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Press Release

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HEALTH & FITNESS: NUTRITION AND MOBILITY

The increasing significance of health and fitness opens up many opportunities for the sports industry. ISPO MUNICH presents everything revolving around “Healthy Nutrition” and “Mobile Health & Fitness” concentrated in one exhibit hall from January 24 to 27, 2016. Health & Fitness has a lot of innovations to offer, particularly for trainers, sports instructors, physical therapists, medical and human resources professionals.

Health & Fitness is a strongly expanding growth market. 70 percent of the current German workforce considers life stressful; every fifth worker suffers from permanent stress. Chronic stress can have a negative impact on health. The desire to be healthy has an increasing influence on personal lifestyles. Depending on individual preferences there is a wide variety of sports and nutrition concepts to choose from. Mobile services make the integration of suitable exercise programs and nutritional recipes into the every day possible. The rapid development of wearable technologies, hi-tech wearable mini computers that measure and evaluate fitness data emphasize this social change. The significance of optimized nutrition, increased exercise and wellness to maintain health and fitness has become a trend in our modern society.

Increased Quality of Life with Wearables

The growth of this segment is evident in the relocation of the segment into hall B4, the new home of [Health & Fitness](#). This area will provide exhibitors and interested visitors considerably more exhibit space beginning with the 2016 show. The Health & Fitness 2016 Hall sets new

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standards with its focus on “Healthy Nutrition” and “Mobile Health & Fitness”. The image transfer of sports, sporting goods and athletes onto individuals and companies is enormous. The next big step consists of the monitoring of all personal activities, number of steps, calories burned, duration of exercise, and even quality of sleep. These data collections via activity tracker or smartphone have long since exceeded the mundane monitoring of heart rate or the logging of covered distances.

Hi-Tech “Wearable” Mini Computers

When we speak of a digital lifestyle, the next phase of this development is facing us right now, evident in the focus on “Mobile Health & Fitness”. The increasingly popular “wearables” in the form of fitness tracking bracelets, smart watches and even data eyewear set new standards for exercise and lifestyle. The hi-tech “wearable” mini computers have become our personal exercise partners. Even though our beloved smartphones are almost never left behind, these wearables are carried close to the body and this opens up new types of applications. The user receives a comprehensive data set consisting of all daily activities, exercise and recuperation periods. This has a positive effect on motivation and turns wearables into competent companions for exercise and daily life. And all of that 24/7!

The new generation of hi-tech mini computers doesn’t just feature good looks, it also alerts users to incoming calls, messages, calendar reminders and social media posts, or even interacts with selected online communities. Ambitious internet users can network even more closely with their desired digital media.



Health Nutrition is a Case of Good Taste

The correct, balanced nutrition is a prerequisite for physical fitness and long-term health in sports and everyday life. Even the ancient Greeks knew: the way to vitality and success is through the stomach! Science has proven that an optimized and individually modified nutrition can result in improved performance. This is of interest to any active person, whether he or she is a professional, hobby or occasional athlete. The increasing number of vegetarians or vegans among athletes is proof for this theory, and more and more endurance athletes, such as ultra runner Scott Jurek, report increased performance and wellbeing after converting to meatless or vegan nutrition. Scientific studies also showed that forgoing meat had a definite positive impact on the reduction of chronic illnesses such as obesity, cardiovascular diseases or diabetes. Healthy nutrition is not about sacrifice or pressure, but is all about good taste and common sense.

Successful and Healthy Thanks to Good Nutrition

Optimized basic nutrition creates the prerequisite for physical fitness, athletic success, health and wellness. Therefore “Healthy Nutrition” is the second focus topic of the Health & Fitness Hall at ISPO MUNICH 2016. We are placing the highest importance on health, fitness and wellness. Activity and quality are set principles to achieve the best performance to benefit body and soul. ISPO Health & Fitness 2016 and the focus on classic fitness, healthy nutrition and mobile apps turn health and performance into a personal hands-on experience and foster understanding at the same time.

The inspiring side event program features a plethora of lectures, interviews and product presentations.



For more news on the Health & Fitness segment please follow the link to: [ISPO Health & Fitness](#). More information on ISPO is available at www.ispo.com and at www.facebook.com/ispomunich.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. 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 shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

