EUROPEAN
HEALTH & FITNESS
FORUM
Powered by **EuropeActive** and **FIBO**

2023

EUROPEAN HEALTH & FITNESS FORUM

"Transformational leadership in the fitness & physical activity sector"

Wednesday 12th April 2023
Kölnmesse Nord, Cologne, Germany

Full One Day Programme

Networking Dinner

2-Day FIBO PASS

REGISTRATION
OPEN NOW

europe active
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

2023 European Health & Fitness Forum (EHFF)
Provisional Programme

Theme: Transformational Leadership

09:00	**Registration**
10:00	**EHFF opening remarks** David Stalker, President of EuropeActive as EHFF Host, Benedikt Binder-Krieglstei, CEO, RX Austria & Germany, Barrie Elvish, World Active Chair
10:15	***#BEACTIVE DAY* 2023 – uniting Europe through physical activity**
10:20	**Key findings from the 2023 EuropeActive/Deloitte consumer research** Herman Rutgers & Karsten Hollasch *(EHFMR 2023 to be published later in the spring)*
10:50	**The socio-economic impact of our industry** Prof. Alfonso Jimenez, THiNK Active, Olga Ostromecka, McKinsey & Co. Utku Toprakseven, 4global
11:35	**Coffee break**
11:55	**Pricing strategies in a volatile market** Jos Eeland, Simon-Kucher & Partners
12:25	**Transformational metric to meet changing consumer demands** Chuck Runyon, CEO, Self Esteem Brands
12:55	**FIBO Awards ceremony**
13:15	**EHFF Networking Lunch**
14:45	**The essentials of digital transformation** Prof. Evgeny Kaganer, IESE Business School
15:25	**Entrepreneurial leadership in the wellness economy** Angela Pernsteiner, Founder & CEO, Beyond Resilience
15:55	**Coffee break**
16:15	**Agile leadership for challenging times** Alize Hofmeester, Founder, Twinxter
16:45	**Building an inclusive fitness business** Jacob Fatih, Founder and CEO, Crealize
17:05	**Presentation of EHFF Book 2023** Nerio Alessandri, Kelby Jongen, Herman Rutgers
17:20	**Closing remarks on *#BEACTIVE DAY* 2023** Andreas Paulsen, EuropeActive CEO
18:30	**Welcome apéritifs at Rheinterrassen**
19:30	**EHFF Networking Dinner at Rheinterrassen**