

Düsseldorf, 13 October 2021

FIBO 2022: world's No. 1 trade show with new themes

Full steam ahead to 2022: From 7 to 10 April the fitness sector will meet again in the exhibition halls of Cologne trade fair. The focus will be on technologies and products for healthy living and business.

Johnson Health Tech, EGYM, milon, SportsArt, Core Health & Fitness, xbody or Les Mills: For FIBO 2022 the celebrity names will return to the international exhibition stage. After a pandemic-induced 3-year break a host of innovations and new concepts are on the market which want to be showcased to club operators, instructors, dealers, hotel operators, fitness fans and media from throughout the world. "We feel this sense of departure for 2022," says FIBO boss Silke Frank commenting on the planning underway with exhibitors and partners. "Now the joint task is to chart the course for growth for the coming year and beyond. Health and fitness are as focal as ever in society and with FIBO we will make a clear statement."

For a healthy society and a strong fitness industry

At FIBO fitness clubs are supported as systemically important health facilities, new business models flagged up to physiotherapists and ideas presented to hotels for their fitness and health offerings. At the trade show the "Meetingpoint Health & Wellness" in Hall 8 will serve as a first point of contact for health matters. Joining the fray as a partner in 2022 will be TheraPro, for example. The trade show will feature lectures thereby placing further emphasis on the medico-therapeutical range.

Making a stand against a lack of exercise

Being a high-exposure media event FIBO also doubles as an important ambassador for the population. Journalists from all over the world provide coverage from the Cologne exhibition halls. Furthermore, the trade show team is committed to representing the interests of the sector, in the "Exercise is Medicine" initiative, for example. Planned are joint surveys as well as a presence of this Initiative at the trade show.

Digital trends of the future

In future the rule might apply: No success without a meaningful digital offer and the corresponding infrastructure. This is why new technologies will rank high with both exhibitors and in the programme of side events. Buzzwords include Artificial Intelligence, Virtual Reality, Gamification, Apps and Trackers.

Integration of existing trends with new themes

Nutrition is a perennial topic. 2022 will see FIBO additionally highlight all the possibilities offered by cannabidiol. In cooperation with "Behrentin Communication", the organiser of the "CBD Trade Show for Sport, Beauty, Wellness and Pharmaceutical Products" FIBO will provide a stage for this trending topic at the trade show in April. The task is to educate attendees about applications and marketing possibilities as well as the latest scientific insights related to textiles and sportswear, for regeneration or performance enhancement, for example. To this end a dedicated area in Hall 4.2 will be installed. The target group are especially trade visitors from retail, clubs as well as trainers.

EHFF to kick off trade show again

On 6 April the "European Health & Fitness Forum" will again be held at the Congress-Centrum Nord of Koelnmesse. Organised by EuropeActive this Congress regularly brings together the top league of the international fitness industry.



FIBO 2022

7 to 10 April 2022, Cologne Exhibition Centre

www.fibo.com

About FIBO

It is the world's biggest trade show for fitness, wellness and health and the place for innovations, investments and trends: At FIBO in Cologne decision-makers from the entire fitness industry, up-and-coming entrepreneurs, club operators from numerous countries, trainers, health care actors and the fitness community meet. Beyond, FIBO offers international business and networking as well as a great live experience. Expert information and continuous education are also a priority at the trade show. In 2022 FIBO will be held from 7 to 10 April. www.fibo.com

About RX

RX has set itself the task of promoting business for individuals, communities and organisations. By combining data with digital products RX makes 400 events in 22 countries and 43 industries even more attractive. RX forms part of RELX, a global supplier of data-based analysis and decision-making tools for professional and business customers. www.rxglobal.com

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