



# Europe's Premier One-to-One Event in the Fitness Industry

4-7 November 2024 | Fairmont Monte Carlo | Monaco

For more information, visit [sibecemea.com](https://sibecemea.com)



# What is Sibec EMEA

- A unique event that brings together owners and operators from the private, local authority and trust markets in health, fitness, and leisure throughout Europe, the Middle East and Africa, to meet **one-to-one** with global suppliers in an intimate, luxurious setting, to conduct business with unprecedented ease, effectiveness, and speed.
- Extensive networking opportunities
- The longest producer of one-to-one events in Europe – 25 years and counting.



“When it comes to network and business opportunities, Sibec was easily the best use of my time and money. I cannot wait to register for future events.”

**Brad Thorpe**  
CEO, Isophit



# Benefits of Participation at Sibec

- Network with high-level fitness and wellness industry decision-makers.
- Reserve a **minimum of 16** one-to-one appointments with buyers you choose to meet with, via specific selection criteria that works for your business needs.
- Endless networking opportunities throughout the event, including icebreakers and activities, meals, and receptions.
- Accomplish several months' worth of sales calls in less than three days.
- **Supplier Showcase:** dedicated time for buyers without appointments to stop by your table and chat.
- Achieve unparalleled ROI and incur fewer costs than any traditional, large-scale trade show.
- Enjoy time on your own to experience the luxurious **Fairmont Monte Carlo**.

“What is so unique about Sibec is shortening our time to market. We would need to wait at least 6 months to attend as many meetings producing as much insights about needs of the industry. Thanks to Sibec, we got them in two days.”

**Darek Kociecki**  
Chief Growth Officer, Neoteric



# Supplier Satisfaction\*

- 100% satisfaction with buyers in attendance.
- 100% of suppliers felt buyers were engaged at meetings.
- 100% of suppliers expect to book business from buyers they met at event within the next 12 months post-event.
- Nearly 90% of suppliers would like to participate in Sibec EMEA again.



“The ROI on the conversations we have and the partnerships we've formed far exceed the cost of attendance.”

**-Alex Von Hagen, Virtuagym**



# Buyer Profile\*

**100+** Number of employees

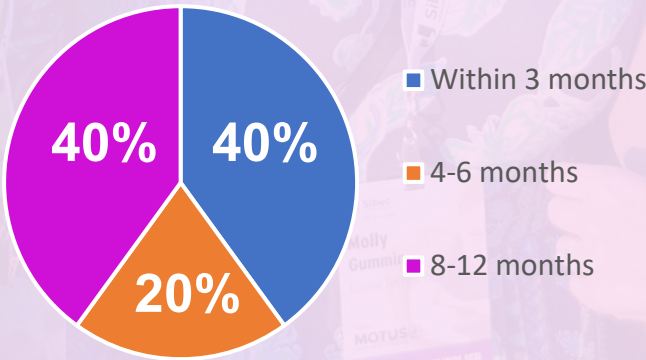
**1,000+** Total members

**1M+** Average expected annual spend

**49** Average # of clubs/facilities owned/managed.

**100%** of buyers plan to place an order with the supplier companies they met within 1 year.

## Buyers will make a purchase from suppliers



\*2023 Post-event survey and buyer application.



# Sibec EMEA Sample Buyer List

360 Träningscenter AB (Sweden) *Owner*

3d Leisure (UK) *Regional Manager*

Armah Sports Company (Saudi Arabia) *Purchasing Manager*

Balance Company / Fitness Factory (Portugal) *CEO*

CBRE (multiple countries) *Wellbeing Services Lead EMEA*

Coach Gyms + Surge Padel (UK) *CEO*

David Lloyd Clubs (UK) *CCO; Head of Gym and Sports*

Donna's Frauenfitness (Germany) *Owner*

Empowered Brands (UK) *CEO*

Energie Fitness (UK) *Head of Business Development*

Everlast Gyms (UK) *Head of Sales*

Fit Express Holdings SRL (Italy) *Founder; Franchise Developer*

Fitlife Gym (Mauritius) *Managing Director*

LifFitness Dock (Portugal) *CEO*

FITNESS INVESTMENT SRL (Italy) *CEO*

GOGO Liikuntakeskus (Finland) *Managing Director*

Holmes Place (Portugal) *Product Director*

Horizon LLC (Oman) *CEO*

Impuls & Lemon Gym Group (Lithuania) *CFO, CCO*

Keepcool (France) *DGA*

eFit Group Services GmbH (Germany) *CEO*

Lifestyle Fitness (UK) *Executive Chair*

Linzenich Gruppe GmbH & Co. KG (Germany) *COO*

Mars Athletic (Turkey) *Fitness Director*

My Fitness AS (Estonia) *Head of Training*

Mytime Active (UK) *CEO*

Neoness (France) *Director General*

Nuffield Health (UK) *Trading Performance Manager*

Parkwood Leisure (UK) *Head of Commercial*

Planet Fitness (USA) *SVP, Franchise Services*

Pulse Management (Bulgaria) *Executive Manager and Sales Director*

Raising The Bar Consultancy Ltd (UK) *Founder and Owner*

SC Fitness (Portugal) *CEO*

Self Esteem Brands (USA) *Sr. Director International Partnerships*

South Downs Leisure (UK) *Operations Director*

Springer Solutions GmbH (UK) *CEO*

Steve Watts Consultancy Ltd (UK) *CEO*

The Fitness Park Group (France) *Vice President and DGA*

TRIB3 International (UK) *COO*

Trilogy Active (UK) *Finance Director*

Trinity College, Sport Department (Ireland) *Sports Facilities and Ops*

Urban Gym Group (The Netherlands) *CEO*



# Fairmont Monte Carlo

Immerse yourself in beauty and sophistication at Fairmont Monte Carlo beach resort and discover for yourself why we're regarded as one of the best hotels in Monte Carlo.

Ideally located on the French Riviera, overlooking the stunning Mediterranean Sea and close to the legendary Monte Carlo Casino, the Fairmont Monte Carlo luxury hotel is a perfect base for relaxing in style, exploring Monaco, or holding important business meetings.

With a year-round pool and multilingual babysitting, we are also among the best family hotels in Monaco.





# Don't Take Our Word For It

*Hear what other suppliers  
had to say...*


“The best, most focused event in the industry.”

**Peter Angelov**  
Owner, Medfit Bulgaria

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“Even during the networking events I was able to have productive conversations on products and business relationships. The whole thing was an amazing and a well-organised experience.”

**Martyn Oakey**  
Manager, Everlast Gyms



“Great experience overall. Able to catch up with old friends/clients and make new connections with the potential of some future projects together.”

**Davide Ferreira**  
Head of Key Account, Power Plate

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“I would recommend Sibec to all suppliers looking to have meaningful conversations with leading buyers from the region.”

**Kieran Traynor**  
Regional Director of Sales, GymSales by ABC





**To reserve your place at Sibec EMEA, contact:**

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