

11 – 14 APR 24 Exhibition Centre Cologne

FIBO

GLOBAL FITNESS

For a strong and healthy society.

Press kit

Built by



In the business of
building businesses

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FIBO

GLOBAL FITNESS

For a strong and healthy society.



11 – 14 April
9 am to 6 pm



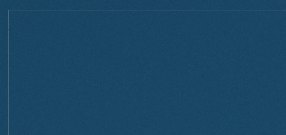
Exhibition Centre Cologne
10 Halls, 170.000 sqm



1000+
Exhibitors & Partners



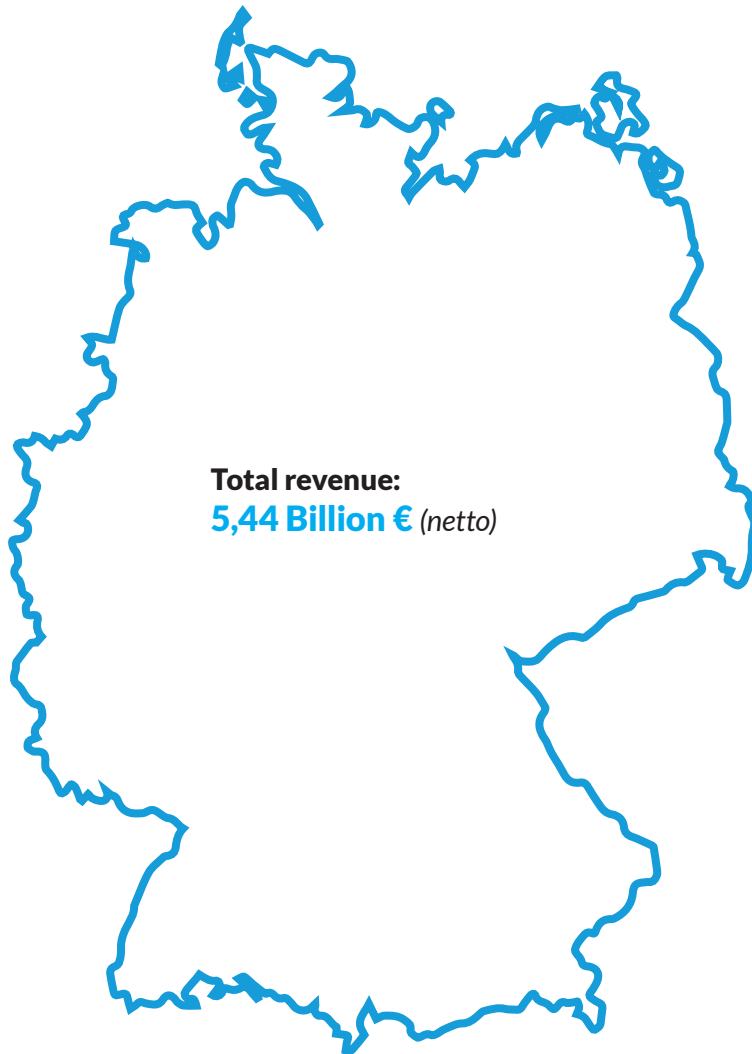
400+
**Lectures, panel discussions
and hands-on activities**



The Fitness Industry in Germany

Investment volume in 2023:
724 Million € (netto)

Turnover Membership fees:
4,89 Billion € (netto)



Willingness to invest:
77,2 %
Proportion of facilities planning to invest in 2024



Monthly membership fee:
ø 55,21 €
Individual companies (brutto)
ø 37,77 €
Chain operations (brutto)
ø 84,57 €
Mirco Businesses (brutto)



163.300

Employees in fitness and health centres



11,3 Million

Members in fitness and health centres



13,4 % Penetration rate

Percentage of the population that are members of a fitness and health centre

The Fitness Industry in Europe

The European Health & Fitness Market Report 2024 is the most comprehensive study of the European health and fitness market and serves as a valuable source of information for industry players. EuropeActive ambassador Herman Rutgers and Karsten Hol-lasch from Deloitte present the encouraging results of the comprehensive market study at the first session of the EHFF.



67.7 Million Members
in European fitness and health centres (+7,5 %)



8,4 % Penetration Rate
Overall penetration of fitness club membership in % of
the total population (+0,5 %)



31.85 billion €
Total European revenues in 2023 (+14 %)

Herman Rutgers, EuropeActive Ambassador and co-author of the report said:
„The European Health & Fitness Market Report has become the gold standard for market research in the fitness and physical activity sector. Based on the growth shown in our research and the outlook for 2024 and beyond expressed by the operators we interviewed, we are confident to reach EuropeActive’s ambition of getting to 100 million members of health & fitness centres by 2030“.

Source: EuropeActive, Press Release, 2024
European Health & Fitness Market Report: Strong growth in memberships and revenues in in 2023

EuropeActive appoints new CEO

FIBO also welcomes the new CEO of EuropeActive, Kai Troll.
We are looking forward to working together!

FIBO Press Conference

We cordially invite you to the **FIBO Press Conference on Thursday, 11 April at 10.30 a.m.** in the **Press Centre** in CC North of Koelnmesse.



You can look forward to a panel with:

Silke Frank, FIBO Event Director,
Andrea Milz, NRW-Sports State Secretary,
Prof. Dr. Ingo Froböse, FIBO Ambassador & Sport Scientist,
Prof. Dr. Thomas Wessinghage, FIBO Ambassador & President DSSV,
Nina Ruge, Science journalist,
Ralf Moeller, Brand ambassador EasyMotionSkin/milon/five &
Dr. Matthias Maurer, ESA-Astronaut.

We will focus on the following questions:

- How has the German fitness market changed in the last year?
- What role do muscle training and nutrition play in maintaining society's health?
- And what does the training of astronauts on the ISS look like?
- What is behind the future topic of longevity?
- What is FIBO focussing on this year?

We are looking forward to seeing you!

RX Female Awards

The „RX Female Award“ from organiser RX Austria & Germany will be presented for the second time at FIBO in the categories „Youngster“ and „Role Model“. Just like last year, the award aims to honour women from the fitness, wellness and health industry.

The Jury



Herman Rutgers



Jennifer Halsall



Liz Terry



Emma Barry



Janosch Marx



Maike Kumstel

Tijen Onaran takes over patronage of this year's RX Female Awards

Entrepreneur and author Tijen Onaran connects women world-wide with her company „Global Digital Women“ to increase visibility and inclusivity. She wants to bring about change - with her expertise on the topic of women and digital professions, she is a pioneer when it comes to equal rights. This is why she is the ideal ambassador for this important initiative.

The award will be presented during the Ladies Lunch on **12 April at 12 noon.**

fbo.com/female-award



Further dates



11 April, 12.30 p.m.

Talk with Fitness Owner, Influencer & Coach Mareike Schneider:

Fit through pregnancy

@ Lifestyle Area (Hall 5.2 C61)

11 April, 4 p.m.

AI In Action- Current Case Studies with the Fitness Consumer

@ Future Forum (Hall 7 C64)

12 April, 11.30 a.m.

Talk with racing driver Laura Geissler

@ Lifestyle Area (Hall 5.2 C61)

12 April, 12 p.m.

Press conference European League of Football: Kick-Off Saison 2024

@ Hall 4.1

12 April, 3 p.m.

Press conference Launch-Presentation of HYROX365

@ Hall 10.1

13 April, 4.45 p.m.

The secret revealed: Why men and women should eat differently for optimal fat loss due to hormones

@ Nutrition & Diagnostics Area (Hall 4.2 B32)

13 April, 2.50 p.m.

Fitness at Social Media with Anna Maria Engelschall („growingannanas“)

@ Lifestyle Area (Hall 5.2 C61)

14 April, 3.30 p.m.

Expert talk: Prevention and treatment of musculoskeletal disorders and avoidance of surgery

@ Meeting Point Health (Hall 8 B32)

13. & 14. April, 10.30 to 11.30 am

„Beat the Best“ with Moritz Hans on the sky ladder

@ Ferrero (Hall 4.2B24)

More exciting highlights can be found at fibo.com/programm

3 x E **for more health**

As an international platform for the entire fitness, wellness and health industry, FIBO brings together many different communities with different needs. In order to be able to respond even better to these needs, FIBO 2024 is introducing the Expo, Education and Experience sections for the very first time.

EXPO

In ten halls, start-ups and industry giants, newcomers and family businesses present their latest products and innovations.

EDUCATION

Here you will receive valuable insights and best practices for your own business by industry experts, scientists, doctors and innovative business men and women.

EXPERIENCE

Active participation opportunities, meet & greets and our gaming area will provide you with unforgettable live experiences and exciting challenges.

EXPO**1.000+**
exhibitors & partners in ten halls**ESN, More & Oace**
#Hall 3.2

Visitors experience nutrition and gym wear on a new level: ESN, More and OACE. From high-performance supps and diet products to stylish fits, you will find everything you need for the gym and everyday life.

Tech Valley
#Hall 7

A dedicated space for a new generation of providers of innovative hardware and software solutions for the optimisation of fitness equipment and applications.

New Business Area
#Hall 8

The forum for young, innovative companies offers an opportunity for small companies based in Germany to receive trade fair funding for their participation as exhibitors at FIBO. Meet the companies of tomorrow here and discover the potential that lies behind them.

You will find the complete list of exhibitors at fibo.com/exhibitors

EDUCATION**European Health & Fitness Forum**
#CC NORTH

For the 11th time, Europe Active and FIBO are bringing together high-calibre industry experts and decision-makers at the EHFF before the start of the trade fair. The focus is on talks about the future of the industry and professional dialogue at the highest level.

**FIBO Campus**
#CC NORTH

With the new introduction of the FIBO Campus, FIBO offers professional training at the highest level. With just one ticket, visitors can put together their own programme from four congress offerings.

**Future Forum**
#Hall 7

Professionals are already taking a look at the fitness and health world of tomorrow. The Future Forum offers the perfect stage for disruptive approaches, the latest trends and sets bold impulses for a strong industry, including pitches from start-ups.

EDUCATION**Meeting Point Health**
#Hall 8

At the industry meeting point for all health disciplines, visitors get insights into the latest findings in sports medicine, physiotherapy and Long COVID and make valuable contacts.

**Meeting Point Spa & Wellness**
#Hall 8

The meeting place for all innovative hosts and those who want to become one, impresses with an international four-day lecture programme and countless networking opportunities.

**Functional Forum by IFAA**
#Hall 9

Functional and personal trainers can look forward to an impressive portfolio of lectures and practical sessions at the IFAA Trainer Plaza at the Functional Forum by IFAA.

EXPERIENCE



Strongman Area #Hall 4.1

This is where it gets extra strong. Visitors have the exclusive opportunity to marvel at one of the few strongman competitions in Germany.



FIBO Football Festival #Hall 4.1

An impressive premiere will take place from 13 to 14 April. FIBO will be bringing an American gameday atmosphere and famous athletes from American football to Cologne.



Nutrition & Diagnostics Area #Hall 4.2

Linked to the topic of Healthy Nutrition, experts will show visitors how they can optimise their health. The programme will focus on keynotes, self-tests and live cooking sessions.



Group Fitness Stage #Hall 4.2

Already well established, the Group Fitness Stage is once again calling for joint workouts, challenges and boundless enthusiasm in 2024.

EXPERIENCE

Bitburger 0.0 Area #Hall 5.2

Gaming has arrived in the business world and talks will provide exciting insights into AI in gaming, sponsorship opportunities and the role of eSports in HR.



eSports Stage #Hall 5.2

The new eSports Stage offers professional eSports players the perfect stage to showcase their skills. Visitors can meet their idols, compete against them and improve their own skills.



Hypercon Area #Hall 5.2

With the Hypercon Area, FIBO is taking the shopping experience for visitors to a new level with an exclusive sneaker convention. The Sneaker Convention offers brands such as Nike, Jordan, Adidas, Puma and Yeezys on 400 sqm.



Lifestyle Area #Hall 5.2

The Lifestyle Area offers workshops on consumer topics such as permanent and gym make-up as well as hair and beard styling. Sessions on clean beauty, facial care, regeneration and healthy skin will literally get under your skin.



EXPERIENCE**HYROX**
#Hall 10.1

Functional training, HIIT, running: one of the most demanding fitness challenges is coming back to FIBO in 2024 and will push visitors to peak performance.

**POWER Meet & Greet Area**
#Hall 10.2

At the new FIBO POWER Meet & Greet Area, visitors can take pictures with their idols and catch one or two professional tips from bodybuilders and athletes.

**Calisthenics Area**
#Hall 10.2

Watch and be amazed or flex your muscles yourself. These popular area is a highlight for all functional athletes.

Global Fitness Trends 2024

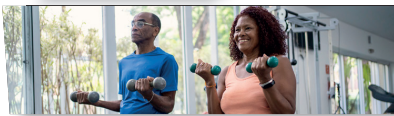
01 | Wearable Technology.

Devices like smartwatches, heart rate monitors and other fitness trackers.



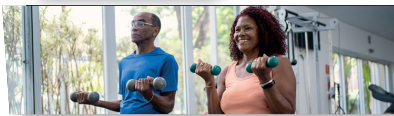
02 | Worksite Health Promotion.

Work-related programs and perks that increase employee wellness.



03 | Fitness Programs for Older Adults.

Interventions focused on the unique needs of the aging population.



04 | Exercise for Weight Loss.

Incorporating weight loss programs such as dieting and culinary interventions alongside an exercise routine.



05 | Reimbursement for Qualified Exercise Professionals (QEPs).

Policy changes that would allow exercise professionals to bill insurance more easily.



06 | Employing Certified Exercise Professionals.

Employing certified health and fitness professionals who have completed educational programs and fully accredited health/fitness certifications.

07 | Mobile Exercise Apps.

Smartphone and related applications that aid in exercise performance or programming.



08 | Exercise for Mental Health.

Improving mental well-being through physical activity.



09 | Youth Athletic Development.

Engaging young people in sports and related activities.



10 | Personal Training.

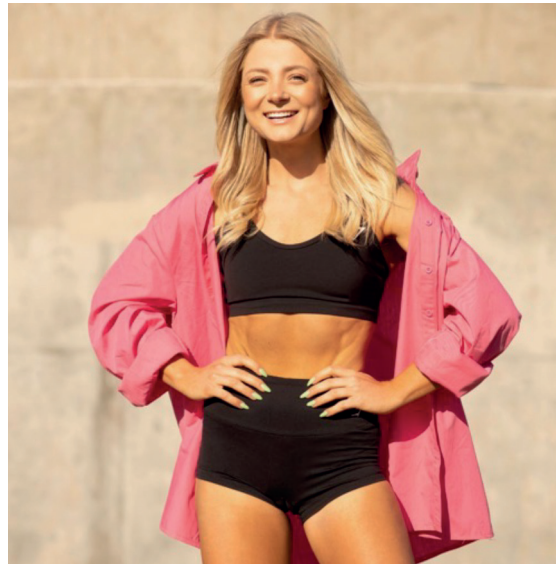
Personal trainers assist clients with goal setting, fitness assessment and exercise programming.

Quelle: ACSM, 2024, ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry

Meet Your Idols – Stars at FIBO 2024



Urs Kalecinski
German IFBB-Profibodybuilder
Where: Hall 10.2/ Booth H60



Anna Engelschall
Fitfluencer „growingannanas“
Where: Hall 5.2/ Booth C80



Stefanie Davis
Fitfluencer
Where: Hall 10.2/ Booth H07



Dennis Wolf
German IFBB-Profibodybuilder
Where: Hall 10.2/ Booth H60



Dagmar Nicole Kazakov
Beauty-Influencer
@dagibee
Where: Hall 5.2/ Booth C61



Ulisses
Fitnessinfluencer

Where: Hall 10.2/ Booth H07



Dunja Bitar
Bodybuilder

Where: Hall 10.2/ Booth H60



Jay Cutler
Bodybuilder

Where: Hall 10.2/ Booth H60



Derek Lunsford
Bodybuilder

Where: Hall 10.2/ Booth H60



Elli Haschke
Fitfluencer

Where: Hall 5.2/ Booth C61



Laura-Marie Geissler
Racing driver

Where: Hall 5.2/ Booth C61



Stefano Zarella
Influencer



Mareike Schneider
Fitness influencer



Riccardo Basile
Sport presenter

Where: Hall 5.2/ Booth C61



Christina Hammer
Professional boxer

Where: Hall 5.2/ Booth C61



Markus Rühl
Bodybuilder

Where: Hall 10.2/ Booth E82



Jana Ina Zarella
Presenter & Model

Where: Hall 5.2/ Booth C61

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Press office
north entrance of the
Exhibition Centre Cologne

Opening hours

We, 10 April from 3 to 5 p.m.

Th, 11 April from 9 a.m. to 6 p.m.

Fr, 12 April from 9 to 12 a.m. & from 2 to 6 p.m.

Sat, 13 April from 9 a.m. to 6 p.m.

Sun, 14 April from 9 a.m. to 6 p.m.

In the press office, journalists have access to WLAN, quiet workspaces and catering.

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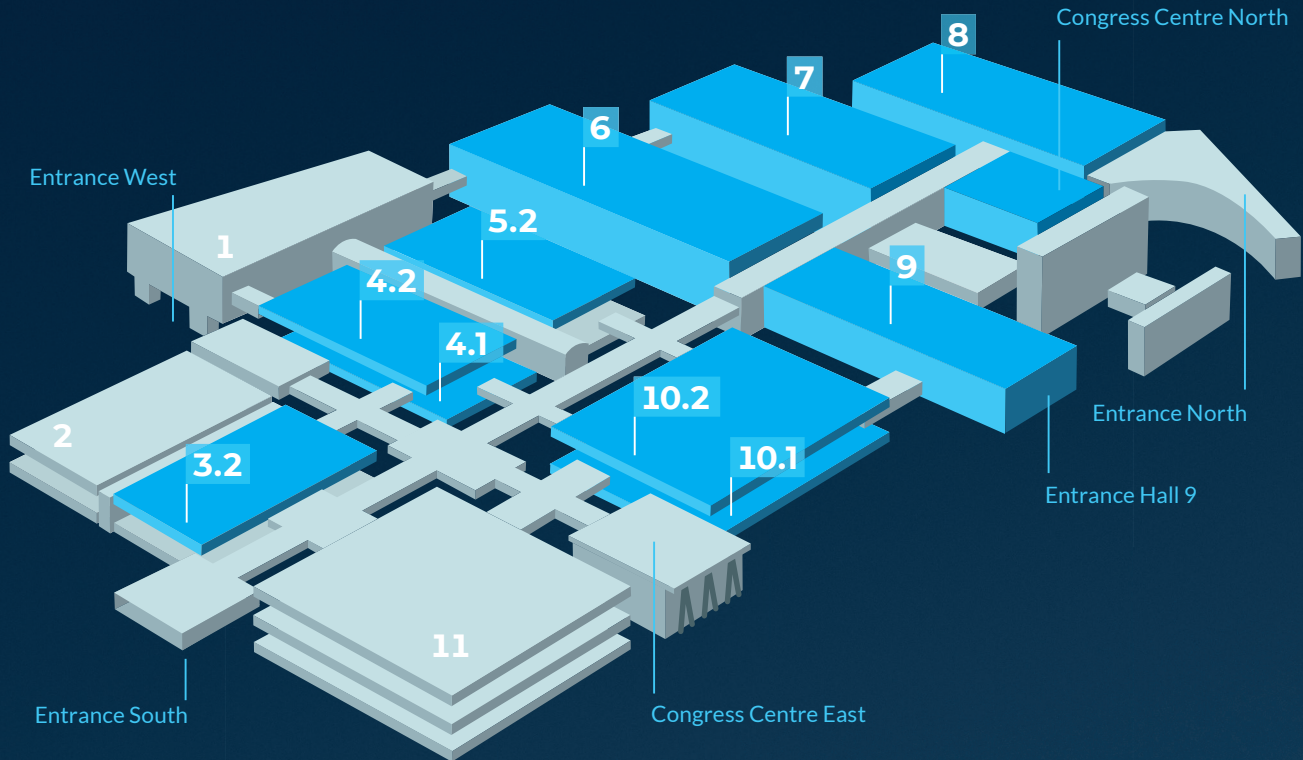
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Hall 3.2
ESN, MORE & OACE **NEW**

Hall 4.1
American Football
Strength
Areas:
FIBO Football Festival **NEW**
Strongman Area
Fighting Fit

Hall 4.2
Nutrition & Diagnostics
Group Fitness
Healthy Nutrition
Home Fitness
Areas:
Nutrition & Diagnostics Area **NEW**
Group Fitness Stage

Hall 5.2
Beauty
Fashion
eSports
Wearables
Areas:
Gaming & Activity Area
eSports Stage **NEW**
Lifestyle Area
Hypercon Area **NEW**

Hall 6
Consulting Services
EMS & Vibration
Training Equipment

Hall 7
Cardio & Strength
Consulting Services
Digitalization & Tech
EMS & Vibration
Training Equipment

Areas:
Future Forum
Tech Valley

Hall 8
Body & Mind
Health Concepts & Solutions
Health Training Equipment
Interior
Spa & Wellness
Areas:
Meeting Point Health
Innovation Area
Meeting Point Spa & Wellness
New Business Area
Wellness Pavillon **NEW**

Hall 9
Cardio & Strength
Functional Training
Trading & Sourcing
Areas:
Functional Forum by IFAA
IFAA Trainer Plaza

Hall 10.1
All Inclusive Fitness x HYROX

Hall 10.2
Bodybuilding
Areas:
Calisthenics Area
Creator & Athlete Area **NEW**
POWER Meet & Greet Area

Congress Centre North
FIBO Campus **NEW**
European Health & Fitness Forum