

Press release

2 May 2018

Fitex India 2018: Committed to making India fit

Ruhi Shaikh
Tel. 022 6144 5900
Ruhi.shaikh@india.messefrankfurt.com
www.in.messefrankfurt.com
www.fitexindia.com

India witnesses the fourth edition of the grand fitness fair from May 5 along with the launch of International Fitness Convention. The two day fair to host 40+ sessions and workout techniques, bundled with live demonstrations, exercises sessions and competitions.

The stage is set for the biggest fitness extravaganza - Fitex India 2018 to be held at India Expo Mart, Greater Noida from 5 – 6 May 2018. As retail market for fitness in India gets ready to touch INR 7000 crores (USD 1077 mn), Fitex India is the perfect platform for health and fitness industry professionals, fitness experts, athletes and sport enthusiasts, businesses and associations to network with their end clientele and bring the newest fitness technologies, gears and solutions out in the market for Indian consumers.

Organised by one of the global leaders in events and trade fairs, Messe Frankfurt, the two-day fitness fair will also bring together over 20 internationally acclaimed celebrated fitness experts & gurus including Sucheta Pal, Kaizzad Capadia, Jonathan Ross, Sergei Rudnev, Michele Opperman, David Sandler and Dr Chirag Sethi (P T) to name a few, who will engage in an exclusive programme featuring 40+ sessions of exercise and workout techniques, bundled with live demonstrations and case studies.

Previously owned by Haryana-based trade fair company Smart Events, Fitex India was recently acquired by Messe Frankfurt Trade Fairs India Pvt Ltd, the Indian subsidiary of the German-based exhibition organiser. Raj Manek, Managing Director and Executive Board Member of Messe Frankfurt Trade Fairs India Pvt Ltd, and a fitness enthusiast himself, shared: "Fitex India has grown to become one of the country's largest fitness and health exhibitions in the last three years showcasing innovations in this space. For the fourth edition, we aim at developing Fitex India into a trend-setting platform and are proud to introduce a line-up of exhibitors, live stage performance arena, training zone, and other fringe programmes that will offer athletes from various disciplines the opportunity to connect, compete, and get recognition."

A major highlight of the grand fitness event is the live Zumba masterclass by international sensation and founder of Zumba himself, Beto Perez to energize the opening morning of the mega show. Slated to come to India exclusively for Fitex next month, Beto Perez said: "I'm delighted to be part of this excellent event and to experience first-hand

Messe Frankfurt Trade Fairs India Pvt. Ltd.
Gala Impecca, 5th Floor,
Andheri Kurla Road,
Chakala, Andheri (E),
Mumbai – 400093

the growing enthusiasm for fitness in India. Zumba® has seen explosive growth in India over the last 3 years and I applaud the work Messe Frankfurt has done to promote our industry.”

Adding extra sparkle to the event will be 2018's Fittest Man in India (Reebok CrossFit Open) who will be present at the fair. Along with being a CrossFit genius, Vedharth Thapa has also been a national level cricketer and volleyball player and is the co-founder of Alpha 7 Seas, CrossFit Coach & Athlete. Vedarth, along with his team, will host a workout zone where attendees will be able to participate in all-day strength and conditioning challenges for rewards. The highlight of the zone remains Beast vs Beast, a specially curated workout routine challenge with qualifiers for a grand prize.

Some of the top names in the industry including Technogym, KFS, Aerofit, Gymline, Fitline, Fitness World, S&T Wellness, Trinity Healthcare, Star Fitness, Avvatar will be showcasing the latest in fitness equipment, accessories, nutrition and supplements.

Besides the trade fair, the two days will also see the launch of the Fitex Convention, an ACE approved CEC points certification program for gym trainers and fitness professionals from all over the country, giving an opportunity to registered participants to attend masterclasses with over 40 of the world's top Fitness experts at one place, and a choice of 60 parallel sessions across five classrooms. “We are also happy to introduce a first-of-its-kind programme in India with the launch of the Fitex Convention which will not only provide attendees a chance to attain transformational training but also gain CEC points which is an essential industry qualification and will add value to our exhibitor and visitor's participation”, said Mr Manek.

Additionally, the two-day fair has a line-up of power packed fitness activities at 'The Strength Sphere' and 'The Platform'. True to their names, these features will provide a 'platform' to fitness enthusiast to showcase their 'strength' in spheres of Powerlifting, Classic Bodybuilding Competition, Men's Physique, and Bikini Diva. Winners competing in this stunning show of raw power will be contending for a cash prize of 25 lacs by Fitline Classic, a pioneer manufacturer and distributor in the fitness industry.

Fitex India 2018 will be held from 5 – 6 May 2018

Press information and photographic material:

www.fitexindia.com

Links to websites:

<https://www.facebook.com/fitexindiaexpo/>

<https://twitter.com/Fitexindia>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the

Fitex India
India Expo Mart, 5 – 6 May 2018

relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017
For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de