

EUROPEAN HEALTH AND FITNESS FORUM 2020

WHERE DO WE GO FROM HERE?

WEDNESDAY 30 SEPTEMBER 2020

10.00 - 16.40 HRS

HYBRID EVENT - LIVE FROM COLOGNE

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|---------------|--|
| 10.00 – 10.05 | Welcome
Hans-Joachim Erbel, CEO, Reed Exhibitions Germany
Andreas Paulsen, Executive Director, EuropeActive |
| 10.05 – 10.10 | Opening
Herman Rutgers, Ambassador, EuropeActive |
| 10.10 – 11.10 | THE FUTURE NOW
Magnus Lindkvist, Trend watcher and futurologist |
| 11.10 – 11.30 | Coffee break |
| 11.30 – 12.00 | European Fitness market and the impact of Covid 19-crisis
Karsten Hollasch, Partner, Deloitte |
| 12.00 – 12.30 | The C19 impact study in the UK
Utku Toprakseven, Partner, 4Global |
| 12.30 – 13.00 | How EuropeActive’s new vision and mission are now more relevant than ever
David Stalker, President, EuropeActive |
| 13.00 – 14.00 | Lunch |
| 14.00 – 14.30 | Are gyms “so yesterday”? How market newcomers are disrupting the industry and nobody notices
Natalia Karbasova, CEO, FitTech Company |
| 14.30 – 15.15 | Where will you go from here?
Panel session with 3 fitness operators
Host: Jennifer Halsall-de Wit, Board Member, EuropeActive
Panel:
Humphrey Cobbold, CEO, PureGym Group
Cecilie Elde, CFO, SATS
Stefan Tilk, CEO, Anytime Fitness Germany |
| 15.15 – 15.30 | Tea break |
| 15.30 – 15.45 | Launch of the new EuropeActive publication “Horizon 2030”
Nerio Alessandri, Technogym President and Herman Rutgers, editor |
| 15.45 – 16.30 | Q&A with René Moos, CEO, Basic-Fit International
Host: Karsten Hollasch |
| 16.30 -16.40 | Closing comments
Herman Rutgers |