

Pressekontakt:
FitnessConnected
Essener Str. 2-24
46047 Oberhausen

T: +49 176 313 85525
presse@fitness-connected.com

www.fitness-connected.com

PRESEMITTEILUNG

Oberhausen, 18. November 2021

Blocking notice: Please do not publish before 10 am on Thursday, 18 November 2021!

FitnessConnected off to a successful start

The first day of the new B2B trade show for fitness, health and sports, which is being held in Munich until 20 November 2021, has got off to a successful start. In exhibition halls C5 and C6, more than 100 top exhibitors from the entire health-oriented fitness industry will present their innovations. The accompanying supporting program kicks off with "Roadmap to Future powered by ACISO". Visitors can experience the innovative ideas and products presented there, as well as future visions for the fitness industry, live on all three days of the trade show at four Future Areas: e.g. an electric cold sauna for increasing endurance and maximum strength and photobiomodulation as red light therapy at the Area "Biohacking," e.g. HADO, an electronic dodgeball, and SENSE DOJO, a virtual personal coach, in the "Physical eSports" area; charging infrastructure for the gym in the "Outdoor & eMobility" area; and a fitness device that uses embroidered sensors to provide assistance to exercisers in the "Smart Fabrics-Technologies" area.

With maximum hygienic protection based on an anticipatory pandemic concept, the live trade show can be reliably held despite high incidences of COVID: This is ensured, for example, by additionally activating stand-by areas for individual discussions, even more touch-free hand disinfection dispensers across the trade show grounds and sufficient FFP2 masks, which are provided free of charge in case a new mask is needed. "Of course, as organizers, we are quite excited and

eager to see how many visitors will come to FitnessConnected on all three days of the show, given the conditions, which are not easy. But we hope that our sophisticated pandemic concept can dispel any doubts and ultimately convince people, so that they can experience top innovations live and make and maintain business contacts face-to-face - albeit with an FFP2 mask," says Ralph Scholz. However, his primary goal is not to achieve a certain number of visitors. He says it is much more important to show that the event concept with reduced booth space and full focus on innovations as well as interdisciplinary know-how transfer with a smart pandemic concept as a basis also works in these times. "We are setting an example for a networked interdisciplinary fitness industry that will not let itself be defeated even in difficult times," says Scholz confidently.

The highlights of the following days of the trade show

In addition to the many innovations from the more than 100 top exhibitors, the supporting program on Friday will provide yet even more highlights: At the Fitness Real Estate + Investment Summit, leading operators of fitness, leisure and physiotherapy centers (chain stores and franchises) from German-speaking countries will meet with real estate, project developers, real estate portfolio owners, shopping center operators, municipal developers and investors/private equity companies. On Saturday, the physiotherapists' congress PhysioBIZZ will focus on how therapists and trainers can help shape the future healthcare industry and leverage trends for their own practices. The German Gymnastics Federation (DTB) and the German Industry Association for Fitness and Health (DIFG) will also set a joint example on Saturday at a joint event with illustrious guests: No longer competitors, fitness studios and sports clubs should become partners in the face of the pandemic and social change in general. On all three days of the trade show, hot topics will also be discussed at the bodyLIFE Talk.

"There is a lot to see, learn and discuss. I am excited and look forward to seeing all the pioneers who will join us in making a strong statement," says Ralph Scholz. Visitors are advised by the organizer to take a rapid lateral flow test in addition to the current 2G rule to ensure the highest level of protection against infection.

You can find more detailed information at www.fitness-connected.com



Ralph Scholz, CEO FitnessConnected

Zeichen (inkl. Leerzeichen):	4.092
Wörter:	512