

TOWARDS HIGHER STANDARDS AND QUALITY IN HEALTH & FITNESS

EHFA 3rd European Fitness Forum in Madrid on 10 & 11 May 2010 Breaks New Records

Fitness industry experts and business leaders from across Europe as well as the US and Russia came together for the 3rd European Fitness Forum organized by the European Health & Fitness Association (EHFA) in Madrid last week. Compared with the first Fitness Forum in 2008, the number of registered participants doubled to 128 this year.

Sponsored by **Reebok** and the European University of Madrid, the Forum brought together representatives from major international operators, leading training providers, as well as national and international associations for a unique two-day get together with world class presenters to exchange views on issues related to fitness and the professionalisation of the sector. Keynote presenters included:

91 year old **Dr Charles Eugster**, a world champion in rowing over 80 years category, who spoke on the **benefits of resistance training for old age**;

Xavier Martins Dias from Les Mills International on the **"The Future of Fitness"** study which examines the future of the fitness industry, including the role that health clubs will play;

Prof Alfonso Jiménez on the **Future of Fitness Education** and the challenges and opportunities for Exercise Professionals;

Lyn Heward from Cirque du Soleil on creativity and exercise through the development of Reebok Jukari *Fit to Flex*.

Truthful to the sector, participants were also physically active with Reebok Jukari *Fit to Flex* and Les Mills *Bodycombat* workouts.

The highlight of the Forum was a dinner and visit to the famous **Real Madrid Football Stadium** guided by **Emilio Burtragueño**, currently Director of the Real Madrid Sports Science School (see group photo attached).

Herman Rutgers, Executive Director of EHFA, said: *"EHFA's Fitness Forum continues to evolve in line with the rest of the Association. Three years ago, we welcomed 45 people to join us in Hilversum. This year that number has grown substantially once more. Our Association is about bringing together professionals to discuss the future challenges and opportunities we face as a sector. I am delighted that the Madrid Fitness Forum fulfilled that brief"*.

See [here](#) the EHFA website where you can find some testimonials from very satisfied participants!

The 4th Fitness Forum is planned to take place in May 2011.

Note:

The European health and fitness sector generates €22 billion in revenue, employs 370,000 people and serves 40 million members in public and private health & fitness facilities across Europe. Based in Brussels, EHFA, with its origins in 1996 as a not-for-profit organisation, represents the interests of the European health & fitness sector at the EU level. Its objective is "More People, More Active, More Often". EHFA is also a standards setting body and promotes best practices in instruction and training to help combat the inactivity and obesity challenges spreading across Europe. EHFA represents more than 9,000 facilities across Europe, as well as national associations, operators, suppliers, training providers, and other stakeholders.