

Press release

May 2018

Fitex India concludes with two high-intensity days of business, networking and innovations in fitness trends

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

The 4th edition of Fitex India (5 – 6 May 2018, India Expo Mart, Greater Noida) concluded marking improved business performance and stronger participation in fitness features. The launch of Fitex India Convention was well appreciated for knowledge-sharing and as a tool to bring global fitness experts together while also providing essential industry qualification.

Dazzling the Indian fitness industry with its new launches, innovative fitness gears, high-energy sessions, globally acclaimed fitness experts and star power, the 4th edition of Fitex India concluded raising business momentum for the sector. Two days of live product demos by 30 leading brands, intense networking with 4,500 trade visitors together with strong participation of health enthusiasts ensured two dynamic days and improved business performance.

A first under the Messe Frankfurt umbrella, Fitex India saw many new attractions including the launch of Fitex India Convention which featured more than 60 sessions over two days and highlighted key workout techniques, emerging trends, and breakthrough fitness concepts from top industry influencers. Professional fitness experts, renowned health gurus and qualified athletes shared their expertise, experience and insights as part of this dynamic and diverse international convention programme. The expert line-up of 31 presenters covered a multitude of fitness formats including TRX, Zumba, Kettlebell Sport Fitness, Poundfit, Piloxing, Yoga, Body Art Retreat among others, and accorded 1.2 ACE approved CEC points certification to the 200 attendees at the convention.

“The excitement and value proposition of Fitex India extends beyond the exhibition show floor. The platform aims at featuring current and emerging concepts in fitness through fitness influencers, live sessions, competitions and convention,” said Mr Raj Manek, Executive Director and Board Member of Messe Frankfurt Asia Holdings, on the trade fair’s strategy which is positioned as a ‘mega fitness event’. He added that the visitor response was an indication of the energy, excitement, impact and tremendous scope of the Indian fitness industry.

The Fitness Excellence Awards (FEA) which marked the start of the fitness weekend celebration lauded crème de la crème of the fitness industry for their exemplary contribution in the industry. Post the awards ceremony, this mega event turned into a high profile networking session

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

with fitness industry giants, gym owners, trainers, dieticians and nutritionist, athletes, health and wellness spa owners discussing new business opportunities and upcoming trends.

On the opening morning of the show, the buzz was louder than ever before as Zumba founder Beto Perez and Indian rapper Badshah announced their association at Fitex India and performed live on a specially curated Zumba performance on Indian beats. During the day, many exhibitors were seen hosting live workouts and competitions to engage with the audience and give them a first-hand experience of the new techniques and equipment. Mr Jonathan Fekete, Sales Director, Escape shared: "At Fitex India 2018 we have organised a list of activities for the fitness enthusiasts and live demos conducted by our trained professionals to give the Indian audience an experience of the new techniques we brought at the show. Activities like "hit the deck" and "move it" have kept our visitors busy and we have gained our objectives here."

Exhibitors also shared affirmations on strengthening brand visibility as they met visitors representing the entire cross section of the industry including leading gym chains, fitness coaches, health enthusiasts, industry experts, innovators and influencers at this grand fitness weekend. One such visitor, Mr K Narendar, who is the co-founder of an upcoming gym chain Naren Fitness, shared, "My main objective to visit Fitex India was to look for new brands in equipment and apparel segments. I really liked the equipment showcased by brands like Matrix, Fitline and Escape and I am looking forward to doing business with these companies. I must say the show has been a fantastic experience for me."

While exhibitors flexed their power products and solutions at the exhibition zone, over 1,000 pro athletes and participants were seen flexing their muscles in a show of raw power for the Fitline Classic Powerlifting and Bodybuilding Championship winning cash prizes. Confirming partnership for the next edition due to the tremendous response at the exhibition and competitions, Mr Harmeet Singh, Director, Fitline said: "Fitex India is a fantastic platform to launch new products and this year among other new launches, we are displaying a one-of-its-kind stair climber for which we have received fantastic inquiries. We engaged with a lot of gym owners, hoteliers, and also trainers – who are influencers in buying decisions and favoring us with their orders. We are very happy and we will be partner with Fitex India going forward. We are already excited and game for the next edition!"

Also confirming support for the Fitex India Convention, was Mr Kaizzad Capadia, Co-Founder & Director, K11 Academy of Fitness Sciences who said: "I have been associated with Fitex India for the last four years and have seen it improving with every edition. With Messe Frankfurt now taking over, this edition seemed a lot bigger and more professional. However, I was particularly happy to note that the organisers have now launched a convention alongside the fair which will certainly provide the

necessary impetus to education and knowledge sharing within the industry and you can definitely expect K11 to be associated going forward.”

Working out on setting new goals for the next edition, the organisers will soon announce the dates for Fitex India 2019 which is slated to take place in New Delhi.

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 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

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