

Business-to-Business Congress



New event:
Experience the Power of Innovation:
How to generate new business with
modern concepts

Thursday, 30th May 2019
RiminiWellness, Italy

EuropeActive is delighted to announce the all-new **Business-to-Business Congress** to be held during RiminiWellness 2019, one of the biggest trade shows devoted to fitness, well-being, business, sport, physical culture and healthy eating in Southern Europe.

We're organising this event, with the title '**Experience the Power of Innovation: How to generate new business with modern concepts**' with the support of ANIF. This day will focus on the importance of innovation, new business concepts and the experience of experts from both inside and outside the fitness industry.

It's important for entrepreneurs to constantly seek to develop new routes to make the fitness industry successful, in more ways than one. Based on the Deloitte research and various monitoring, we see competition on membership increasing. Technological developments and modern concepts, including new ways of presenting fitness to consumers such as Boutique Fitness Clubs, will be deeply analysed during the Business-to-Business Congress.

[Programme details](#)

Olga Burkova - World Class Russia

World Class Russia's Director Olga Burkova is one of the keynote speakers. She will present the session 'Quality of Service is one of the effective tools for increasing company profits', giving delegates valuable outcomes on Customer Journey and Customer Services.



Tim Benjamin - Fitness Space

Fitness Space Founder & Owner Tim Benjamin will be hosting the session 'Innovation delivered through a Connected and Digital Member Journey'. He will share his expertise on how important technology is to successfully develop your business.

Lauren Armes - Welltodo

Welltodo Founder & Owner Lauren Armes will take attendees through the session 'Successful building a community by digitalization'. She will spread her philosophy on the power of digital tools to effectively develop strong brand communities.



The following keynote speakers and presentations have also been confirmed:

- **Tomasso Nastasi**, Deloitte Italy

'Fitness Figures, Trends and Developments in Italy and other South-European countries'

- **Marjolijn Meijer**, Founder, Trainmore

'Innovative Boutique Concept; the more you train the less you pay'

- **Guido Stratta**, VP of HR Development, Enel Group (Italy)

'Corporate Wellness: a successful business case'

- **Sandro Sato-Tomita**, Marketing Director EMEA & **Thijs Rath**, DSM Nutritional Products

'Personalised Nutrition: a new innovative concept'

- **Sander Werring**, General Manager, Polar Netherlands

'Technology and innovation to support Personal Trainers at a Gym'

This programme is subject to change and more names are likely to be confirmed within the coming weeks. Up to date information can be found on our website www.europeactive.eu and via en.riminiwellness.com

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