

Portuguese Fitness Association AGAP Intensifies Relationship with EHFA

As of today, the Portuguese health and fitness association, Associação de Empresas de Ginásios e Academias de Portugal (AGAP), intensifies its relationship with the European Health and Fitness Association through a Collective Membership Agreement, benefitting all its 434 members automatically with EHFA membership.

AGAP is the second Association to take this step, after the UK's Fitness Industry Association (FIA), who are Collective Members with all their 2.500 members.

However, AGAP is the first European Association to take advantage of EHFA's [Economic Zoning Policy](#) which sees associations from countries in Economic Zone 2 receiving a 50% discount on the first year's membership. Countries in Economic Zone 3 benefit from a 75% reduction for the same purpose.

Harm Tegelaars, President of EHFA, welcomed AGAP's decision and said: *"EHFA is seeking to have all national associations in Europe to join EHFA in order to represent their respective national health and fitness sector at European level. This will give Portuguese operators a common platform around which they can voice their concerns and positions, thus improving EHFA's ability to adequately represent their interests on the European stage."*

Jose Luiz Costa, President of AGAP commented; *"What is definitely important from our point of view is the nature of the relationship between EHFA and AGAP. We have our work in Portugal, but it's equally important to be present at higher level in Brussels and we believe EHFA is the right platform. We have sought membership with EHFA not only for strategic reasons, but also because we believe in EHFA's work. EHFA has the 'the right people, in the right place, with the right skills'."*

Collective Membership enables national associations to become the contact point between EHFA and the national sector, offering a common platform around which the industry can articulate its collective concerns and positions both at national and European level. EHFA's Economic Zoning Policy is designed to facilitate Europe wide membership, by considering each country's economic situation.

About AGAP:

Representing over 400 health and fitness operators in Portugal, AGAP works to protect the legitimate interests and rights of its members. It plays an active role in the development of the sector by seeking to provide members with opportunities in training and management, and promoting international exchanges of experience and best practice for Portuguese operators. AGAP also seeks to develop initiatives to promote the practice of physical activity with civil society.

For more information on AGAP please see www.agap.pt

About EHFA:

The European Health and Fitness Association is a not-for-profit organization representing the interests of the sector at EU level. With its objective to get more people, more active, more often, EHFA is a standards setting body of the health and fitness industry in Europe and promotes best practice in instruction and training. EHFA represents 4197 health clubs and leisure centres and 11 national associations spread across 22 countries. The health and fitness industry generates revenue of more than 20 billion Euros annually, provides employment to 370,000 people and has more than 40 million affiliates across Europe in members in public and private health & fitness clubs.

For more information about EHFA please go www.ehfa.eu