The region's only dedicated business event for sports, fitness & health



# FOST SHOW SHOW REPORT

15th - 16th October 2016

J.W. Marriott Marquis Hotel Dubai, United Arab Emirates









**WWW.ISF-ME.COM** 



We are pleased to have launched the first edition of Fitness & Sports Exhibition Middle East (FXME), the region's only dedicated business event for fitness and sports on 15-16 October 2016 at the JW Marriott Marquis Hotel, Dubai, United Arab Emirates inaugurated by **H.E. Saeed Hareb**, Secretary General - Dubai Sports Council, **Naser Aman Al Rahma**, Assistant Secretary General - Dubai Sports Council and **Fahad Ali Al Shamsi**, CEO of Emirates Jiu-Jitsu Federation and the Secretary General of the Asian and International Unions.

Fitness & Sports Exhibition Middle East (FXME) played host to the largest gathering of sports, fitness and healthcare professionals from around the MENA region to meet, connect, exchange knowledge and conduct business in 2 days.

The exhibition showcased 300+ products and services from local and international exhibitors from over 15 countries. Held alongside the exhibition were free-to-attend fitness classes from the leading fitness centres in the region, business-matching program, CME-accredited conferences and CPD-accredited workshops.

We would like to thank all our 2016 sponsors, supporters, exhibitors, event and media partners.

With continuous growth of the sports, fitness and healthcare sectors, there are higher demands for expansions of local and international fitness centres, creation of new sports hubs, medical facilities dedicated to sports medicine and significant growth of health conscious residents. With the sectors' rapid but steady growth, MENA's fitness and sports industry is valued at US\$ 45bn while Sports Medicine market is estimated to reach US\$ 423 mn by 2020.

We hope to see you at next year's edition: International Sports & Fitness Exhibition (ISF) on 19-20 May, 2017 at the JW Marriott Marquis Hotel, Dubai, United Arab Emirates.

Sincerely.





We had an amazing experience during the event, the response of the attendees were great and we found regional distributors for our products and equipment – Aamna Malik, CEO, Star HFS Equipment

"

## **2016 Event Highlights**

1,250+

1,000+

100+

195+

decision makers in attendance

sqm exhibition space

companies & brands

conference & workshop delegates

## 2016 Sponsors & Partners

**Gold Sponsor** 

Silver Sponsor

**Platinum Training Provider** 







## Supported by

















### **Media Partners**

























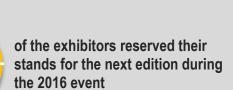


## Reasons to Exhibit

84%	Generate new customer leads and business partners within the region
77%	Brand awareness
64%	Launch new products or services in the region
45%	Penetrate the Middle East market
35%	Re-affirm their position as a leading product manufacturer or service provider in the region
24%	Catch-up with existing clients and re-establish relationships

## **Exhibitor Feedback**









## **Exhibitors by Country**

**75%** 



## **Exhibitors by Product**

30%	Sports, Fitness & Gym Products & Equipment
27%	EMS, Physio, Rehabilitation, Health Products
18%	Sports Medicine, Injury & Pain Management
12%	Furniture, Flooring, Sounds & Lights
9%	Sports & Fitness Technology & Application
3%	Nutrition & Supplements
1%	Sports Brands & Fitness Centres

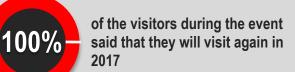
## **Visitor Profile**



of the visitors came to discover the latest sports and fitness technologies, and new product launches



of the visitors came to see live 54% product demonstrations and brands all in one place



of the visitors said that the event 98% was an effective platform to do **business** 



**JOB TITLES** 

**REGIONS** 

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40%	Medical Equipment
	Distributors
	Sports and Fitness Clubs;

Snorte Fitness and

**CEOs and Owners** 54%

**Directors** 

22%

Middle East 71%

25% **Health and Wellness** Centres **Hotels and Recreation** 18% Centres: School and

**Procurement, Purchasers** 14% and Senior Managers

12% **Europe** 

**North Africa** 

14%

Retailers, Pharmacies 12% and Supermarkets

Universities

Sports, Fitness and 9%

2% **Asia** 

**ROTW** 

Government 5% **Organisations & Others**  **Healthcare Professionals Others** 

**DUBAI** MAY 19-20, 2017

## Conferences & Workshops

## **CME / CPD-Accredited Conferences & Workshops**

- Olympic Weightlifting Workshop
- Kettlebells Instructing
- National Academy of Sports Medicine Movement and Postural Analysis Workshop
- Paul Weir Boxing Development Studies
- Physical Activity and Weight Management for Obese and Diabetic Clients
- Business Skills and Social Media Marketing for Fitness Professionals
- Nutrition for Sports and Exercise Performance
- Exercise Referral Workshop
- Pre and Post Natal Exercise Programmes
- Outdoor Fitness Workshop
- Men's Health Congress: Urology, Cardiology, Rheumatology, Cosmetics & Aesthetics
- Orthopaedics, Sports Medicine, Sports Injuries

**Platinum Training Provider** 



**Accreditation Body** 







of the delegates attended the conference / workshops to learn about the latest advancements in the sports, fitness and healthcare sectors



of the delegates attended the conference / workshops to earn CME / CPD points to renew their professional licenses



of the delegates said that the subjects covered within the agenda of the conferences / workshops were excellent



of the delegates said that they will attend the conferences / workshops again in 2017



57%

Physiotherapist, Orthopaedics, Sports Medicine and Personal Trainers



Wellness and Training Coaches, Gym Instructors

4%

Pharmacists and Nutritionists



Other Sports, Fitness and Health Professionals

66

The conferences and workshops were professionally organised, very relevant and had high quality speakers – Jaimie Abdelnasher, Primary Care Physician, American Hospital

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66

The event had really good potentials for its first year, we believe next year will be even better - Nancy Assouma, Vice President, Elis Pharmaceuticals







66

The event offered great opportunity to learn about the latest products in the industry, we look forward to a bigger event next year – Syed Abbas, Product Specialist, Sun and Sand Sports



Our first event and generally a useful all round experience - Mark Glenfield, Managing Director, Perform Better Middle East







66

The conferences and workshops had really good topics with the latest information in the industry - Omer Jahangir, Managing Partner, Solid Fighter

77

## JW MARRIOTT MARQUIS DUBAI SAVE THE DATE!



## 19th-20th May 2017

J.W. Marriott Marquis Hotel Dubai, United Arab Emirates

## **RESERVE YOUR SPACE!**

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INFORMATION SOURCES: The information contained in this summary was gathered from the 2016 Fitness & Sports Exhibition Middle East registration data, post-show visitor, delegates and exhibitor surveys.





A great platform to meet buyers from around the Middle East, the event was a worthwhile investment – Vivian Aranha, Founder and CEO, Spartan Athletique