

# PRESSE-INFORMATION PRESS INFORMATION



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**European Fitness Summit  
7 – 9 October 2009, Barcelona**

## **European Fitness Summit: Second edition confirms successful concept**

Big industry players in Barcelona: from 7 to 9 October the top decision-makers of the fitness industry met once again in the metropolis on the Mediterranean. After its successful premiere in 2008, the second edition of the European Fitness Summit (EFS) also lived up to its promise: designed to be a summit meeting of the European key accounts, the EFS brought together top representatives from twelve nations in an exclusive circle of some 20 suppliers and 60 buyers. The exclusive character was again demonstrated this year with the organised meetings. Each buyer met only those suppliers who were of genuine interest to him. In this way, both the buyer and the supplier side were able to use their time productively in meetings of high quality. With the one-time visit of a delegation from China, the EFS also broadened its outlook beyond the borders of Europe.

“In our view, the success confirms that this concept is exactly what the industry needs: high-quality business contacts in a relaxed atmosphere, strategy discussions with experts, lectures with open discussions”, FIBO Director Olaf Tomscheit sums up the event. The EFS was arranged by Reed Exhibitions Deutschland GmbH as the organiser of the Leading International Trade Show for Fitness, Wellness and Health FIBO, jointly with the international media company Health and Beauty, publishers of the “bodyLIFE” specialist journal. This will be continued in future – the next EFS will again take place in Barcelona from 6 to 8 October 2010. Olaf Schneider, Director Publishing of Health and Beauty says: “We will adapt the EFS to and develop it in line with the market situation. A possible move would be more seminars in small groups in different languages, supplementing the groups in English.”

Olaf Tomscheit: “It was good to see that many interesting projects and initiatives for the future came up at the EFS almost en passant. One example was the initial Impetus for a



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health symposium in the run-up to FIBO with high-ranking representatives from politics, business and the insurance industry.”

Suppliers of health sector products had a particularly busy appointment schedule. This topic will continue to accompany both the EFS and FIBO in future. “Internationally, the fitness industry will be accorded increasing importance as a pillar of the health care system “, says Olaf Tomscheit. “This was evident in Barcelona as well: the topic was not only taken up by the large suppliers, demand from the buyer side is also growing noticeably in this segment.“

Another novelty at the second EFS was the theme of education which was covered by the International University of Cooperative Education Freiburg (IUCE) as a provider of the sports management course of study. Says Olaf Tomscheit: “Incorporating this segment was a daring idea which, however, met with lively interest. This in turn demonstrates that there is demand in the market for qualified staff, in studios all over the world expert knowledge is more and more in demand.” The EFS also risked a look into the future which will require companies to be flexible, since change and the pace of development in the industry will continue to increase.

The evening events offered plenty of occasions for making contacts in a relaxed atmosphere and to delve more deeply into the themes discussed during the day. The change in concept, whereby the gala dinner was replaced by a relaxed evening at Barcelona beach, proved the right decision. Balmy temperatures and a Spanish ambience again provided the setting for business discussions.

## Opinions on the European Fitness Summit 2009

### Buyers:

“The concept convinced me. The possibilities for making contact in a relaxed atmosphere here are ideal. Barcelona as a location is also perfect since it offers the opportunity of viewing several high-quality fitness clubs. An excellent, very professionally organised event.”  
**Samir Vincevic, Head of Operations, Member of the Management, MeridianSpa GmbH, Hamburg**

“The European Fitness Summit is a must in the appointment schedule. This is where the Who’s Who come together not just in meetings but also during the side programme and the numerous evening events. A successful event all around.” **Peter Mallepree, Regional Manager, HealthCo Holding GmbH, Köln**

“Fitness First Spain will certainly not have been here for the last time. Many thanks for this great event. It’s great to have people from so many nations, all associated with the fitness

industry, come together in this beautiful city.” **Steven Kouma, Fitness Director Fitness First Spain, Madrid**

“This event is a hit. Barcelona as a location is perfect, the hotel is first-class and the facilities ideal for good discussions. Everything was perfectly organised. Exactly what had been lacking in the industry.” **Winfried Horstenkamp, Managing Director, Oase GmbH, Bochum**

„The organisation was perfect in every respect, the meetings were diverse and on a very high level. This event will hopefully have a long and bright future.“ **Wolfgang Klauke, Manager Communication Fitness First Germany GmbH, Frankfurt.**

„After the terrific event last year I came to Barcelona with high expectations. I have to say: This years EFS exceeded all expectations.” **Markus Rauluk, O’sinitri, Landshut**

### **Suppliers:**

“The EFS is a great opportunity to meet key people from different companies in the industry, and have a deeper insight into different companies from different countries and the fitness industry development. It was worth coming all the way from Stockholm, Sweden and be a part of a well-organized event by a team of professionals and on a very high level.” **Mats Thulin, CEO and President, X-Force AB, Sweden**

“Coming to Barcelona I was quite sceptical, but I must say I’m very glad now to have been here. We had excellent discussions and were able to build a good network. Organisation was excellent and I can only recommend anybody to take part next year.” **Dr. Marc Weitzl, CEO of Cardioscan by Energylab Technologies GmbH, Hamburg**

“Congratulations on another successful European Fitness Summit. We had many positive and efficient meetings.” **Arie van Winkelhof, CEO of Gym 80 International, Gelsenkirchen**

„As Medical Healthcare supplier we feel that we are in good hands at EFS. The interest in the health sector is hugely relevant for the fitness industry.” **Roland Stephan, proxomed/proxowell, Bückeberg**

„The impressions are not positive but very positive. What’s on the move here, is impressive.” **Michael Resch, CEO of Ergo-Fit, Pirmasens**

**More information at [www.european-fitness-summit.com](http://www.european-fitness-summit.com)  
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