

THE MIDDLE EAST'S LEADING INTERNATIONAL FITNESS & WELLNESS TRADESHOW

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HBG EVENTS



HELD IN COLLABORATION WITH



DUBAI ACTIVE INDUSTRY

28-30 OCTOBER 2021 | DUBAI WORLD TRADE CENTRE



WHAT IS DUBAI ACTIVE INDUSTRY?

Dubai Active Industry is the Middle East's only international fitness, wellness and sports tradeshow. The event is a dedicated platform for fitness professionals and businesspeople, that facilitates business development, networking and education and training opportunities.

The Dubai Active Industry exhibition will feature over 250 fitness and wellness brands, where attendees can meet with senior decision-makers from the leading brands in the industry. There will be a series of Summits and other functions designed to enhance your networking and educational experience, including:

- Middle East Fitness Business Summit
- Future Wellness Summit
- Startup Talks
- Exercise Professionals Summit
- Hosted Buyers Lounge
- Networking Lunch
- Startup Challenge



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To see our exhibitor list





MIDDLE EAST
FITNESS BUSINESS
SUMMIT

The key gathering place for global industry leaders, fitness operators, manufacturers, distributors, and retailers to meet, learn and share actionable insights on the latest opportunities in the market.

A Middle East Fitness Business Summit Ticket is required to attend this Summit.

CLICK HERE

To book your ticket

CONFIRMED SPEAKERS



Dave Wright
Creator & CEO –
MyZone, UK



Fahad Alhagbani
CEO – Armah Sports,
Saudi Arabia



Azzan Albarram
CEO –
Horizon Gym, Oman



Loren Holland
Founder and CEO –
Gym Nation, UAE



George Flooks
CEO – Fitness First
Middle East, UAE



Glen Stollery
CEO – Les Mills, India,
Middle East & Africa



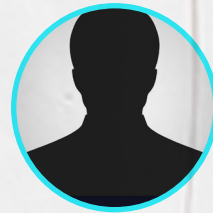
Frank Van de Ven
Vice President
International - Life
Fitness, Netherlands



Raj Kumar
Executive Vice
President, International – Self
Esteem Brands, LLC, USA



Marc Diaper
CEO –
Gymbox, UK



Tom Foley
General Manager, Go Sport,
Courir and NBA, UAE



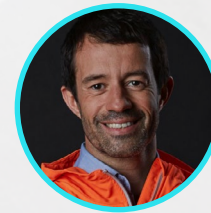
Steve Newell
MD EMEA Distributors
& Key Accounts - Life
Fitness, Netherlands



Niv Harel
Founder & CEO -
Icon Fitness, Israel



Abullah Alaskari
CEO -
C-Club, Kuwait



Gianni Conti
CEO –
Adidas MENA, UAE



Dr Holger Schwarting
Chairman,
Sport 2000, Austria



Ali Nasser
Executive Director Beauty,
Sports & Lifestyle Divisions –
AlHokair (Decathlon), Saudi
Arabia



Vicki Fitzsimons
Senior Director Brand –
Adidas MENA, UAE



Nathan Clute
CEO - Pulse Fitness,
Saudi Arabia



Ziad Abdulaal
Investment Manager, Saudi
Aramco Entrepreneurship
Ventures (Wa'ed),
Saudi Arabia



Namit Goel
Director, Research and
Consulting Practise –
Ken Research, India



Harsh Mittal
Senior Consultant –
Ken Research, India

THE MIDDLE EAST FITNESS BUSINESS SUMMIT AGENDA

10:00 | Dubai Active Industry Opening

10:15 | Middle East Fitness Business Summit
Opening Remarks

10:30 | Keynote Address
The state of the global fitness industry: a roundup of the long-term ramifications and opportunities for this sector.
• **Dave Wright**, Creator & CEO – **MyZone**, UK

11:00 | Panel Discussion
The future of fitness in the Middle East: Addressing changing customer expectations, the evolving competitive landscape, and the new trends and technologies that are redefining the industry.

- Leading with localisation: recognising the defining characteristics of Arab fitness markets
- Exploring the market price war and how it is disrupting the industry landscape
- Investigating the low market penetration in the Middle East and how to tap into this huge growth opportunity
- From extreme budget to premium luxury: responding to the wide range of consumer expectations and its impact on the Middle East's competitive landscape
- Micro-concepts, unique experiences, fitness hubs: exploring what the future gym could look like

- **George Flocks**, CEO – **Fitness First Middle East**, UAE
- **Loren Holland**, Founder and CEO – **Gymnation**, UAE
- **Azzan Albarram**, CEO – **Horizon Gym**, Oman
- **Steve Newell**, Managing Director – **EMEA Distributors and Ket Accounts** – **Life Fitness**, Netherlands
- **Glen Stollery**, CEO – **Les Mills**, India, Middle East & Africa

12:30 | Panel Discussion
The investment landscape in the fitness industry: Utilising strategic partnerships to drive growth, innovation and investment for fitness and wellness businesses.

- Combining physical and digital offerings to enable more personalised, meaningful, and varied member experiences to increase customer retention
- Utilising technology to break down barriers and make fitness more accessible
- Creating exciting and memorable digital experiences to maximise member engagement and thrive as a brick-and-mortar gym
- Experience execution: empowering staff to embrace digital change
- Implementing technology to tackle and overcome challenges presented during and post-pandemic

- **Nathan Clute**, CEO – **Pulse Fitness**, Saudi Arabia
- **Fahad Alhagbani**, CEO – **Armah Sports**, Saudi Arabia
- **Frank Van de Ven**, Vice President International – **Life Fitness**, Netherlands
- **Marc Diaper**, CEO – **Gymbox**, UK
- **Niv Harel**, Founder & CEO – **Icon Fitness**, Israel
- Moderator: **Blake Stemm**, Head of Operations and Marketing – **Fly High Fitness**, UAE

13:30 | Lunch Break

14:30 | IHRSA Middle East Market Report
• **Namit Goel**, Director, Research and Consulting Practise – **Ken Research**, India
• **Harsh Mittal**, Senior Consultant – **Ken Research**, India

15:00 | Panel Discussion
The investment landscape in the fitness industry: Utilising strategic partnerships to drive growth, innovation and investment for fitness and wellness businesses.

- Exploring the various investment and partnership opportunities available to fitness and wellness businesses

- Investing in experiences that create long-term customer loyalty
- Recognising what leading investors are looking for in their next fitness and wellness investment
- Discussing the latest mergers and acquisitions reshaping the fitness and wellness landscape

- **Abullah Alaskari**, CEO – **C-Club**, Kuwait
- **Ziad Abdulaal**, Investment Manager – **Saudi Aramco Entrepreneurship Ventures (Wa'ed)**, Saudi Arabia
- **Raj Kumar**, Executive Vice President, International – **Self Esteem Brands**, LLC, USA
- **Tarek Fouad**, Head of Growth – **Shorooq Partners**, UAE
- Moderator: **Blake Stemm**, Head of Operations and Marketing – **Fly High Fitness**, UAE

16:00 | Panel Discussion
The return on experience: putting customer experience at the core of your retail strategy with an experiential, omnichannel approach.

- Exploring the challenges and opportunities of meeting evolving customer expectations
- Thinking outside the box to create unique in-store experiences that drive footfall
- Creating a shopping experience that is part of a journey towards a healthy lifestyle
- Developing a solid omnichannel strategy to leave lasting impressions and drive customer loyalty

- **Gianni Conti**, CEO – **Adidas MENA**, UAE
- **Dr Holger Schwarting**, Chairman – **Sport 2000**, Austria
- **Tom Foley**, General Manager – **Go Sport, Courir and NBA**, UAE
- **Vicki Fitzsimons**, Senior Director Brand – **Adidas MENA**, UAE
- **Ali Nasser**, Managing Director Beauty, Sports & Lifestyle Divisions – **Fawaz AlHokair**, KSA
- Moderator: **Blake Stemm**, Head of Operations and Marketing – **Fly High Fitness**, UAE

STARTUP TALKS

Bringing together leading business gurus, investors and entrepreneurs to share insights on how to build and scale successful businesses in the fitness and wellness sector.

A Dubai Active Industry General Admission Ticket is required to attend the Startup Talks.

 [CLICK HERE](#)

To book your ticket

CONFIRMED SPEAKERS



Wajdan Gul
Co-Founder -
Squat Wolf, UAE



George Flooks
CEO - Fitness First
Middle East, UAE



Hesham Zreik
CEO - FasterCapital &
Forbes top50 Angel
Investor, UAE



Alaa Ismail Al Haija
Founder & CEO - Alad-
dinb2b, UAE



Amir Alroy
Co-Founder -
Welltech Ventures, Israel



Ant Martland
Co-Founder -
Gymnation, UAE



Hamza Gherara
Senior Marketing
Communications Manager
- SquatWolf, UAE



Tarek Mounir
CEO - Enhance Fitness,
UAE



Marcus Smith
Founder
InnerFight



Alberto Aguilar
Founder -
Fitlov, UAE



Gary Blowers
Founder -
LVL Wellbeing, UAE



Ahmar Azam
CEO - Trifit,
Pakistan



Nathan Kwon
Senior Investment
Professional - Shorooq
Partners, UAE



Gareth Manger
Chief Revenue Officer -
MacroActive, UAE



START UP TALKS

AGENDA

STARTUP
TALKS 

10:30 | Panel Discussion

How to survive and thrive as a start-up in the Middle East

- The challenges of fund-raising as a new business in the Middle East
- Implementing innovation on a smaller scale: obstacles and opportunities
- How Start-ups and partners can work together: less pressures, more productivity
- Attracting and keeping top talent: effectively scaling up as your start-up begins to grow

- **Wajdan Gul**, Co-Founder - **Squat Wolf**, UAE
- **Alaa Ismail Al Haija**, Founder & CEO - **Aladdinb2b**, UAE
- **Tarek Mounir**, CEO - **Enhance Fitness**, UAE
- **Ahmar Azam**, CEO - **Trifit**, Pakistan

11:30 | Presentation

Building a fitness business

- **Marcus Smith**, Founder - **InnerFight & The Health & Fitness Podcast**

12:00 | Panel Discussion

Aligned for success: A guide to what investors look for in a start-up

- What an investor thinks when approaching an investment opportunity
- The various avenues of funding available to a start-up
- Differentiating your venture from the competition
- Proving that you are a solid investment opportunity

- **Hesham Zreik**, CEO - **FasterCapital & Forbes top50 Angel Investor**, UAE
- **Amir Alroy**, Co-Founder, **Welltech Ventures**, Israel
- **Alaa Ismail Al Haija**, Founder & CEO - **Aladdinb2b**, UAE
- **Nathan Kwon**, Senior Investment Professional - **Shorooq Partners**, UAE

13:00 | Lunch Break

14:30 | PRESENTATION

Remaining adaptable and agile to effectively scale a business in a post-COVID world.

- **Gary Blowers**, Founder - **LVL Wellbeing**, UAE

15:00 | Panel Discussion

Mastering your marketing and social media strategy to build a loyal community of clients and customers

- Leveraging social media channels for 2-way engagement
- Creating and delivering quality content, regardless of budget
- Growing an organic following with technology, storytelling and experience-based marketing
- Creating a unified, seamless brand experience across all touchpoints

- **Ant Martland**, Co-Founder - **Gymnaton**, UAE
- **Hamza Gherara**, Senior Marketing Communications Manager - **SquatWolf**, UAE
- **Gareth Manger**, Chief Revenue Officer - **Afluencr**, UAE

16:00 | Presentation

Building a sustainable brand into the future

- **George Flocks**, CEO - **Fitness First Middle East**, UAE

16:45 | Presentation

The story of Fitlov - Learnings for new fitness ventures

- **Alberto Pardo**, Founder - **Fitlov**, UAE

A Dubai Active Industry
General Admission Ticket
is required to attend the
Startup Talks.



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FUTURE WELLNESS SUMMIT

Strategy & Innovation for
the Middle East's Spa &
Wellness Industry.

Supported by:



A Dubai Active Industry
General Admission Ticket
is required to attend the
Startup Talks.



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CONFIRMED SPEAKERS



Sophia Bakkal
CEO -
Beyond Wellness Group



Rachel Dowes
Co-CEO, Beyond
Wellness Group



Guillaume Tripet
Co-Founder, Rite



Dina Ghandour
Wellness with Dina



Stephan Wagner
Wellness Director -
Amaala



Maria Haggio
CEO -
Little Miss Wellness



Joe Franklin
Co-Founder, Steppi



Sonal Uberoi
Author of The
Wellness Asset



Sara Codner
Regional Spa Director,
Mandarin Oriental



Christian Kiefer
Founder, Rayya Wellness



Erin Lee
Halotherapy Association
- Advisor to Halotherapy



Sophiya Faizal
KEF Holding/Soph
Wellness



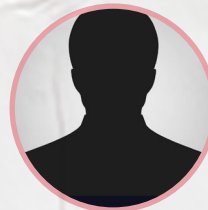
Derv Rao
MD, Duplays



Sammy Gharieni
Founder, Gharieni



Rainer Bolsinger
CMO, Art of Cryo



Sara Faizal
Co-Founder, Soph
Wellness & Paus



Sebastien Herriau
Co-Founder, Rite

FUTURE WELLNESS SUMMIT

AGENDA



FUTURE WELLNESS
SUMMIT

11:45 | Panel Discussion

Trends: How does wellness look post pandemic?

- Assessing the impact of the pandemic as an accelerator for prioritizing the wellbeing of people, businesses and the environment
- Identifying and understanding new wellness opportunities that have been created post-pandemic
- Utilising data to drive a culture of 'people first' wellbeing
- Showcasing operations, products and data within the wellness space

- **Christian Kiefer** - Founder, **Rayya Wellness**
- **Sophiya Faizal** - Founder, **Soph Wellness & Paus**
- **Sara Faizal** - Founder, **Soph Wellness & Paus**
- **Sebastian Herriau** - Founder, **Rite**
- **Guillaume Tripet** - Founder, **Rite**

11:45 | Key Note Address

The Wellness Asset: how wellness can transform and futureproof your hotel

- Understanding the business behind wellness and wellness opportunities
- Applying innovation to ensure long-term success of wellness offerings
- Building an offering which guarantees new and returning guests
- Capitalising on your wellness asset and ensuring profits stay healthy

- **Sonal Uberoi** - Author of **The Wellness Asset**, Spain

12:30 | Lunch and Networking

14:00 | Panel Discussion

The business of wellness retreats

- Exploring unique opportunities within retreats and how they can be provided and operated
- Discussing the different operational and commercial aspects relating to retreat offerings
- Providing the knowledge and tools for successfully adding retreats to your business offering
- Utilising strategic partnerships with retreat operators to launch successful wellness retreats

- **Sophia Bakkal** - Co-CEO, **Beyond Wellness Group**
- **Rachel Dowes** - Co-CEO, **Beyond Wellness Group**
- **Sara Codner** - Regional Spa Director, **Mandarin Oriental**
- **Christian Kiefer** - Founder, **Rayya Wellness**
- **Dina Ghandour** - Founder, **Wellness with Dina**

15:00 | Panel Discussion

Technology in the wellness world

- Analyzing new and emerging technologies that are redefining the wellness industry
- Understanding how different machines can be used from an efficacy perspective
- Exploring the different opportunities for the use of machines at home and in businesses
- Examining the positive results from clinical trials on wellness technology

- **Erin Lee**, President - **Halotherapy Association** - Halotherapy Solutions
- **Sammy Gharieni** - Founder, **Gharieni**
- **Rainer Bolsinger** - CMO, **Art of Cryo**
- **Thomas Aigelsreiter** - **Odem**

15:45 | Panel Discussion

Saudi: The NEXT big things and how to navigate it

- Understanding the latest market trends and future growth opportunities for KSA's wellness industry
- Sharing key considerations for overcoming the challenges of entering the KSA wellness market
- Going through the stages required to get products and supplements registered in KSA
- Finding out key learnings from operators currently in KSA: project creation, job opportunities and building wellness hotels

- **Stephan Wagner** - Wellness Director, **Amaala**
- **Derv Rao** - Managing Director, **Duplays**

16:45 | Panel Discussion

Corporate Wellness: Healthy employees equal healthy businesses

- Assessing the new and emerging opportunities within corporate wellness
- Exploring private and government incentives to ensure employee health, wellness and happiness
- Evaluating how corporate wellness could benefit the workforce if it created motivated employees
- Considering ways to keep employees healthy and happy whilst working remotely

- **Joe Franklin**, Co-Founder, **Steppi**
- **Maria Haggio** - CEO, **Little Miss Wellness**



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To book your ticket

UAE
EXERCISE
PROFESSIONALS
SUMMIT

The two-day agenda will take place from 29-30 October and will cover topics such as nutrition, movement, holistic health & wellness, innovative training methods, sales tactics and more. The Summit is open to personal trainers, fitness instructors, coaches, physical therapists, and professionals in every field of health care.

Attendees can gain up to 10 REPs Continued Professional Development (CPD) points across the two days.

Sponsored by:



Supported by:



An Exercise Professionals Summit Ticket is required to attend this Summit.

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CONFIRMED SPEAKERS



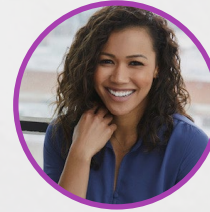
Layne Norton
Biolayne LLC



Holly Baxter
Biolayne LLC



Ken Miller
NASM, USA



Maricris Lapaix
NASM, USA



Heba Abdel Gawad
Body Hack



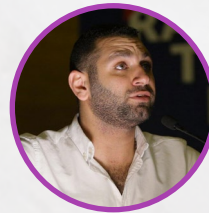
Marc Downey
Les Mills



Gemma Quinell
IQ Lifestyle



Hannes Loubser,
Iconic Fitness



Patrick Bejani
Inspire



Flavia De Simone
Maya Blu



Ross Gilmour
Better Body Collective



Paul Aiken
Paul Aiken Photography



Gladys Diab
Fitness First Middle East



Paul Thornley



Roberta Darrigo



Zeljko Banicevi
HERC Education



Wael Al Jaber
SPI Fitness Education

EXERCISE PROFESSIONALS SUMMIT

AGENDA

Friday 29th October
Room A

10:30 | Core Progressions and Regressions: Movements that Stabilize and Strengthen the Core (1 CPD POINT)

• The word “core” has been used and abused for the last couple of decades. This workshop will define what the core is, how do we assess it and what strategies can we use to best recruit the muscles of the midsection. The attendees will learn how to appropriately challenge the muscles of the trunk through a systematic progression of stability, strength, and power to satisfy fitness and performance-based goals.

• Ken Miller, NASM, USA

11:45 | Essentials of Neuro-Anatomy for Fitness Professionals (1 CPD POINT)

• This workshop will explain the foundations of Neuro-anatomy and how it applies in a practical way to movement, posture, pain, training, health and overall wellbeing. Key takeaways include: the neurology of movement, neural pathways that deal with balance, stability, movement and coordination, the different brain lobes and what they're responsible for and practical applications to training, movement and overall brain health.

• Heba Abdel Gawad, Body Hack

13:00 | Shoulder-centric Exercises for Throwers and Rotational Athletes (1 CPD POINT)

• The Squeaky wheel gets the grease. The shoulder often times is the squeaky wheel but more often than not, doesn't get the grease it needs. This workshop will cover everything from assessment to program design and will explore a system of programming and exercise selection that enhances the use of the shoulder region that helps the practitioner go beyond chasing symptoms.

• Ken Miller, NASM, USA

14:15 | The Science of Glute Training (1 CPD POINT)

• This workshop will teach attendees how to gain an increased awareness of Gluteus Maximus mechanics including how this muscle is used day to day and the most effective ways to train this muscle. Key takeaways include a renewed understanding on coaching and how coaching can help to get the most out of Glute max exercises as well as the specific effects different exercises have on our Glutes.

• Marc Downey, Les Mills

15:30 | Addressing Health Concerns, and Overcoming Barriers With Clients Who Have Medical Conditions (1 CPD POINT)

• This workshop will assess the challenges of exercise for clients with health conditions such as diabetes, anxiety, cancer, cerebral palsy, pain and more. Attendees will gain an understanding of the risks of exercise for these clients as well as examining the benefits, plus we will look at areas of further development required for trainers to support these clients as well as the role medical professionals play in such circumstances.

• Gemma Quinell, IQ Lifestyle

16:45 | How to Unfix a Fixed Mindset (1 CPD POINT)

• We all have the potential for growth and development, but is your mindset hindering your ability and even that of your clients to succeed? This workshop will help attendees discover whether they have a fixed or growth mindset, distinguish the different characteristics between the two and the impact mindset has on reaching both career goals and personal goals. Attendees will leave this session with actionable tips for developing a growth mindset for themselves and their clients.

• Maricris Lapaix, NASM, USA

An Exercise Professionals Summit Ticket is required to attend this Summit.



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EXERCISE PROFESSIONALS SUMMIT

AGENDA

Friday 29th October
Room B

10:30 | Pain Free Performance- Analyse wellness in every person's form and ability (1 CPD POINT)

- This workshop will explain how to identify reasons behind recurring pain, weaknesses in movement patterns, and prescribe mobility and strength exercises to increase performance and prevent injuries. Attendees will learn how to we will approach improvements in performance and pain in an all-encapsulating movement continuum rather than looking at weaknesses in strength and poor flexibility of individual muscles and structures in an isolated approach. For example, during an overhead squat you may feel your core is preventing you from performing the perfect technique. But the answer isn't in strengthening the core; the answer may be somewhere else in the body as it's all connected.

• Ken Miller, NASM, USA

11:45 | Supplements - What the Evidence Says (1 CPD POINT)

- This session will give you an insight into the multi-billion dollar industry of supplements. It will focus on supplements used in the fitness field with a detailed input on what each product is, how they work in the body, how they're made, and the research behind their effects (or lack of) giving a completely objective point of view. You will be able to assess the efficacy, safety, and cost-to-benefit ratio for yourself and your clients.

• Patrick Bejani, Inspire

13:00 | Deep Breathing Exercises - To Help You Become Unstoppable (1 CPD POINT)

- This workshop will teach all athletes regardless of the discipline performed, the management of breathing. Understanding how to breathe in and out consciously means relieving tensions, eliminating stress and focusing on the objectives to be achieved. The benefits for those who practice power activities, dance, gymnastics, athletics, swimming and even team sports can be significant. Attendees will learn techniques for breathing to optimise oxygen delivery to muscles, prevent uncontrollable breathing and improve overall workout performance.

• Flavia De Simone, Maya Blu

14:15 | A Practical Introduction To Muscle Mechanics (1 CPD POINT)

- This practical workshop will give attendees an eye-opening and hands-on experience of The Muscle Mechanics Core Concepts. Upon leaving the session, attendees will immediately have applicable tools to apply to current and future clients to accelerate their results. In addition to this, the session will open up a whole new paradigm of thinking within attendees coaching delivery.

• Ross Gilmour, Better Body Collective

15:30 | How to Build Camera Confidence for Video (1 CPD POINT)

- This workshop aims to provide an interactive introduction on how to build a successful online video presence using the equipment you already have. Attendees will learn: the three basic camera views, basic lighting and equipment set up, how to face the camera with confidence, appearance and perception, speaking and relaying the message strictly to the audience that you need, in order to build your client base and how to lean into your weaknesses and insecurities and the reason you should not fake it.

• Paul Aiken, Paul Aiken Photography

16:45 | How to Build a Successful and Rewarding Career in the Fitness industry (1 CPD POINT)

- This workshop will give attendees tips and tricks for making personal training as rewarding a career as possible. Key takeaways include embodying the brand, how to successfully run PT online services, pre-sales and marketing your brand, the after-sale process and understanding how to retain clients for long term success.

• Gladys Diab, Fitness First Middle East

An Exercise Professionals Summit Ticket is required to attend this Summit.



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EXERCISE PROFESSIONALS SUMMIT

AGENDA

Saturday 30th October

Room A

10:30 | How to Lose Fat and Build Muscle with Nutrition (4 CPD POINTS)

- These workshops will teach Fitness Professionals how to maximise muscle building through nutrition. Attendees will learn about the basics of energy balance including calories in versus calories out and how variables can affect both sides of the equation. Furthermore the workshops will allow attendees to understand how various nutritional interventions may affect energy intake and energy expenditure. Attendees will find out how to set up an evidence based muscle building nutrition protocol and finally, the physiological phenomenon of metabolic adaptation and how it may affect weight loss and weight regain.

• Dr. Layne Norton and Holly Baxter, Biolayne LLC, USA

Book your workshop ticket to attend this session



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Room B

10:30 | Why do we Stretch? Should we Stretch Living Tissue? Are there Consequences to Stretching? (1 CPD POINT)

- Adaptive tissues facilitate the constant challenges of maintaining a balance of the invisible forces that lie within, around and through each of us. Welcome to the world of Living Tensegrity & Fasciaintegrity! Stretching is one of the most common forms of movement that exists, whether as a stand-alone activity or part of an overall movement approach, but do we actually understand the consequences and ramifications of our long-standing approach to stretching? This workshop will uncover the effects of stretching and allow attendees to acquire the knowledge to make a more informed choices before yielding to the need and desire to stretch.

• Paul Thornley

11:45 | Understanding Gluteus Biomechanics to Get The Best Results (1 CPD POINT)

- This workshop will delve deep into the anatomy of the Glutes and how to get the best results for hypertrophy. Topics include, hip anatomy and anatomical differences of the hips and femurs and the shape of the gluteus between men and women. The workshop will also dive into biomechanics/kinesiology, including: kinesiology of the glutes - action, range of motion and vector of force, factors influencing selective hypertrophy: peak torque; angle and direction of movement, open and closed kinetic chain - how it affects the activation and kinesiological analysis of the main exercises. Finally, attendees will gain an understanding of neurophysiological aspects, such as: gluteal amnesia, reciprocal inhibition - adductor syndrome and cross pelvic syndrome and activation.

• Roberta Darrigo

13:00 | The Science Behind Modern Recovery: What Works? (ICPD POINT)

- The interest in recovery strategies is growing exponentially. Whilst science is trying to keep pace with new technologies entering the market, this workshop will answer the question of what really works and what's worth doing. Questions answered include: are saunas, compression garments and ice immersion good for recovery, do sports massage work, are vibration techniques like massage guns effective, what about EMS for recovery? Attendees will also find out the real "science" of recovery, recovery technologies and which ones work best and how to design a recovery program.

• Zeljko Banicevi, HERC Education

14:15 | Stress Management- Is it Possible? (1 CPD POINT)

- This workshop will allow attendees to manage stress and help clients lead a more relaxed and productive life. Information provided will help attendees or their clients overcome some of the toughest challenges many individuals face in regards to the ever-rising stress levels. Participants will find out the best-proven ways to help others or themselves reach their optimal human potentials while overcoming daily life challenges. Topics covered include: scientifically proven and practical techniques for effective stress management, neuroplasticity and neurogenesis, the multi-tasking controversy rituals, self-discipline and will-power, the dimensions of wellness, deep breathing, mindfulness and mental health, journaling and gratitude, checking body feedback, setting the right expectations in regard to stress, and steps on how to apply stress management techniques to elicit lasting change.

• Wael Al Jaber, SPI Fitness Education

WHAT ELSE IS HAPPENING?

DUBAI ACTIVE INDUSTRY HIGHLIGHTS



DUBAI ACTIVE INDUSTRY EXHIBITION

Over 250 global brands will showcase the latest fitness, wellness and sports innovations

*General admission ticket required



HOSTED BUYER PROGRAMME

Over 100 C-level key buyers will attend to meet with our sponsors, exhibitors and attendees



STARTUP CHALLENGE

Start-ups can pitch for the chance to win up to US \$500,000 courtesy of Draper-Aladdin, our exclusive sponsor!

*General admission ticket required



START-UP ZONE

Start-ups can pitch for the chance to win up to US \$500,000 courtesy of Draper-Aladdin, our exclusive sponsor!

*General admission ticket required

DUBAI MUSCLE SHOW HIGHLIGHTS



CELEBRITY ATHLETE Q&As

Legends from bodybuilding and fitness will participate in on-stage Q&As, sharing never-before heard stories.



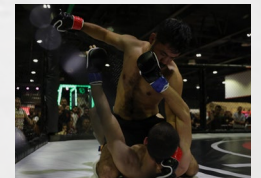
STRONGMAN

The region's strongest men and women will compete in three of strongman's toughest events; log press, atlas stones and deadlift.



DUBAI MUSCLE SHOW EXHIBITION

Bodybuilding and fitness brands showcasing the latest in nutrition, clothing, training and combat sports.



TEAM NOGUEIRA FUTURE CHAMPIONS

The region's leading amateur fighters will step into the Octagon to compete in MMA, boxing, and Muay Thai.



DUBAI MUSCLE CLASSIC

The best international amateur athletes will compete for AED 70,000 prize money and 18 pro-cards in both women's and men's categories.



CELEBRITY ATHLETE MEET & GREET

The world's most iconic international athletes will be available to meet and talk to fans throughout the 3-day event.

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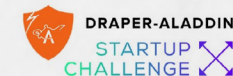
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DUBAI ACTIVE HIGHLIGHTS



DUBAI ACTIVE EXHIBITION
Showcasing leading brands, with exciting activations, free samples and special offers



LIVE YOGA CLASSES
Featuring a variety of yoga practices for all levels and abilities



DUBAI ACTIVE ARENA
Workout with your favourite fitness influencers and elite trainers at our group fitness classes



LIVE PILATES CLASSES
Increase mobility and improve flexibility with classes, led by expert instructors



SHREDDY FITNESS STAGE
Get ready to elevate your heart rate, sweat it out and see optimal results with Shreddy



TURF GAMES
Athletes of all levels have the chance to compete over the weekend in a fun environment



SPINNEYS WELLNESS TALKS
This series of panels and presentations are tailored towards self-care and taking care of YOU



BECOME A FITNESS INSTRUCTOR
Participate in a variety of training sessions to become a qualified Zumba, Strong Nation, or Mashup Instructor



WELLNESS INFLUENCERS
Ask your burning questions to your favourite global fitness influencers

EXHIBITING & SPONSORSHIP

Interested in reaching over 30,000 members of the Middle East fitness & wellness community?

Contact us today to discuss stand & sponsorship opportunities

Nick Blair, Exhibition Director

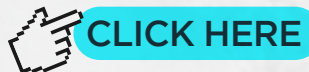
Telephone: +971 4559 4732

Email: nick.blair@hbg-events.com

Website: www.dubaiactiveshow.com/trade

Reasons to Exhibit or Sponsor

- **Position your brand as an industry leader** in front of 30,000 members of the middle east fitness & wellness communities
- **Generate qualified leads** by showcasing your products and services to a captive audience of active industry buyers and end users
- **Meet new distributors, retailers and training facilities** from across the middle east
- Network with key industry stakeholders
- **Build awareness** of your brand across the entire middle east fitness community, or target specific segments through our dedicated stage and feature sponsorship options.



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For more information about booking a stand

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