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Press Release

Everything You Need To Know About Healthstyle In One Exhibit Hall

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Health & Fitness Trends at ISPO MUNICH 2015

From February 5 to 8, 2015 ISPO MUNICH presents everything revolving around the growth topics of “Healthy At Work” and “Mobile Health & Fitness”. The growing awareness for health issues in our society and demographic changes provide the sports business with a variety of new chances and revenue opportunities. ISPO MUNICH 2015 once again dedicates the entire exhibit hall C1 to the growing Health & Fitness trend and the demand for more physical activity in our everyday life and at work.

Trend researchers prophesy an active future, as the importance of everyday health and fitness steadily increases. There is also a growing demand for sport and fitness options at work. Therefore, the primary topics at the ISPO Health & Fitness Hall are “Healthy At Work” and “Mobile Health & Fitness”. The social trend towards increased physical activity as well as an extended professional life results in a new corporate culture. An increasing number of workers demand comprehensive occupational health management. In the future, there will be demand for concepts integrating exercise into the workday, or concepts that change the work routine to such an extent that exercise is possible at any time during the day. The center aisle in hall C1 is fully dedicated to selected trend sports from the Health & Fitness segment.

Visitors will be able to experience a wide selection from the Healthstyle segment, such as products for running, functional training, compact fitness devices, strength training, group fitness and yoga, presented in daily live shows and product demonstrations.

There is also a focus on the growth trend “Mobile Health & Fitness”. Mobile technologies and applications provide tools to improve health and fitness. Since smartphones have become part of everyone’s life, the integration of smart watches and activity trackers is no problem for health enthusiasts. Design and use of the wearables are enjoyable and the option to compare one’s performance to others



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provides motivation to continue and improve. This year's partners in this special exhibit include Gym80, Matrix, Playground, Rocktape, Tomahawk, TRX, Trigger Point and Pearl Izumi.

Trade show visitors can expect exciting lectures and informative panel discussions at the ISPO Health & Fitness Forum. Professional athletes and representatives of the DSV will discuss the use of wearables in performance sports, and experts will debate the use of social health programs at work. The Health & Fitness Forum covers a variety of aspects of the growth topics "Healthy At Work" and "Mobile Health & Fitness".

Another feature of the Health & Fitness area is Holger Stromberg's Nutrition Bar. Visitors will have the opportunity to find out more on "Healthy Nutrition" while enjoying snacks and shakes.

The multi-faceted presentation of the Healthstyle topic is of particular interest to human resource professionals, representatives of health care and health insurance companies, as well as for physical therapists and sports physicians.

ISPO MUNICH 2015 will also include the second RUNNER'S WORLD Running Shoe Symposium. RUNNER'S WORLD, the world's largest specialty magazine and online platform for running is organizing the symposium in cooperation with ISPO and partners from the sporting goods industry. Running currently experiences more dynamic development than any other sport. Every day, another event format is brought to life, new target groups appear, and there is a plethora of product innovations. The latest trends and developments are presented at the ICM – Internationales Congress Center München.

For more information on the Health & Fitness Hall please refer to: [Trade Show Sector ISPO Health & Fitness](#). To access the complete program, please click [here](#).

Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.



In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

