

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

1 - 4
JUNE
2023

EXPO CENTRE
& RIVIERA DI
RIMINI - ITALY

WELLNESS ALL AROUND



Organized by

ITALIAN
EXHIBITION
GROUP
Providing the future

In collaboration with



ITCA
ITALIAN TRADE AGENCY

Find out more

[RIMINIWELLNESS.COM](https://www.riminiwellness.com)



RiminiWellness

1-4 June 2023 | Expo Centre & Riviera di Rimini
Wellness All Around

The international event dedicated to the entire wellness community: latest trends, innovations and training for fitness, wellness and sport professionals and lovers. RiminiWellness is an event that brings together under one roof all the major players in the fitness and wellness universe: exercise equipment manufacturers, gyms, fitness clubs, training institutions and trade associations, medical spas, health centers, rehabilitation, tourism and design, always with an eye on what the fitness community wants.

A hub for business, education and networking, consisting of different concepts; an observatory on new wellness trends and innovation, both for professionals and consumers.

- o **Health**
- o **Fitness**
- o **Nutrition**
- o **Appearance**
- o **Mindfulness**
- o **Design**

FACTS&FIGURES

+120,000

visits

400

companies

28

pavillions

1,500

hours of training

60

conventions, seminars
and training courses

173,000 sq. m

indoor and outdoor
spaces

INTERNATIONAL BUYERS MATCHING

// INTERNATIONAL BUYERS

100

// BUSINESS MEETING

700

// COMPANIES

110

// COUNTRIES

24

from Europe and the
Mena Region

// TEAM BUYERS

60

With the support of

IEG REGIONAL ADVISORS

ITA - Italian Trade Agency and
the Italian Ministry of Foreign
Affairs and International
Cooperation

MY AGENDA – INTERNATIONAL BUYER MATCHING

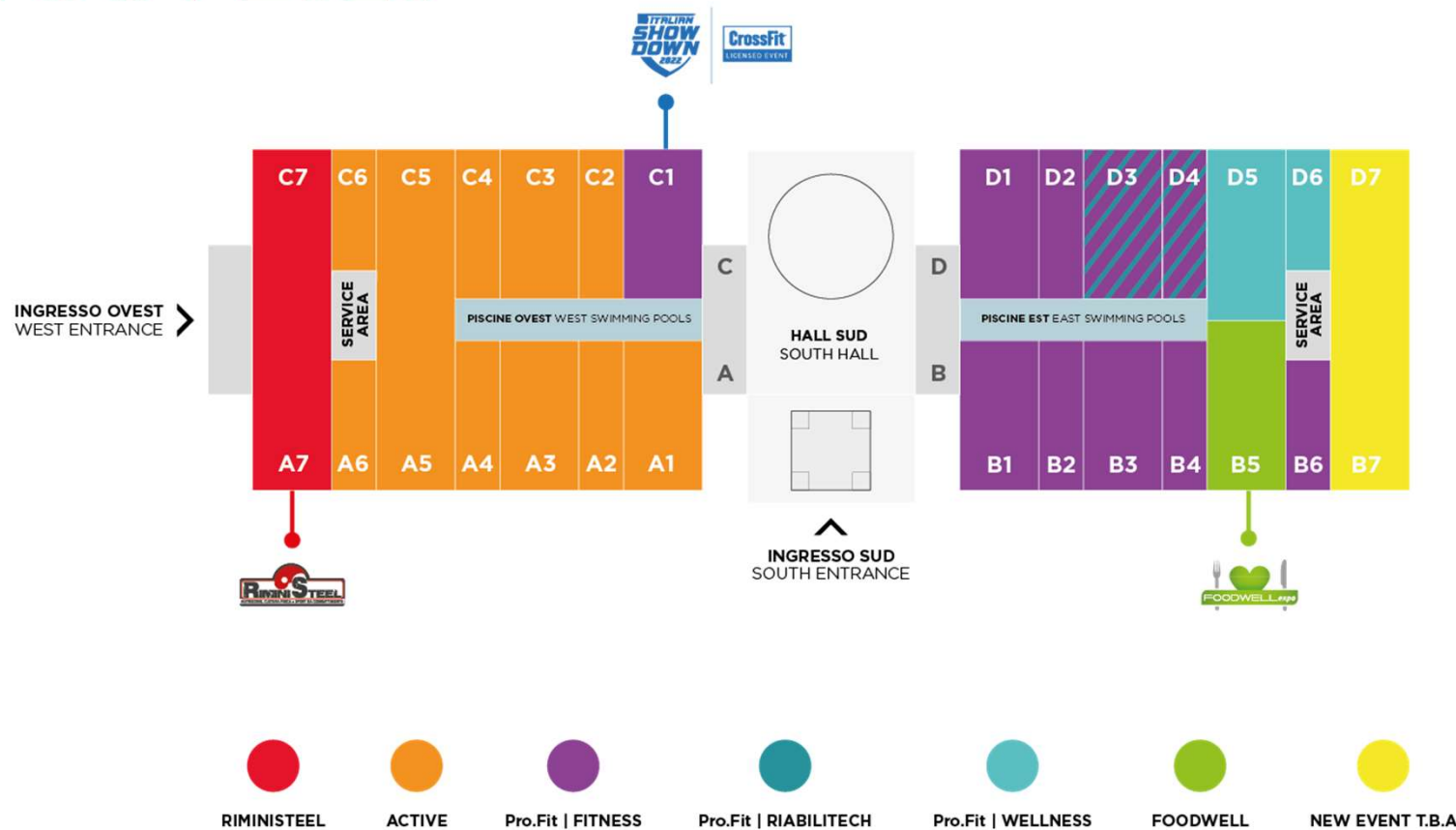
RiminiWellness has developed a specific programme designed exclusively to promote meetings between SELECTED INTERNATIONAL BUYERS and EXHIBITING COMPANIES. Exhibitors will access an online matching system before the exhibition to schedule B2B meetings which will be held directly at their stand during Rimini Wellness.

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LAYOUT 2023



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THEMATIC SECTIONS



FoodWell Expo

Healthy eating for those “on the go”

A showcase presenting products related to functional nutrition. An important opportunity for business, updating and training through cooking demonstrations with top chefs and food bloggers, guided tastings, product focuses and cookery courses.

Riabilitec

Training for rehabilitation professionals

The professional section Riabilitec is dedicated to science and technology for rehabilitation and motor relearning for physiatrists, physiotherapists, rehabilitation therapists, masso-physiotherapists, kinesiologists, rehabilitation practitioners and associations.



Pilates Junction

All-round Pilates

A packed programme of workshops dedicated to discovering and exploring all areas of Pilates. The top professionals in the field lead conferences relating specifically to the discipline.

RiminiSteel

Nutrition, physical culture and combat sports

More than 13,000 square metres entirely dedicated to the toughest, roughest and heaviest of activities that we can do at the gym, an explosive and compelling mix of combat sports, martial arts, physical culture and how they can be coupled with supplements, represented by all the leading companies in the sector.



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TRADE SECTORS

- Fitness Equipment
- Fitness Plants
- Wellness
- Wellness Food – Functional and Dietary nutrition for Wellness
- Sports & Clothing
- Rehabilitation Equipment
- Softwares & Technology
- Destinations

SPECIAL EVENTS

Italian Showdown

The first event accredited by CrossFit® in Italy

Italian Showdown® is the largest recognised and accredited CrossFit® sports competition in Europe and is aimed at the large community of compound and functional workout practitioners.

A unique event on the world stage for fitness enthusiasts, sportspeople and elite athletes from five continents who take turns to test their strength, speed and endurance.

Cotto Tribù Reunion RiminiWellness

The official Italian reunion

A unique opportunity to live an experience 100% offline with Davide Campagna, aka Cotto al Dente. Guided workouts, light cooking lessons and meditation sessions: the Cotto al Dente online community is ready to gather in Rimini.

Hyrox

The Fitness Competition for Every Body

Hyrox's debut in Italy will be held within Rimini Wellness, one of the most important fitness fairs in the world. Whether you are a seasoned Hyrox athlete or a sportsman curious to try this challenge, don't waste time and secure a place to participate as a single, a duo or in a relay with whoever you want! The Romagna riviera, between sun, fine food and lots of good vibes, will offer you a memorable Hyrox experience!

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WELLNESS TALK

Through the **Wellness Talks**, RiminiWellness consolidates its position as a hub for the sector's macro-trends. Leading industry experts and opinion leaders present their visions of the future of the wellness business through a full programme of talk shows, workshops and training sessions that encapsulate the global scenario in wellness.

A unique opportunity to discover new business models and revolutionary formats, and to be inspired by successful case histories.



FITNESS & WELLNESS ACADEMY

RiminiWellness is an experiential space for training and information, meeting and business, an aggregator and distributor of high-value content relevant to both the industry and fitness lovers.

A unique opportunity for anyone who wants to receive high-level professional training that is recognised in Italy and Europe.

- Management training with 24Ore Business School
- EREPS certification with EuropeActive
- Sport Reform: in-depth discussion with ANIF
- Scientific training with Istituto di Medicina Naturale
- Masterclasses and in-action training opportunities for personal trainers in cooperation with companies and partners.



Istituto di Medicina Naturale

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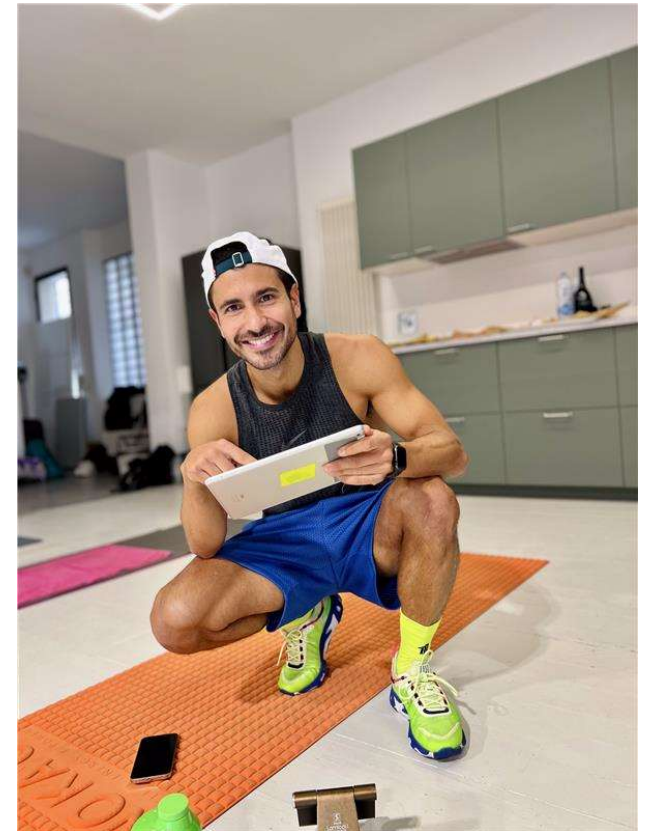
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WELLNESS COMMUNITY VILLAGE

The most popular influencers of the Fitness & Wellness community will be at RiminiWellness.

You will be able to interact and train with them on the stages and in the activities at the show, as well as to watch their talks and cooking demos.

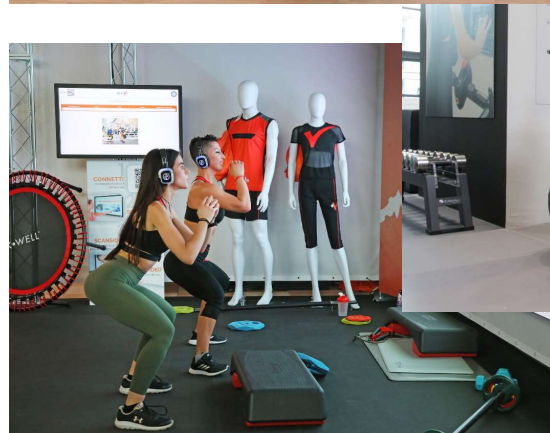
A social area designed for bloggers and influencers, where they can share the best moments of the show on social networks and update the community in real time.



An ALL-IN-ONE approach that combines all-round health and well-being

Why attend

- 1) **Connect with the community of wellness professionals and fitness lovers at once.** Establish new business relationships and consolidate existing ones with both Italian professionals and international trade visitors.
- 2) **Present your new products and services and boost** your brand visibility with live streaming and social media sharing.
- 3) **Identify the new wellness paradigms and connect with the ultimate wellness centres** that combine the highest level of medical expertise, beauty treatments and customised fitness programmes.



RiminiWellnessOFF

Rimini, a city always on the go and with a packed programme of outdoor events dedicated to Wellness & Fitness.

RiminiWellness promotes a packed programme of off-site initiatives involving the entire surrounding area with outdoor events and activities dedicated to sport, fitness and wellness. Europe's largest open-air gym, kilometres of cycle paths, ample space for walking and doing sports along the seashore. A true paradise for those who choose a lifestyle based on sustainability, for fitness lovers and for those for whom mental and physical health and well-being is truly a must.

Rimini, the city of all-round wellness

Rimini is a city that combines wellness, hospitality and outdoor sport by putting people at its heart.



2,587

Hotels



1,720

Restaurants



200+

Night venues



700

Beach resort



350

Campings,
agritourism, B&B



19

Amusement
parks

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RiminiWellness Off Context



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