****

press release

**RIMINIWELLNESS 2025: THE EUROPEAN CAPITAL OF STRENGTH TRAINING**

* **Rimini Expo Centre dedicates 13,000m2****to strength and functional training: state-of-the-art equipment, competitions, and practical sessions in the Steel Area.**
* **World records and legends: 23 Mr. Olympia champions take centre stage, and Zahir Khudayarov aims to set a new record.**
* **Elite training: FIPE workshops and squat clinics with top experts in the field.**

*Rimini, 29 May – 1 June 2025* – With 13,000m2 dedicated to **strength training**, this area is increasingly high-profile at **RiminiWellness**, the international event curated by **Italian Exhibition Group**, held at Rimini Expo Centre and along the Riviera from **May 29** to **June 1**. The **Steel Area** features the latest training equipment from leading global brands, events and challenges with world-renowned athletes, and a product exhibition for sports integration.

**COMPETITIONS AND BIG NAMES IN INTERNATIONAL FITNESS**

RiminiWellness will once again be the perfect setting to celebrate the excellence of bodybuilding and strength training worldwide. **Panatta**, a long-standing partner of the event, will set up a large gym spanning over 500m2, open to the public and athletes, featuring the latest brand innovations and bodybuilding legends. **Xenios** promises a dynamic and immersive experience, featuring a dual presence at the fair: a **universe** dedicated to fitness business and a consumer area focused on high-intensity training, led by Andrea Croceri from Intensity Human Training and Emanuele Gollinucci from TriFit. Highlights include the Deadlift Battle and Squat Race competitions with Elisa Vinante and the Parma Powerlifting Barbarians team, live physiotherapy with Marco Rovatti and Le Scimmie, and hands-on **CrossFit® Italia** sessions. **Technogym** will feature a 400m2 gym dedicated to Pure Strength training, equipped with the brand's signature machines and trainers available to offer advice on maximising strength performance. A highly anticipated event is the **Squat Clinic**, led by Antonio Contenta at the **Italian Strength Academy** stand, where participants can explore the core principles of this key exercise. **Streetlifting Italia**, an emerging national organisation, will debut in the same space, offering official competitions and training sessions dedicated to this fast-growing discipline. In a show where strength meets glamour, the **FMG International** - Fitness Muscle Glamour bodybuilding competition will be hosted for the first time at RiminiWellness, inside the Wellness Arena on Sunday, June 1. **Tsunami Nutrition** returns to the event with an area hosting a series of celebrities, including Andrea Presti, Gianzcoach, Ludovico Lemme, Insane Screamer, Luca Mastra, and Andrea Mammoli, all led by Valentino Tozzi. **Yamamoto**, a leading brand in the world of sports supplementation, will also contribute to making the event even more unique with the presence of top athletes to discover at the fair, including Claudio Marchisio, Neil Hill, Gianluca di Lorenzo, Alice Marchisio, Andrea Nathan Martelloni, Patrick Tuor, and many others. **Leone 1947**, a leading brand in combat sports, confirms its presence and welcomes visitors to its Arena with DJ sets and interactive activities across all four days. In the east pools, **Red Bull** will energise the space with a **Fitness Truck** in collaboration with **Xenios**, featuring training sessions led by athletes like Dorothea Wierer, Claudia Pagnini, and Jonne Koski, as well as prominent content creators such as Jennifer Roncato, Marco Tomasin, and Marta Giunti. Lastly, among the most eagerly awaited events is the return of powerlifting legend, **Zahir Khudayarov**, who is set to attempt a new world record in the squat with 500 kilograms, following his impressive performance last year.

**INTERNATIONAL CALISTHENICS AND MUCH MORE**

The event once again serves as a global benchmark for the world of Calisthenics, hosting the Burningate masterclasses and the **I.B.C. 2025** – **International Burningate Cup**, a prestigious international competition dedicated to calisthenics skills, where the best performers in the discipline will compete in a spectacular setting. Thanks to **NAMEDSPORT>,** a brand showcasing innovations from sports nutrition research, enthusiasts will have the chance to go head-to-head with a champion like Yuri Chechi, one of the greatest gymnasts of all time, in the L-SIT Challenge, designed to test endurance and abdominal strength. Among the activities and meetings dedicated to the public, Nicolò Martinenghi, one of the greatest talents in Italian swimming, will also be a special guest at the stand. In parallel, the **Endurance Cup**, curated by **Vulcano Fitness**, will offer a high-profile competitive format designed to test strength, endurance, and determination, involving over 150 athletes.

**INTERNATIONAL BODYBUILDING: 23 MR. OLYMPIA LEGENDS ON STAGE**

The Rimini venue is a premier platform for competitive bodybuilding, hosting internationally renowned events that celebrate the strength, technique, and spectacle of the sport. The **Panatta Rimini Contest & Diamond Cup** will bring together high-profile athletes, judged according to the official criteria of the world's most authoritative federations. At the stand, visitors will have the rare opportunity to meet the biggest legends in the history of world bodybuilding: **Ronnie Coleman, Lee Haney, and Phil Heath**, champions who together hold a total of **23 Mr. Olympia titles**. Alongside them, **Hany Rambod** will take the stage, the most successful coach ever, strategist for 25 Mr. Olympia victories, and a key figure in international athletic training. The meeting will be hosted by **Bob Cicherillo**, the iconic voice of Mr. Olympia. Elevating the competitions, the **Wellness Cup**, scheduled on the stage of the International Sport Factory Ltd, will serve as the final selection stage for the **Mr. & Miss AINBB 2025**. A prestigious event that brings together promising young talents and established professionals in a challenge dedicated to physical excellence and pure performance.

**HIGH-LEVEL TRAINING**

The strength area will also serve as the hub for professional training and sports culture. The **FIPE Strength Academy National Conference** will be a key opportunity for athletes, technicians, and industry professionals to engage in dialogue and in-depth analysis, focusing on the evolution of strength disciplines from both a sporting and educational perspective. The **Italian Weightlifting Federation** will offer a rich schedule of activities, including masterclasses, workshops, and demonstrations, all designed to engage and train participants of all levels.

**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)

**PRESS CONTACT ITALIAN EXHIBITION GROUP
head of corporate communication & media relation:** Elisabetta Vitali
**press office manager**: Marco Forcellini, Pier Francesco Bellini | **press office coordinator**: Luca Paganin | **international press office coordinator:** Silvia Giorgi | **press office specialist:** Mirko Malgieri; Nicoletta Evangelisti | [media@iegexpo.it](http://srvcww.dominio-fiera.local/gestionecww/template/%C2%B4mailto%3Amedia%40iegexpo.it)

**MEDIA AGENCY RIMINIWELLNESS**

**Naper Multimedia**| Zoe Perna | T. +39 02 97699600 | zoe.perna@napermultimedia.it | staff@napermultimedia.it

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.