

PRESS RELEASE
Brussels, 13 May 2009

EHFA Appoints Prof Dr Alfonso Jiménez as Chair of the EHFA Standards Council

In order to continue development of the standards of the industry that will lead to the increased professionalization of the sector, the General Assembly of EHFA has appointed at its meeting in Essen on 22 April Prof Dr Alfonso Jimenez as Chair of the EHFA Standards Council.

Prof Dr Jiménez (39) is Senior Lecturer at the European University of Madrid, Spain, where he delivers a Master's Degree and PhD Program in Physical Activity & Health. He gives courses in Physical Activity & Health, Clinical Exercise in Special Populations, Applied Exercise Physiology, Exercise Testing and Prescription, Elderly Physical Activity, Exercise Techniques for Health, Strength and Conditioning, and Research Fundamentals.

Prof Dr Jiménez is also Special Advisor of the Sports Promotion Department at the Madrid's Regional Government leading the WinHealth Forum Project, a Public Health practice approach to promote Physical Activity. Finally he is a dedicated and active researcher on resistance training and conditioning. This activity has led him to publish a relevant number of books, book chapters and research papers in diverse science journals, and to participate in several international conferences.

Earlier in his carrier Alfonso Jiménez was active as personal trainer and managed health clubs.

His work at EHFA will focus on taking the current EHFA Standards through their revision and further development by coordinating the input of the Fitness Industry as well as taking into consideration the latest EU Recommendations on ECVET and EQF.

Alfonso Jiménez: *"I am very enthusiastic about the challenge that represents the position of Chairman of the Standard Council, and I am looking forward to working with the thirty two EHFA Technical Experts who volunteered their valuable expertise and contribution. My belief is that we, as the industry, need to work towards effective final outcomes, in other words high-quality standards, which will raise trust from fitness clubs customers, the medical professions, and governments".*

Harm Tegelaars, EHFA President commented: *"I am delighted that such an eminent expert on Physical Activity, and someone with inside knowledge and experience in our sector, is going to lead further development of standards for the EHFA. His expertise, together with the support of the EHFA Technical Expert Groups, will give the right impetus for the fitness industry to clarify the different specificities of its professions. Thanks to the recognition and credibility of the EHFA Standards, the fitness industry will be even more reliable in its mission to make 'More people - More active - More often'."*

To put into practice the promotion of standards, EHFA & EREPS will host the **Central European Fitness Forum (CEFF) in Prague on 18 & 19 May 2009**. Sponsored by Technogym and Holmes Place, the Fitness Forum will see the presentation of the achievements of [EREPS](#) and how it benefits every sector of the health and fitness industry. Alfonso Jiménez will deliver a speech on *"Setting the Standards for EREPS: the Role of the EHFA Standards Council and Technical Expert Groups"*.

More about EHFA www.ehfa.eu

More about the EHFA/EREPS Central European Fitness Forum <http://www.ehfa.eu/157.html>



Prof Dr Alfonso Jiménez, new Chair of the EHFA Standards Council