

# PRESSE-INFORMATION PRESS INFORMATION



23 October 2008

**European Fitness Summit**  
15 – 17 October 2008, Barcelona

## **European Fitness Summit brings together European leaders of the industry in Barcelona**

**Barcelona/ Düsseldorf.** It lived up to its promise: the first European Fitness Summit (EFS), designed to be a summit of the European key accounts, brought together top representatives from nine countries in an exclusive round of 18 suppliers and 56 buyers. "After intensive preparations, the aim of bringing together a group of experts in an exclusive setting for strategic talks, lectures and open discussions, was realised," says Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland. The EFS was organised in cooperation with Health and Beauty, a media company with international operations and publishers of the comprehensive line of specialist media "bodyLIFE", among other things. Its Managing Director Jürgen Volpp also commented on the "meaningful synergies between two leading media platforms within the fitness industry which made a decisive contribution to a successful event both from the publishing and from the trade fair sector." The participants represented a total of approximately 800 fitness and health centres in nine countries.

Especially the combination of interview sessions, transfer of knowledge and discussion in a selected group was very well received by the participants. In contrast to the usual events of this kind, the organisers went to great lengths to create an exclusive mix allowing for intensive individual discussions to take place in a sophisticated ambiance. All participants could benefit from this exclusive character and establish a large number of new and valuable contacts.

In addition to the small discussion sessions between suppliers and purchasers, the EFS offered evening events in unusual locations with numerous opportunities to go into individual topics in greater depth and to have interesting discussions in a relaxed atmosphere.

In addition to facilitating contacts, the meeting in Barcelona also specifically served the transfer of knowledge. In two lectures, experts provided food for thought on the future of the industry. Dr. Karsten Neumann of the Roland Berger company consulting firm talked about the "Growth Market Health" and the "Opportunities for the Fitness Industry", arising from it. Andreas Steinle, Managing Director of the Future Institute in Kelkheim/ Frankfurt gave a talk on the topic "A Look into the Future – Learning from Other Industries ". Both lectures were received with great interest by the participants.



**FIBO NL der  
Reed Exhibitions Deutschland GmbH**  
Völklinger Str. 4  
40219 Düsseldorf

T: +49 (0) 211 90191-191  
F: +49 (0) 211 90191-138

A division of Reed Business

Amtsgericht Düsseldorf HRB 28688 Sitz Düsseldorf  
Geschäftsführer: Hans-Joachim Erbel – Matthias Templin – Michael Freter  
Deutsche Bank Düsseldorf BLZ (300 700 10) Konto 1055 722  
S.W.I.F.T. Code: DEUTDEDD – UST-ID-Nr. DE 119434226  
Finanzamt Düsseldorf Süd/Steuer Nummer: 106/5716/0129

A large number of registrations have already come in for the next EFS, to be held in Barcelona again from 7 – 9 October 2009. The concept of an exclusive summit meeting addressing only European top decision-makers is to remain unchanged, according to the two men in charge of the project, Olaf Tomscheit (Reed Exhibitions Deutschland / FIBO) and Patrick Schlenz (Health and Beauty Business Media GmbH / body LIFE Magazine): “In the case of EFS, deliberately small also means deliberately good. This is the EFS philosophy“.

### Buyers' comments and reactions:

**Peter Kniecik, Actiwita, Remagen:**

“The location was absolutely wonderful. I really liked this event, especially the opportunities it provided for making new contacts and getting to know companies.“

**Yury Gubskiy, KLG Group LTD, Nizhniy Novgorod:**

“This summit was a great idea. We were able to make a lot of good and useful contacts which we will use now.“

**Markus Rauluk, O'sinitri, Landshut:**

“I think copying this EFS will be hard. This was the starting signal this year, and I am proud to have been part of it. This event has a long-term future..“

**Alberto Gamba, Sportpiu, Italia:**

“I was impressed by the perfect organisation and could make a lot of interesting business contacts“.

**Frank Böhme, Justfit, Cologne:**

“The discussions were of great variety and depth. The setting was just fantastic. I'd be crazy to say I didn't like it.“

### Suppliers' comments and reactions:

**Willi Härzer, WHL-Leasing, Steinenbronn:**

“It was a fantastic event, a fantastic atmosphere, superb organisation. This was one of the best events I have ever taken part in.“

**Bernd Schmid, Sun's Solarien, Freudenstadt:**

“The special thing about this event is the atmosphere of privacy, a fantastic hotel, excellent food, absolutely fantastic and friendly organisation. We are very satisfied with the event.“

**Antoni Mora, Proxomed, Alzenau / Proxowell, Bückeberg:**

“I was quite sceptical on coming to Barcelona, but I must say, I am very glad now to have been here. We had excellent discussions and were able to build up a good network. The organisation was excellent and I will take part again next year – I can only recommend everybody to do the same.“

**Arie van Winkelhof, gym80 International, Gelsenkirchen:**

“Barcelona is a superb location. Reed and Bodylife know how to organise an event like this.“

**For more information please visit [www.european-fitness-summit.com](http://www.european-fitness-summit.com) or contact:**

**Reed Exhibitions Deutschland GmbH**

Dr. Mike Seidensticker, Pressesprecher

Phone: +49 (0) 211 - 90 191-128

Mail: Mike.Seidensticker@reedexpo.de

**Health and Beauty Business Media GmbH**

Patrick Schlenz, Director Fitness Publishing

Phone: +49 (0) 721-165-832

Mail:patrick.schlenz@health-and-beauty.com