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FIBO 2010 – The Leading International Trade Show for Fitness, Wellness & Health
22. – 25. April 2010, Essen Exhibition Centre

FIBO gives the most comprehensive overview of international offers in the fitness and health segment: new FIBOmed for the anniversary

The most comprehensive overview of what the international fitness industry has to offer on the topic of health maintenance and physical fitness will be shown at the Leading International Trade Show for Fitness, Wellness and Health, FIBO, which will be held from 22 to 25 April in Essen. For 25 years now, more than 50,000 visitors from 60 countries have flocked to the Essen Exhibition Centre every year. For the big anniversary, the leading industry trade show presents itself in top shape and showcases an even more diverse range of products and services, taking up the entire Essen Exhibition Centre. FIBO organiser Reed Exhibitions Deutschland expects more than 530 exhibitors from 38 countries. Anybody wishing to experience the international industry trends in one location comes to FIBO. This is the event to gain not only the best possible overview of the market but also to make direct contact with companies and innovations. In addition to fitness, wellness and weight training, health themes now increasingly come into focus.

State-of-the-art training equipment, intelligent health promotion concepts, up-to-date specialist lectures and action-packed events: for both trade visitors (22 to 25 April) and private visitors (24 and 25 April), FIBO is the top meeting place. Not only studio operators, fitness trainers and instructors come to the trade show – meanwhile FIBO is a must on the schedule of specialists from various medical disciplines, physiotherapists, rehabilitation centres and insurance companies. “A growing number of studios respond to their members’ health requirements”, reports FIBO Director Olaf Tomscheit. “And these requirements on the customer side have also become increasingly noticeable at the trade show in the past three years.” Meanwhile, FIBO is attracting a growing number of exhibitors from the health segment.

Of the total of more than 530 exhibitors, some 200 alone offer a varied range of services geared to cater to the requirements of physiotherapists, orthopaedists and sports medicine specialists. But innovative and future-oriented solutions are also presented for specialists in

internal medicine, in particular for diabetes and cardiovascular specialists. Says Olaf Tomscheit: "With the new **FIBOmed** concept, FIBO once again presents itself as the interface between the fitness industry and the health market which is undergoing profound transformation." **FIBOmed** is a comprehensive communication concept which specifically presents all health-relevant products and services featured at FIBO to the health sector. To enable visitors from the health sector to find them easily, these products have also been marked as such in the useful folding hall plan. The **FIBOmed** concept also includes extensive information material and a new clear Internet presence to be launched at the end of February: www.fibo-med.de. All health-related products and exhibitors at FIBO are to be found here.

FIBO shows all fitness trends and innovations

In the **FIBOactive** zone, joining in is the big thing. As in previous years, there will be the international DFAV Convention, the Fit for Fun Cycling Festival, the Cycling Tour of Hope and the Les Mills Convention. On stage, the audience may look forward to familiar acts such as high-powered Latin workout ZUMBA, Move too Hot, Chloe Bruce, the Wushu (Kungfu) Team as well as new faces. FIBO mirrors trends: on the ZUMBA stage, the latest fitness moves will be presented. One of this year's trends: Pole Fitness, whole body training around the pole! FIBO has a lot to offer not only to the body but also to the mind. On 23 and 24 April in the Congress Centre West, participants of the GETUP Congress can broaden their knowledge of trends and developments in the fields of nutrition, exercise and management. Practical examples will also be a source of new ideas for participants.

Overview events at FIBO:

GETUP Congress: 23 and 24 April Congress Center West

Fit for Fun Cycling Festival: 24. and 25. April, Hall 9

Cycling Tour of Hope: 23 April, Hall 9

DFAV Convention at all days Hall 5

Les Mills Convention at all days in Hall 8

Wellnessfachtage: 22. und 23. April, Raum M und N Kongresscenter Süd

INNOVATION AWARD: 23. April, 15 Uhr, Halle 7

Bühnenshows an allen Tagen in Halle 6, Halle 10/11 und Halle 12

More press information and photos are available on www.fibo.de and from the FIBO Press Department:

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