

press release

**EXPERTISE AND SKILLS FOR THE SPORT OF TOMORROW**

**THE TRAINING CHALLENGE OF RIMINIWELLNESS 2025**

* **First Forum on Sport and Sustainability: national and international policies, impact measurement.**
* **Advanced training for trainers, managers, and operators, featuring intensive courses, technical workshops, and regulatory updates.**
* **Spotlight on industry growth and development, new business models, international trends, and market research**

*Rimini, 29 May – 1 June 2025 –* **Training** increasingly becomes a strategic lever to support the evolution of the fitness and wellness industry. With this focus, the **19th edition of RiminiWellness**, the international fair promoted by **Italian Exhibition Group** dedicated to fitness, wellness, and healthy eating, returns to **Rimini Expo Centre** and the Riviera from **May 29 to June 1**.

**INTRODUCING THE FIRST FORUM ON SPORT AND SUSTAINABILITY**

RiminiWellness 2025 champions a new paradigm, where sport is a powerful ally in driving ecological transition, social well-being, and increasingly ethical and forward-looking governance. On the afternoon of the opening day, the **Sport and Sustainability Forum – The challenge to win the future** will make its debut, with Undersecretary for the Environment, **Claudio Barbaro**, kicking off the event in a video message, followed by presentations from **Niclas Svenningsen**, Mitigation Manager for the United Nations Framework Convention on Climate Change (UNFCCC), on sports in the 2030 Agenda, **Silvia Marrara**, head of the sports diplomacy office at the Ministry of Foreign Affairs and International Cooperation (MAECI), and **Simona Azzolini**, alumna and Milan anchor of the Institute for Leadership in Sustainability at the University of Cambridge. The **Milano Cortina 2026 Foundation** will present its sustainability policies for the Winter Games. **Giampiero Pastore**, head of the CONI Institute of Sports Medicine and Science, will outline strategies for sustainable sports, and **Leonardo Ghiraldini**, Evolution Guide of Nativa, will discuss the opportunities sports offer for generating shared value. The **Institute for Sports and Cultural Credit** and **Assosport**, represented by President **Alessio Cremonese**, and **Sport and Health** will also be present as partners of RiminiWellness. The national coordinator of the **Healthy Cities Network Project, Francesco Caroli**, will also join in, offering his insights on the role of public administration in promoting sustainable sports. The event will conclude with a round table discussion, featuring Italian Sports Promotion Bodies such as ASI, ANIF, UISP, OPES, CSI, and ACS. The Forum, moderated by **Luigi Monfredi**, is a result of the experience and endorsement of **Ecomondo** - the international event on green transition and circular economy by Italian Exhibition Group, and **Ecopneus**, a consortium company for the recycling of used tires, whose General Manager, Giuseppina Carnimeo, will share over 10 years of challenges and solutions for the sustainability of sports flooring.

**FITNESS AND BUSINESS: STRATEGY IS THE KEY TO BUILDING THE FUTURE**

Friday will mark the inaugural **Fitness Franchising Day**, a deep dive into the development of a franchising system in Italy and investments in the fitness industry. This event is in partnership with **Affilya**, a leading organiser of B2B events in the franchising world. Topics will include real estate with CBRE, finance with KPMG, Mikro Kapital, Banco BPM, and Atlas SGR, sports investment funds, and one-on-one meetings with brands like Anytime Fitness, Fit & Go, Your Personal Trainer, Solo Lei, 20 Training Lab, Fit Up, Crunch, Fitness Park and F45. Next up will be a double appointment with **REX Roundtables**, featuring Michele Simone (AllFit) and Andrea Bagnacani (Eden Sport e Salute) discussing emerging trends and strategies for a solid and sustainable fitness business. Alexandru Lascar (StayFitGym) and Anthony Barquisseau (Genae & Gymob) will highlight the international landscape, innovative formats, effective leadership, and winning models to guide clubs in the global market.

**EXCLUSIVE ADVANCED TRAINING FOR SPORT MANAGERS AND TRAINERS**

Technical knowledge is transformed into hands-on experience through a comprehensive training programme designed for personal trainers, coaches, and instructors. **ELAV** presents the “Train to Dominate, Not Just Survive” cycle, designed for those seeking to excel and confidently tackle the industry's new challenges. **ISSA Europe** presents a special edition of the **CFT Course – Certified Fitness Trainer**, focusing on fundamental topics such as applied biomechanics, functional progressions, posture, and mobility, offering intensive training. The **Italian Fitness Federation (FIF)** brings a unique offering to the event, featuring hands-on masterclasses, seminars, and workshops led by qualified instructors. Among the highlights, the **National Conference “Successful Gyms”** returns, designed for fitness centre owners and managers. The conference focuses on a management model to boost profitability, featuring testimonials from entrepreneurs who have successfully implemented this method. **ANIF** - National Association of Sports and Fitness Facilities will host meetings focused on managerial management, regulatory updates, and post-reform opportunities, featuring partners such as Technogym, Athletis, Balance Body, FONSPORT, and many others. Lastly, **APPI** - the **Italian Pilates Professionals Association** - will bring free Mat work and Pilates lessons with equipment to the stage, along with talks on crucial topics for industry professionals.

**GENERAL STATES OF FITNESS AND WELLNESS: SPORT AS A STRATEGIC DRIVER FOR THE FUTURE**  
The **General States of Fitness and Wellness** return focusing 100% on business, featuring two in-depth sessions on investments and trends. On Thursday morning, Italian capital, foreign investment, and new expansions will be discussed with Luca Amedeo Masobello (VAM Investments), Samuele Frosio (RSG Group), Riccardo Turri (Starpool), and Mario Barbosa (GoFit). On Friday afternoon, Corporate Wellness opportunities for gyms, fitness centres, and personal trainers will be explored with Anna Zattoni (Jointly), Michele Loperfido (Wellhub), Gianfranco Minutolo (UniBocconi), and Sara Compagni (Postura da Paura). This will be followed by a focus session on Digital and Innovation with Giovanna Allegrini of Take Mi Home, Alessandro Fazio of Dr. Feel, and Nicola Tardelli of Healthy Viruoso. Friday will also feature **The European House – Ambrosetti**, presenting the second edition of the **Sports Value Observatory**, offering a “2050 - Italy on the move” outlook. The conference will feature presentations from institutional and scientific representatives, including Giovanni Capelli, Director of CNaPPS, **Massimo Fabi**, Emilia-Romagna's Health Policy Councillor, **Alessandro Rossi**, President of the Italian Society of General Practitioners and Primary Care, and **Sergio Iavicoli**, Director General of Prevention at the Ministry of Health. The conference will also explore the integration of fitness, nutrition, and wellness with the cross-cutting panel “Move to Live Better”. This panel will feature **former Olympic champion Jury Chechi**, along with the Observatory's partner brands: **Matrix, Amadori**, and **FitActive**. The **FIPE - Federpesi Conference** will unveil the results of the “Federpesi in the Experience of Strength Specialists” survey, conducted by **Format Research**, providing valuable insights for the industry's training policies. **Confartigianato** will present the **Sport Economy Report**, in collaboration with Symbola and Deloitte, under the patronage of MAECI, while **Les Mills** will share a market survey with **IFO - International Fitness Observatory**.

**ABOUT RIMINIWELLNESS 2025**

**Date**: 29 May – 1 June 2025; **event type**: international expo; **organiser**: Italian Exhibition Group S.p.A.; **recurrence**: annual; **edition**: 19th; **open to:** general public and operators; **info**: [www.riminiwellness.com](http://www.riminiwellness.com)



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Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward- looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafo - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.