poland and the strengthening of Belgian-Polish business relations can be attributed to several key activities, including our participation in charity events and strategic promotional efforts.

# WOŚP charity

Our involvement in the biggest Polish charity event Wielka Orkiestra Świątecznej Pomocy by donating a BZEN electric bicycle for auction played a significant role in contributing to Polish community and our company's success.



# WOŚP charity

This not only showcased our commitment to social responsibility but also helped raise awareness about our brand and products within the Polish community. The act of giving back to the community builds a positive image for the company and fosters goodwill, which is crucial for long-term success.



# Polish Days in Brussels

Another important factor in our success was participation in events such as "Polish Days in Brussels." During these events, people could test our e-bikes and experience the quality of our products firsthand.





# Polish Days in Brussels

This not only helped to increase our brand visibility but also allowed potential customers to engage with our e-bikes directly. **Building brand presence** and creating positive customer experiences are vital for any business's success



## BZEN Brand Shop Opening

This year April, the presence of **Belgian Ambassador in Poland**, during the opening of our very first BZEN brand shop in Antwerp was a significant highlight. His role as a spokesperson emphasizing the importance of sustainable mobility throughout Europe was invaluable in strengthening Belgian-Polish business relations.



# BZEN Brand Shop Openinig



This high-profile endorsement not only added credibility to our brand but also highlighted our shared commitment to sustainability, which resonates with today's environmentally conscious consumers.

# BZEN Success Story

In summary, our success in Poland and the enhancement of **Belgian-Polish business relations** can be attributed to a combination of corporate social responsibility activities, direct engagement with the Polish community and high-level endorsements from influential figures like the Belgian Ambassador. These efforts collectively contribute to the positive perception of our company and products, as well as our commitment to sustainability and community engagement.





**THANK YOU**

