

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

FXME2016
FITNESS & SPORTS EXHIBITION MIDDLE EAST

2016 POST SHOW REPORT

15th -16th October 2016

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



WWW.ISF-ME.COM

2016 Post Show Report

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,



Jeano Pangan
Director – Middle East

“ 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+

decision makers in attendance

1,000+

sqm exhibition space

100+

companies & brands

195+

conference & workshop delegates

2016 Sponsors & Partners

Gold Sponsor



Silver Sponsor



Platinum Training Provider



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Exhibitor Profile

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



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

87%

of the visitors came to meet potential suppliers, manufacturers and business partners

70%

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

62%

of the visitors came to meet existing partners and re-establish business relationships

54%

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

100%

of the visitors during the event said that they will visit again in 2017

98%

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

BUSINESS TYPES

40%

Sports, Fitness and Medical Equipment Distributors

25%

Sports and Fitness Clubs; Health and Wellness Centres

18%

Hotels and Recreation Centres; School and Universities

12%

Retailers, Pharmacies and Supermarkets

5%

Government Organisations & Others

JOB TITLES

54%

CEOs and Owners

22%

Directors

14%

Procurement, Purchasers and Senior Managers

9%

Sports, Fitness and Healthcare Professionals

1%

Others

REGIONS

71%

Middle East

14%

North Africa

12%

Europe

2%

Asia

1%

ROTW

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



وزارة الصحة
MINISTRY OF HEALTH

97%

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

100%

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

89%

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

100%

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

DELEGATE
PROFILE

57%

Physiotherapist, Orthopaedics, Sports Medicine and Personal Trainers

4%

Pharmacists and Nutritionists

38%

Wellness and Training Coaches, Gym Instructors

1%

Other Sports, Fitness and Health Professionals

“

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

”

“

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

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“

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**

”



“

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

”



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

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