

13 – 16 APR 23 Exhibition Centre Cologne

FIBO

GLOBAL FITNESS

For a strong and healthy society.

**Press kit
Pressemappe**

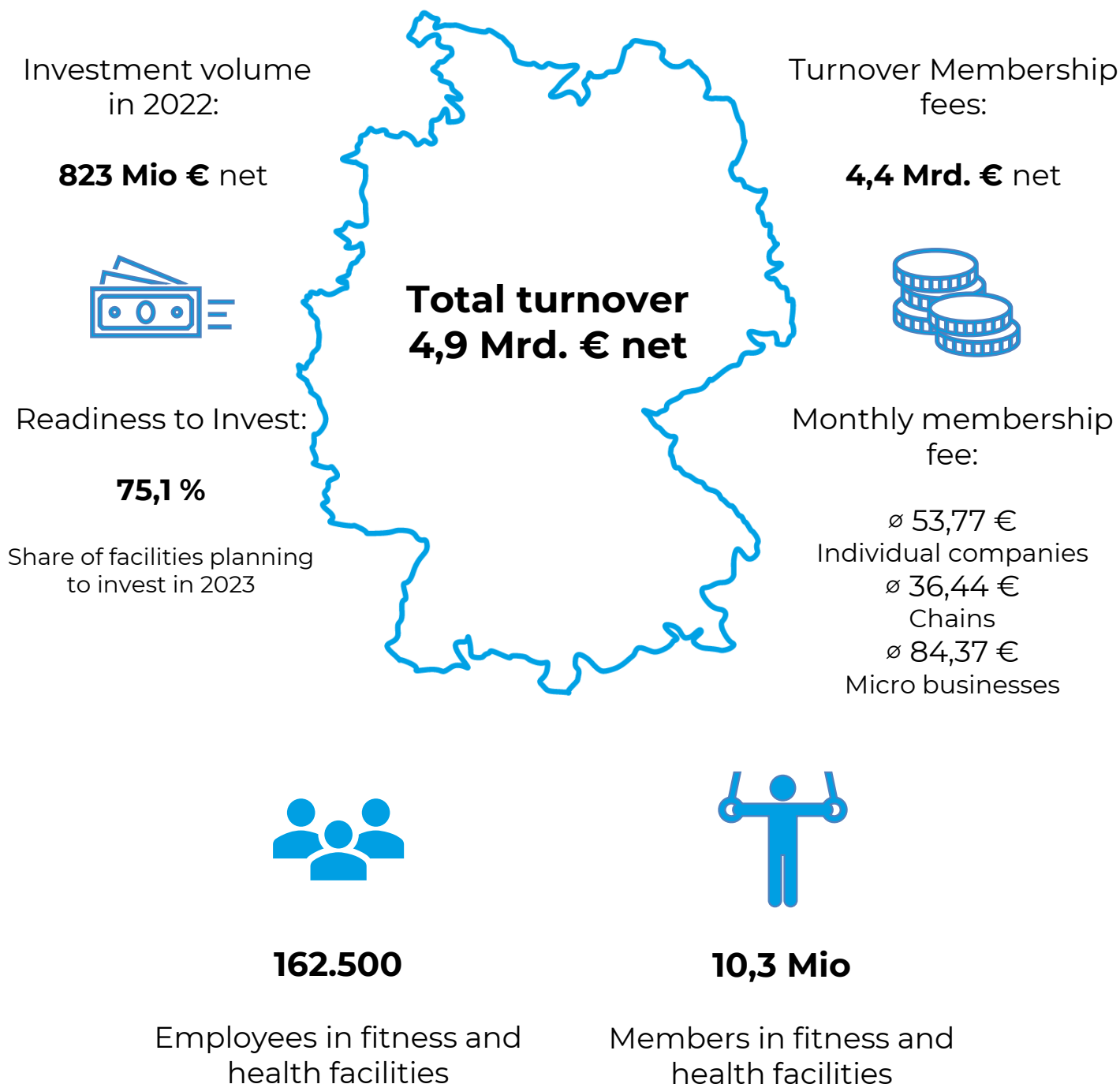
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The Fitness Industry in Germany

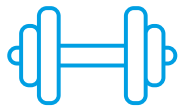


The Fitness Industry in Europe

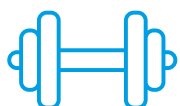
Taking the lead for the first session at the EHFF on Wednesday, EuropeActive Ambassador Herman Rutgers and Karsten Hollasch from Deloitte will be sharing the key findings from the 2023 EuropeActive consumer research study, an extensive market survey among almost 11,000 respondents in 19 European countries in January 2023:

"The results revealed that, compared to January 2022, next to an increase in overall fitness frequency levels and a strong return to fitness clubs, hybrid fitness training habits, such as the integration of multiple fitness settings into one's workout routine, are here to stay".

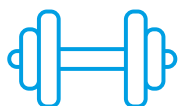
Rutgers and Hollasch will elaborate on the usage of digital tools as well as the impact of current inflationary concerns affecting consumer behaviour.



Compared to other expenditure categories, **fitness club activities** are **less impacted** by inflation-related **budget cuts**.



Across countries, an **increase** in the number of **regular fitness practitioners** can be seen compared to the previous year (Jan- 23: 60% vs. Jan-22: 54%)



Home, outdoor, and club-based fitness continue to be used **complementarily** with **fitness club usage** showing the **most positive development** among the settings; the "Hybrid" model is here to stay, also after the corona pandemic years.

The full and annual European Health & Fitness Market Report 2023 will be officially presented in a webinar on May 16th at 14.00 CET, live streamed from Brussels.

For a strong & healthy society

Fitness and exercise form the basis for physical health. Especially in view of the lack of exercise in society, the fitness industry has a key role to play in keeping people healthy. A role that the world's largest trade fair for fitness, wellness and health is happy to accept.

"With new formats, cooperations and renowned Health Ambassadors, we are increasing our focus on health and prevention this year. We are delighted that so many exhibitors have positively committed to our vision of sensitising and inspiring the wider society for a healthy and active lifestyle. Together with these exhibitors, partners and visitors, we are looking forward to an even bigger FIBO than last year", says Silke Frank, Event Director FIBO, looking forward to the start of FIBO 2023.



860 +
Exhibitors and Partner



400 +
Hands-on activities and lectures

Meeting Points bring the industry together

In order to take care of its holistic understanding of health, FIBO dedicates a separate meeting point at the trade show to two areas: Meeting Point Health and Meeting Point Spa & Wellness. Located in the tranquil atmosphere of Hall 8, the first Meeting Point brings together all medical professional groups. The programme shows the synergies of the different areas of fitness and health. These synergies are also the focus of the Meeting Point Spa & Wellness. In conjunction with the German Wellness Association, FIBO is increasingly addressing the needs of the hotel industry and giving the wellness sector a home at the fair.

A Valley of Innovations & Open Mics for Great Success

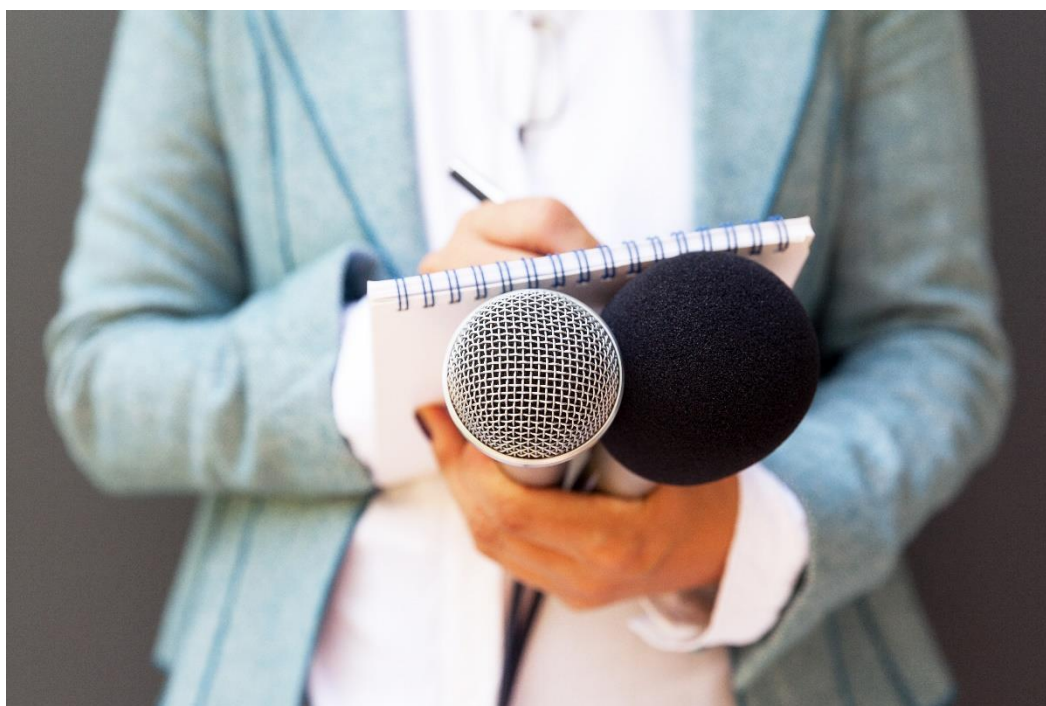
In California you find them in Silicon Valley – the really big tech companies and innovation-creating unicorns. In Cologne, they can be found in FIBO's Tech Valley in Hall 7. For the first time, FIBO is dedicating its own area to a new generation of suppliers. Visitors and investors, tech-savvy fitness fans and retailers will find the latest disruptive technologies as well as innovative training software and hardware solutions of a digitalised fitness and health industry. These include new exhibitors such as Multipull and Dewboard and industry giants like EGYM and Life Fitness. In Hall 7, visitors can also expect visionary digitalisation topics in the Future Forum. Here, innovation-driven speakers will demonstrate how tech-heavy the fitness world of tomorrow will be. During Open Mics, start-ups also have the perfect opportunity to convince investors of their innovations.

Gaming & Activity Area

With the new area in Hall 5.2, FIBO is for the first time taking a closer look at the topics of eSports and gaming and dedicating itself to a new community. With partners such as Supercrowd and metagame, Ubisoft and eSports Cologne as well as the eSports Player Foundation, FIBO is putting together a four-day programme that brings gamers and content creators together with their community and offers both the perfect platform to reach their A-game. Right next to the stage, the latest innovations in mixed reality sports and nutrition gather.

FIBO Press Conference

Right after the FIBO opening, we are happy to invite you to the FIBO Press Conference on **Thursday, 13 April at 11:30 a.m.** at the new **Meeting Point Health in Hall 8.**



Silke Frank, FIBO Event Director,
Prof. Dr. Thomas Wessinghage, President DSSV,
Andreas Paulsen, CEO EuropeActive,
Prof. Dr. Ingo Froböse, Health Ambassador FIBO,
Sabine Deutscher, Board member AOK Rheinland/Hamburg

will provide an update to the following questions:

- How did the German and European fitness market change during the last year?
- What contribution does the fitness industry make to maintaining the health of society?
- What can the fitness industry do to motivate Gen Z for more physical activity?
- Which role does eSport play in this regard?
- What are the main focuses of FIBO this year?

We are looking forward to your visit!

Further press dates



13 April, 2:15 p.m.

VIP Panel Talk with Norbert Dobeleit, Ralf Moeller, Mark Keller und Johannes Lochner by Easy Motion Skin

@ Hall 8, B56 // Therapy & Training Forum powered by TheraPro



13 April, 6:00 p.m.

StairClimber Competition & Product launch by Precor

@ Hall 6, B81



14 April, 10:00 a.m.

Tasting @SANY: Launch of the new bar innovations by the creative lifestyle snack producer

@ Hall 102, D30



14. April, 14.30 Uhr

HYROX Press Conference: Launch of the new partnership with the global franchise Body Fit Training (BFT)

@ Hall 10.1



14 April, 2:40 p.m.

Book presentation: Cathy Hummel's Way to Happiness

@ Hall 4.1, C60 // Lifestyle Area



15 April, 1:30 p.m.

Talk with Ralf Moeller

@ Hall 5.2, D11-01 // Gaming & Activity Area



15 April, 1:30 p.m.

Play hard. Train harder. – Fitness in American Football – Talk with Patrick Esume, Natalia Wiśniewska and more

@ Hall 10.2, H60 // Power Stage



16 April, 12:30 p.m.

Ceremony of the Spa Manager Awards 2023

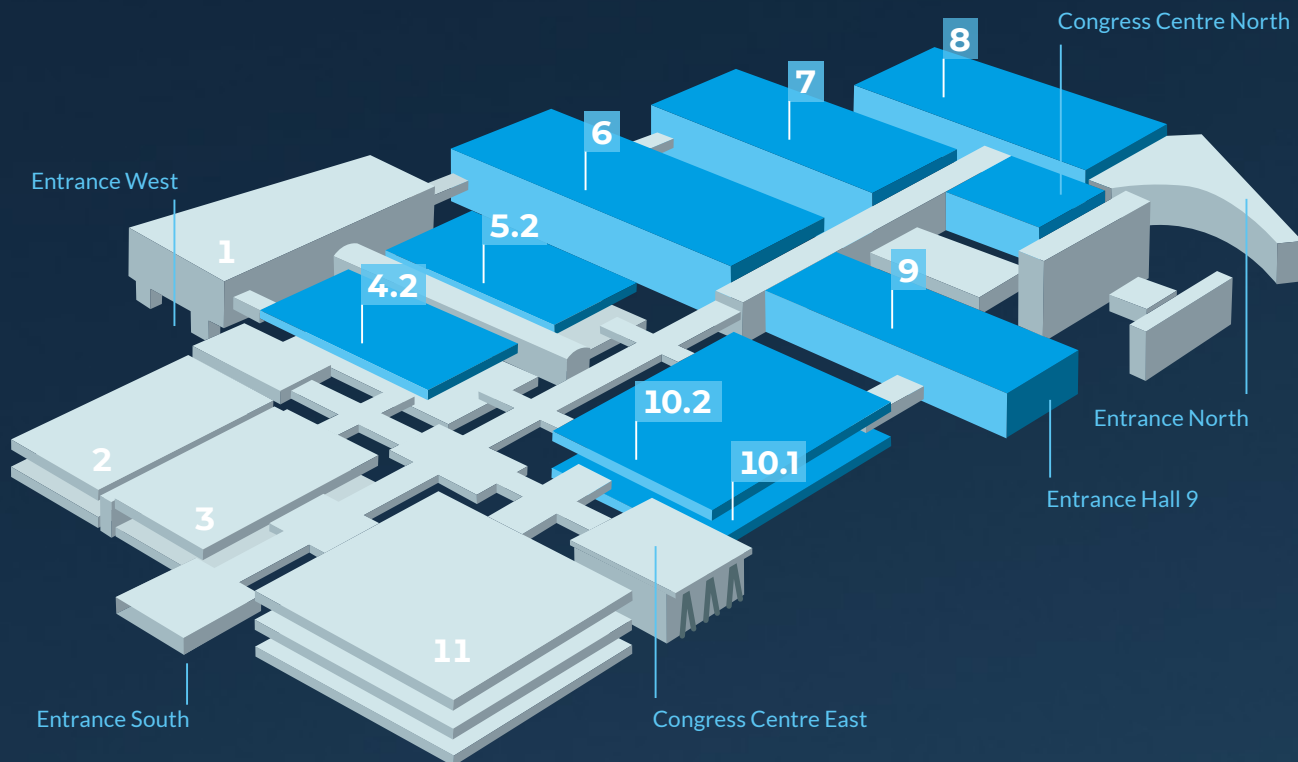
@ Hall 8, E87 // Meeting Point Spa & Wellness



16 April, 1:00 p.m.

Panel Talk with Sophia Thiel

@ Hall 4.2, C60 // Lifestyle Area



Hall 4.2

Beauty
Fashion
Healthy Sports Nutrition
Wearables

Specials:

Calisthenics Area
Innovation Area
Lifestyle Area
Toyota Aygo X Parcours

Hall 5.2

e-Sports & Exergaming **NEW**
Fighting Fit
Group Fitness

Specials:

Gaming & Activity Area **NEW**
Group Fitness Stage

Hall 6

Cardio & Strength
EMS & Vibration
Training Equipment

Specials:

Innovation Area

Hall 7

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

Specials:

Future Forum
Tech Valley

Hall 8

Health Concepts & Solutions
Health Training Equipment
Interior
Wellness & Spa

Specials:

Body & Mind Area
Innovation Area
Meeting Point Health
Meeting Point Spa & Wellness
Therapy & Training Forum
powered by TheraPro

Hall 9

Cardio & Strength
Functional Training
Trading & Sourcing

Specials:

Functional Forum
powered by IFAA &
Perform Better

Hall 10.1

HYROX **NEW**
Panatta FIBO Contest **NEW**
(NPC Pro Qualifier)

Hall 10.2 - FIBO POWER

Bodybuilding
Fashion
Nutrition & Supplements

Specials:

Innovation Area
Meet & Greet Area
POWER Stage
Strongman Area

Congress Centre North

European Health & Fitness Forum
FIBO Congress
powered by BSA/DHfPG
Physio Future
Symposium Sports Medicine &
Sports Physiotherapy **NEW**

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FIBO Innovation & Trend Award: That's new

Innovations and trends are one, if not THE essential basis for the further development of the fitness world during the past years - and certainly also in the future. The more than 100 creative, often fascinating and future-oriented products and concepts submitted to the demanding jury of the FIBO Innovation & Trend Award 2023 form a promising basis for this.

"It is important to us to do justice to the relevance and significance of the FIBO Innovation & Trend Award for the global fitness world. That is why we are constantly developing this award", says **Anke Brendt**, Product Manager FIBO and responsible for this event.

Jury member **Prof. Dr. Ingo Froböse**: "It is a difficult and at the same time gratifying job to filter out the best from the many submissions. The fitness industry, and not least our society, needs innovative ideas that enrich the constantly growing health and fitness market. A qualitative award like this is ideal to put these ideas through their paces, to offer them a deserved platform and to transport trends that promote exercise into society!"

The jury

This task is taken on by six professors and a doctor as the jury of the FIBO Innovation & Trend Award 2023:

- **Prof. Dr. Ingo Froböse** – Sports scientist and health expert, Head of the Centre for Health at the German Sport University Cologne
- **Prof. Dr. Niels Nagel** – Professor for Sports Management at EBC Düsseldorf, Director of the office of the German Industry Association for Fitness and Health e.V.
- **Prof. Alfonso Jiménez** – Professor for Sport Science and Health at the Advanced Wellbeing Research Centre (Sheffield Hallam University, 0,25 FTE) Chief Research & Innovation Officer at GO fit LAB
- **Prof. Dr. Thomas Rieger** – Professor for Sport Management at the University of Applied Sciences Europe, Founding Dean of the Department of Sport, Media & Events
- **Prof. David Matusiewicz** – Professor for Media Management at FOM, Dean of the Faculty of Health & Social Services
- **Prof. Karsten Köhler** – Professor for Activity, Nutrition and Health at TUM at the Faculty of Sport and Health Science
- **Dr. med. Ursula Manunzio** – Doctor of Sports Medicine, Nutritional Medicine and Cardiovascular Preventive Medicine (DGPR)

fibo.com/award

The nominees

Category: Ecology & Sustainability

fior Familie GmbH/ fior MYwarmzone

Low-intensity training with warm feet: the economical fior MYwarmzone floor heating. Produced from sustainable materials for rehab & mobility training, yoga & pilates.

Infinity StartUp GmbH/ RefresherBoxx

According to the manufacturer, the RefresherBoxx is the world's first washing machine that disinfects, dries and refreshes test fabrics without water or chemicals.

Category: Health & Prevention

Bounce AG/ Bounce

Thanks to integrated electronic components, the IoT ball "Bounce" tracks the exerciser's performance and visualises it in the bounce app. Bounce combines a full-body workout with exciting challenges within a community of fellow bounce members.

Cool Tec Sales GmbH & LifeCube GmbH/ LifeCube – the electric cold chamber

This whole-body cold chamber is operated purely electrically and thus differs from other models because the refrigerator effect is bypassed here. By using a pre-chamber, the temperature in the main chamber can be kept constant down to -110 degrees.

Icaros/ Icaros Guardian

A movement and balance system with gamification app that can be used by seniors as well as top athletes to help build fitness, strength and coordination in combination with a specially developed app and various exergames.

Category: Lifestyle, Life-Balance & Wellness

Ergomotion® +Plus/ ErgoSportive™ - Smart & Adjustable Recovery System

ErgoSportive™ is a smart and customisable recovery system that provides an exclusive and innovative link between a smart bed and Garmin® wearables, offering users 24/7 reports on their health data.

Soul Mates Kids Yoga/ Soul Mates Kids Eco Yoga Mat

Soul Mates Eco Yoga mats can also be used by young children without having to read instructions or follow a video course. The suggested poses are imprinted directly on the mat.

Category: Nutrition

Compleat/ Compleat

Compleat was inspired by the curry sausage stalls at DIY stores, sets up fully digitalised, easily scalable fitness food stations at German gyms and stands for fresh, high-quality and individually assembled bowls with a focus on fitness and good nutritional values.

RACEPACE GmbH/ RaceFuel - KI-basierter digitaler Ernährungscoach

This app was developed based on over 100,000,000 endurance athletes' competition data and has the function of a digital nutrition coach: with the help of artificial intelligence, a recipe is calculated that is optimally adapted to the athlete's individual needs.

Category: Performance

Eleiko Group AB/ Pretera Strength Station

Eleiko Pretera seamlessly combines free weight, bodyweight and cable training into one customisable system, redefining the possibilities for space planning and training.

ETENON FITNESS/ Elliptical Deconstructed: DECONSTRUCT 531

A new type of cardiovascular device based on deconstruction – a creative process that the manufacturer claims was used for the first time in sports technology.

HAEYVEN B.V./ ANTAGONIST®

An innovative full-body strength and cardio training device for bidirectional and unidirectional training with simultaneous training of agonist and antagonist muscle groups.

Uptivo Srl/ Uptivo Boxing Trackers

Designed specifically for the world of martial arts, the Uptivo solution is based on comfortable wrist sensors and tracks the number of left and right punches as well as their power and speed in real time, creating participation and competition.

Category: Start-up

Get Your Coach/ Get Your Coach App

Get Your Coach is an app for finding coaches from over 120 sports – worldwide or in the local area. Direct contact can be established and training sessions arranged via the chat function.

Healthy Office Nederland B.V./ U+ Far-UVC Care222® Air- and Surface disinfection

Far-UVC Care222® is a new and, according to the manufacturer, unique technology for disinfection with light. The invention, patented by Columbia University, can also be used in the presence of people, unlike similar devices already used in hospitals.

Turnkiste GmbH/ Turnkiste

Turnkiste is an innovative storage box for outdoor sports equipment: it can be booked digitally, opened by mobile phone and is, of course, vandalism and theft-proof. For trainers and private individuals – including an online forum for finding training partners.



The FIBO Innovation & Trend Award will be presented at a ceremony in front of around 600 industry experts during the EHFF on 12 April.

13 – 16 APR 23

EXHIBITION CENTRE COLOGNE



Future Forum

#Hall 7

Disruptive future concepts presented by true industry drivers and decision-makers. This is where the foundations are laid for the fitness industry of tomorrow.



Tech Valley

#Hall 7

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

Meeting Point Health

#Hall 8

Health in all its facets - This is what the programme at Meeting Health shows and brings medical groups together in one place.



Meeting Point Spa & Wellness

#Hall 8

The place to be for all hoteliers, spa operators and directors deals with the current topics and opportunities in the industry.

13 – 16 APR 23
EXHIBITION CENTRE
COLOGNE



FIBO Congress

#CCNord

From 13 to 15 April 2023, the FIBO Congress with more than 80 lectures will be held at the Cologne Exhibition Centre parallel to the trade show. Concentrated expert knowledge from the fitness and health sector.

Body & Mind Area

#Hall 8

Yoga and Pilates are part of what successful fitness studios offer. Together with the German Pilates Association, the Body & Mind Area offers the latest yoga practices and concepts such as "Neuro Reset Training" to try out.



Guided Tours

#Start Hall 8

In order to pick up their target groups precisely and to network with the right partners, FIBO offers them Guided Tours on Physiotherapy and Wellness & Spa.

Functional Forum

#Hall 9

This year, trainers can expect concentrated expertise on the latest equipment and applications in Hall 9. The main contact point for all functional and personal training topics is the Functional Forum. Experts provide new and practice-oriented training approaches, business support and digital know-how.



Global Fitness Trends 2023





HYROX

#Hall 10.1

World Fitness Challenge for
Individuals (SA) & Relays (SO)
comes to Cologne

GROUP FITNESS STAGE

#Hall 5.2

Latest Group Fitness Concepts
from Step Dance, Aerobic and
Hula Hoop.

Including Cycling Conventions &
Pure Emotion Rides



Toyota Aygo X Parcours

#Hall 10.2

The FIRST NINJA
TURNARIES from Friday
to Sunday offer a
competition area for big
and small ninjas.

Panatta FIBO Contest

#Hall 10.1

This weekend the Pro
Qualifier signed by
Panatta and NPC will
take place, including the
chance to become part
of the IFBB
PROFESSIONAL LEAGUE

Strongman

#Hall 10.2

The strongest women
and men in the world
compete for four days

MEET & GREET Area

#Hall 10.2

Athletes and stars of the scene meet their community and are available for autographs and photos.



Gaming & Activity Area

#Hall 5.2

Gamers & content creators meet their community and compete in in-game sessions.

Live Cookings

#Hall 4.2

For four days, nutrition experts such as Ingo Froböse, Julius Ise and Petra Orzech invite you to cook and taste.

Interviews

#Hall 4.2

The stage of the Lifestyle Area holds exciting interviews with Sophia Thiel, Cathy Hummels, Lisa del Piero & Growing Annanas and many more.

Textile Finisher & Shopping Offers

#Hall 4.2

The latest trends in fitness fashion meet a textile finisher and street style..



Cathy Hummels
Moderator & Influencer

Hall 4.2 C60

Urs Kalecinski
German Bodybuilder

Hall 10.2 H07



Anna Engelschall
Fitfluencerin

Hall 4.2 C60



Dunja Bitar
Bodybuilder

Hall 10.2 H07



Dennis Wolf
German Bodybuilder
Halle 10.2 F27



Sophia Thiel

Fitness Blogger

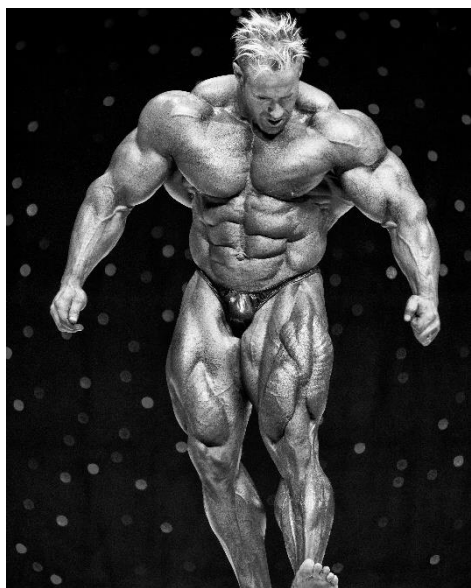
Hall 4.2 C60



Sarah Franssen

Food Blogger

Hall 10.2 A67



Jay Cutler

American Bodybuilder

Hall 10.2 H07



Ralf Möller

German-american
Actor and previous
Bodybuilder

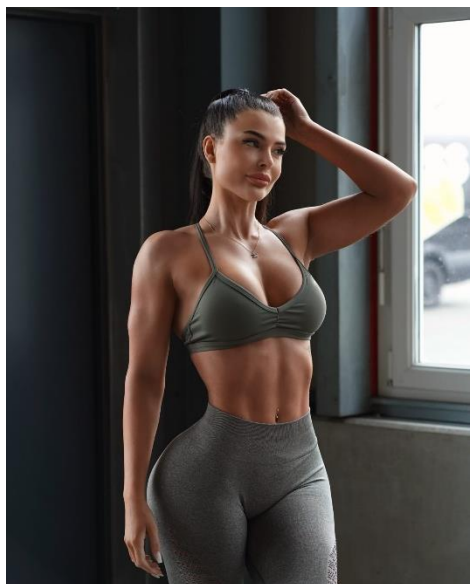
Hall 10.2 H07



Julius Ise

Blogger & Fitness
Coach

Hall 5.2 D41



Lisa del Piero

Fitness Blogger

Hall 10.2 H07



Stefanie Davis

Fitfluencerin

Hall 10.2 E78



Nicolas Lazaridis

Youtuber „inscope21“

Hall 5.2 D11-01



Fabian Broich

Performance Coach
eSports

Hall 5.2 D11-01

Find out who else is involved here: fibo.com/starsatthebooth

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Opening Hours:

Wed, 12 April, 3 to 5 p.m.

Thurs, 13 April, 9 a.m. to 6 p.m.

Fri, 14 April 9 to 12 a.m. & 2 to 6 p.m.

Sat, 15 April, 9 a.m. to 6 p.m.

Sun, 16 April, 9 a.m. to 6 p.m.

As a journalist, you have access to Wi-Fi, quiet workplaces and catering in the press office.