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PRESS RELEASE

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"We have sent an important signal"

Almost 2,000 visitors over three trade show days, more than 100 top exhibitors with numerous innovations to experience and try out, an interdisciplinary and international supporting program and a noticeably good and upbeat mood: against the backdrop of the current COVID developments, the organizers can be pleased with the outcome of FitnessConnected, which took place live at Messe München from 18 to 20 November 2021.

"The real success is that we managed to put on a live trade show at all in these times, and a premiere to boot. We have proven: With a flexible, focused and pandemic-compliant concept, a live trade show is possible even then. It was so important to send this signal to the health-oriented fitness industry, and on an international level. Like all other sectors of the economy and their people, it will still have to deal with COVID for a long time to come. For the trade show sector, we have delivered a concept for the future with FitnessConnected," sums up Ralph Scholz, CEO of FitnessConnected.

Of course, higher visitor numbers would have been desirable, which could also have been accommodated in line with the pandemic. In view of the worsening COVID situation in Bavaria and associated restrictions such as the 2G rule in hotels as well as an announced lockdown in Austria, however, the result is satisfactory for the organizers, relatively speaking. The lower frequency did not detract from the quality of the personal exchange - on the contrary, as various comments prove:

"The atmosphere is good. There were fewer contacts than usual, but they were of high quality. For example, I met business contacts for whom I would otherwise have had to travel 2,000 kilometers. In my opinion, FitnessConnected proves to be successful as a B2B format where decision-makers come together. You can tell that the people here stand behind the concept and are motivated. (There is no comparable event in southern Germany yet)."

Philipp Artzt, Managing Director Ludwig Artzt GmbH

"It's super safe here. We really have lots of space, and also the rooms are very generously set up. Everything is thoroughly disinfected. Of course, it's always a bit up to the people and how they behave, but it really works quite perfectly here."

Nadine Dreimann, Hhp Home Health Products

"We are delighted because we have all missed the personal exchange over the last two years - both the members and customers as well as us. It's nice just to be back at the booth, to be able to show people something, to be able to move people. It's just a cool thing that we have an opportunity here with our job and also with the products that we try to bring to the people via the direct exchange at this trade show."

Hendrik Schall, Operations Manager crosscorpo GmbH

"I am happy that the trade show can also take place in this situation, because one thing is more important than ever: that people get moving or keep moving. We've all learned quite a lot about how to exchange ideas online, but real understanding and proper business is still done face-to-face, and that's what the trade shows - and especially now FitnessConnected - are important for, to engage in good, authentic dialogue with each other."

Marcus Meyer, CEO of Force of Disruption GmbH

"People learned about new therapeutic tools and approaches. That encourages new possibilities to specifically incorporate the fitness industry into therapy as well."

Andrea Berz, self-employed physiotherapist in Munich

"I was very pleased that the mood among the exhibitors and visitors was extremely positive considering the current situation. Good conversations are so important. Of course, three months ago no one would have guessed that the situation would be so dramatic and that so few visitors would find their way to Munich. But apart from that, it is a good start for a physical trade show. We need trade shows, we need exchange, we need trial and error. I'm glad we were there."

Andreas Breitfeld, breitfeld-biohacking

"We have sent an important signal to the international fitness industry: Corona does not stop us from developing, innovating and networking. The last weeks and months have been very challenging and I am very grateful that so many exhibitors have nevertheless stuck to the concept, demonstrated courage, pioneering spirit and unity for the entire industry. As organizers, we have learned a lot in the last three days, which we will incorporate into the next FitnessConnected. After many discussions with exhibitors and visitors, however, it became clear that the basic concept for a focused event that places innovations at the center and links the various disciplines of the health-oriented fitness industry even more closely together is the right one."

There are many reasons to get very excited about FitnessConnected 2022, which will certainly take place under much better conditions: From 24 to 26 November 2022, the second edition will run again at Messe München, in parallel with the newly designed trade show therapieMÜNCHEN. The journey to a networked and health-oriented fitness economy continues.

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



Ralph Scholz, CEO FitnessConnected

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