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PRESS RELEASE

Blocking notice: Please do not publish before Thursday, 01 July 2021, 3 p.m.!

Joint PM FitnessConnected / ACISO

"We don't want to trigger an Ischgl of the fitness industry".

Together, the market has been breathing a sigh of relief in recent weeks. Fitness and health providers nationwide have resumed training operations for customers, and new customer business is showing an encouraging response. The noticeable increase in health awareness among the population can be felt. An upward trend, which the industry as a whole decisively supports, steers and helps to shape. A feeling of some normality is thus returning, yet everyone is well aware that there is no such thing as "going back". The situation is still fragile - both nationally and internationally - and the risk of infection and the resulting measures for the fall/winter season are difficult to calculate.

For this reason, Ralph Scholz, CEO of the new B2B trade show FitnessConnected (www.fitness-connected.com) and Oliver Sekula, CEO of the management consultancy ACISO (www.aciso.com) have decided in unison and with the necessary foresight to postpone the ACISO Congress within the framework of the physical trade show in November in Munich until next year. Instead of an ACISO opening party and workout convention, they are responsibly concentrating on a jointly developed keynote event for 2021 that will focus on the major opportunities of a digitalized industry at FitnessConnected. With their decision, both are sending an important signal to the entire fitness industry.

Oliver Sekula emphasizes: "After considering all aspects, holding the Congress in 2021 is not an option, no matter how difficult the decision is for us. A large event with many participants in closed rooms, sweating together at a Group Fitness Convention or dancing exuberantly at the Congress Party is currently far removed from reality for us as a responsible organizer. The

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part of the ISPO-Network

FitnessConnected trade show, on the other hand, is a completely different proposition due to the size of the halls and the associated space requirements. That is why we will be there with numerous other ACISO cooperation partners with our booth in ACISO WORLD, which is integrated into the overall concept. Together with ISPO and FitnessConnected, we will be organizing the opening event on Thursday, 18.11.21 with the motto "Roadmap to future". The tenor is: the new reality and the greatest opportunities for our industry in a growth market! We are very much looking forward to this."

Ralph Scholz as main organizer and furthermore speaker of the initiative "health needs fitness" (www.gesundheit-braucht-fitness.de) adds with view of the industry: "We do not want to trigger an Ischgl of the fitness economy. FitnessConnected is characterized by the fact that we are a pure B2B platform that offers particularly high professional quality, innovative products, services and concepts as well as interdisciplinary know-how. We focus on business, that's what makes us special - and that's also what our exhibitors and partners appreciate. That is why I am firmly convinced that we will deliver an excellent and comprehensive package this time in November, even without the party and convention. In addition, we have worked out a new creative and exciting alternative together with ACISO. It will be a new opening event that is absolutely compliant with pandemic requirements. It is a sequence of exciting keynotes around the topic of digitalization in the fitness industry. Why the fitness industry does need to fear digitalization? What massive business opportunities will it open up? What specific data is becoming increasingly important? These are just some of the questions that will be answered by top-class speakers in the first half of the event.

Collectively, Oliver Sekula and Ralph Scholz and their teams are convinced that FitnessConnected with its highlights at the end of the year will be a safe bet in more ways than one. So that many entrepreneurs and their employees will enjoy making the trip to Munich then. They are thanking the industry for their trust in advance and are looking forward to great trade show days in the international network. The industry media will report on the details of the program on an ongoing basis.



Ralph Scholz, CEO FitnessConnected Oliver Sekula, CEO ACISO

More info at www.fitness-connected.com

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