

Questex's Sibec Europe-UK, Europe's Leading Hosted Buyer Event for the Fitness Industry, Set to Take Place September 27-30 in Portugal

NEW YORK, May 25, 2022 – Questex's [Sibec Europe-UK](#), Europe's leading hosted buyer event for the fitness industry, takes place September 27-30 at the Anantara Vilamoura Algarve Resort, in Portugal.

Sibec Europe-UK brings together Europe and the UK's major operators from the private, local authority and trust markets in health, fitness, and leisure to meet with key leading global suppliers to participate in a series of one-on-one meetings over two dedicated business days.

Throughout the event, suppliers meet club and fitness facility owners and operators during meals and other planned networking activities. This fosters communication and cross-sharing of ideas, best practices, and future business relationships.

Marty McCallen, Managing Director, Questex Fitness Group, organizer of Sibec EU-UK said, "Our event is the longest running hosted buyer event for the fitness industry in Europe. It brings the industry together to find creative and innovative ways to grow and improve their businesses. With unlimited networking opportunities, including a minimum of 16 one-to-one appointments, activities and receptions, the ROI suppliers will generate, and the experience buyers will experience is unparalleled. We are so excited to welcome the fitness industry to the exquisite Anantara Vilamoura Algarve Resort in Portugal."

Here's what suppliers had to say about Sibec Europe-UK.

- "Sibec was a very valuable, cost efficient, and effective way to meet a lot of great people and have a little fun as well," said Mark Lowder HydroMassage
- "As always, a great networking event and an effective way of meeting and engaging with key contacts in a time efficient way," said Jenny Patrickson, Active IQ
- "A jam-packed 48 hours of business!," said Miles Canning, Box Fitness

Here's what buyers had to say about Sibec Europe-UK.

- "Sibec Europe is a fantastic event. It is a really efficient way to meet with new potential suppliers, to expand professional networks, and to touch base with pre-existing suppliers in a relaxed but productive environment," said Kev Forester, LiveWire
- "Sibec provides the perfect platform for business meetings and networking in a professional yet relaxed environment. It's my industry 'go to' event of the year, every year," said Martin Guyton, tactive
- Sibec remains the best ways to meet new suppliers, it's relaxed, but professional approach always introduces us to ideas and innovations we otherwise might never come across," said Alan West, Sodexo

For more information on Sibec Europe-UK, visit <https://www.sibeceu.com>. Apply to be a fully hosted buyer [here](#) and a supplier [here](#).

About QUESTEX

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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