

No 14
Munich, December 15, 2016
Press Release

Kathrin Hagel
PR Manager
Phone: +49 89 949-21474
kathrin.hagel@
messe-muenchen.de

ISPO MUNICH 2017

The Latest Trends in Health and Fitness

Whether it's the latest nutritional concepts or training methods, ISPO MUNICH will once again have all manner of trends on show from February 5–8, 2017. For instance, today's young women are often fitter and in better shape than ever before. Why is this? Live demonstrations from renowned female trainers will give attendees the chance to find out. Along with presentations on the Health and Fitness stage, more than 120 exhibitors will be presenting their new products from the field of health and fitness.

Those wanting to find out more about health and fitness trends will find all they need at ISPO MUNICH in halls B4 and B2. Due to the huge growth in the Health and Fitness segment, a move to the larger hall B4 was required last year. For 2017's event, the "Body and Mind Village" will also be open in hall B2, where fitness and wellness clothing will be presented.

Fitness Trends – Women Tone Up

Intensive training is now hugely popular among women wanting to look fit and toned. What is the motivation behind this and what role does social media have to play? At ISPO MUNICH, well-known female coaches and social media experts will be presenting their thoughts. That includes Marleen Schumacher and Svenja Sörensen from **Greenbodycamp**, for example, whose outdoor fitness events are a world away from wellness. There's a reason that they both refer to themselves as "strengthility coaches" and have been known to greet their Instagram followers with the words: "Good evening powerhouses." Another superwoman joining them at the trade fair is aspiring doctor and personal trainer **Marie-Luise Klietz**, 25, a former member of the German national triathlon team.

And, since intensive training is the subject, of course **Crossfit** will also be represented. The strength and condition training concept is based on functional exercises, ensuring that we really push ourselves to the limit. Once per day, this training session will be on the agenda in the Functional Area.

With "**SYPC Boutique Barre**" from Munich, things are somewhat gentler. Exercises at the ballet barre help participants to achieve a sleek and feminine shape. **Boutique fitness** is a new trend from the USA with a focus on small groups and stylish locations. (Visit hall B4, ISPO Health and Fitness stage, February 8, 2017, 10:00–10:30 a.m. and 3:00–3:30 p.m.)

Yoga

The brand of yoga practiced by Young Ho Kim, training manager at the Inside Academy in Frankfurt, is fast and strenuous. He will be demonstrating "Inside Flow" a dynamic and powerful form of yoga where the exercises flow into one another. You can find Young Ho Kim in hall B4, ISPO Health and Fitness stage, February 6, 2017, 11:00–11:30 a.m. and 4:00–4:30 p.m.

US martial artist and yogi Cameron Shayne is the founder of Budokan University of Mixed Movement Arts which teaches a mixture of yoga, martial arts and calisthenics, or body-weight training. You can get a sneak peek into the powerful elegance of this sport [here](#). Visitors to ISPO MUNICH will be able to experience it live in hall B4, ISPO Health and Fitness stage, February 5, 2017, 2:00–2:30 p.m. and 3:30–4:00 p.m.

Jivamukti yoga teacher Patrick Broome, yoga trainer to the German national football team, will also be in attendance on February 8 from 11:30 a.m.

What's more, Yoga fans are recommended to take a detour to the top 50 newcomers to the sports industry, including a self-rolling yoga mat (YoYo Mats) that has taken first place in the Accessories category at ISPO BRANDNEW (hall B5, ISPO BRANDNEW VILLAGE).

Nutrition

The right protein intake is key to training success. Ironman World Championship runner-up Andreas Raelert and PowerBar nutrition expert Corinne Mäder-Reinhard will explain how athletes can support their bodies during training

sessions with the right nutrition through protein intake. (Visit hall B4, ISPO Health and Fitness stage, February 5, 2017, 11:30 a.m.–12.30 p.m.)

Running

From 160 kilos to marathon runner: This was the goal for Micha Klotzbier, who, in January 2015, still weighed 160 kilograms. Since then he has run the Berlin marathon. At ISPO MUNICH, together with his trainer Piet Könnicke, Klotzbier will be explaining how he navigated this path to achieve his goal (hall B4, ISPO Health and Fitness stage, February 6, 2017, 11:30 a.m.–12.00 p.m.)

What are the latest trends in running? Industry experts will be discussing all the latest developments at the Runner's World running shoe symposium on February 6 at ICM—Internationales Congress Center München. For the first time, part of this year's event will be accessible to all on the Health and Fitness stage.

Mobile Applications/Wearables

The best-known wearables are fitness armbands. They detect movements, calculate calorie consumption, or measure your pulse. But these applications are becoming ever more sophisticated and branching out into completely new areas: When integrated into ski boots, they can provide you with feedback on incorrect movements (CARV), or sensors included in heated clothing (Clim8) can help to ensure that nobody freezes. The innovations can be seen in hall B5 in the ISPO BRANDNEW VILLAGE. Exhibitors like Garmin, Polar, Samsung, and TomTom will also be presenting their new products in this area in hall B4. Further brands will be located in the designated "Mobile Health and Fitness" area.

All highlights and dates for the [Health and Fitness](#) area can be found in the [Event Overview](#). These include planned talks from long-distance runner and German mountain running champion Tina Fischl, professional triathlete and multiple Ironman winner Nils Frommhold, and multiple Olympic champion in the Nordic Combined event (ski jumping and cross-country skiing) Felix Gottwald. All exhibitors in this segment can be found [here](#).

Further information on ISPO MUNICH can be found at www.ispo.com and at facebook.com/ispomunich.

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET, and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round —identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.

Messe München

Messe München is one of the world's leading trade fair companies. It organizes over 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. Each year, more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade fair center, the ICM–Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey, South Africa, and Russia. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and over 60 representative offices abroad serving more than 100 countries.