

Dear media representatives,

With almost 1,000 exhibitors, FIBO 2024 clearly demonstrates the dynamism of the fitness market and shows that interest in sports, exercise, and a healthy lifestyle is growing. This is also demonstrated by the rising number of members in German fitness and health centers. At the official FIBO press conference on April 11 at 10:30 a.m., to which we cordially invite you to the Koelnmesse Press Centre, experts will explain the influence of these developments on the health of society. You can expect exciting insights into the development of the German fitness market, the trending topic of longevity, and the fitness of astronauts in weightlessness. FIBO Event Director Silke Frank will also provide you with an outlook on the highlights of the trade fair.

**FIBO Press Conference**  
**Thursday, April 11, 2024**  
**10:30 a.m.**  
**Presse Centre, CC Nord**  
**Koelnmesse**

You can look forward to a panel with:

- **Silke Frank**, FIBO Event Director,
- **Andrea Milz**, NRW State Secretary for Sport,
- **Prof. Dr. Ingo Froböse**, sport scientist & FIBO Ambassador,
- **Prof. Dr. Thomas Wessinghage**, President DSSV & FIBO Ambassador,
- **Nina Ruge**, science journalist,
- **Ralf Moeller**, brand ambassador EasyMotionSkin/milon/five &
- **Dr. Matthias Maurer**, ESA astronaut.

The press conference will be followed by a tour of the trade fair at the joint stand of milon, five, and EasyMotionSkin (7A50), where the experts will be available for photos and sound bites. If you are interested in an interview with Dr. Matthias Maurer and Ralf Moeller, please send a short message to [leonie.ophey@rxglobal.com](mailto:leonie.ophey@rxglobal.com).

We look forward to your participation in the press conference and kindly ask you to register by email at [leonie.ophey@rxglobal.com](mailto:leonie.ophey@rxglobal.com).

If you have any questions, please do not hesitate to contact us.

Best regards  
Your FIBO Press Team

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