

UPDATES FROM

# ITALY @ DUBAI ACTIVE SHOW 2021

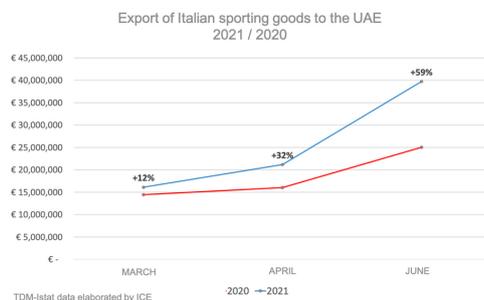
WEDNESDAY 27 OCTOBER 2021

## ITALY BRINGS LATEST TRENDS IN FITNESS AND WELLNESS INDUSTRY TO DUBAI ACTIVE SHOW

The Italian Trade Agency (ITA) together with Assosport and in cooperation with the Embassy of Italy in the UAE and the Consulate General of Italy in Dubai, brings a selection of **12 Italian companies** to Dubai Active Show on 28-30 October 2021, contributing to the Middle East's biggest celebration of wellness, one of the world's fast-growing industries. Taking place at the Equipment, Technology & Education section in Hall 1 of the Dubai World Trade Centre, the official Italian Pavilion will showcase latest trends and innovations Made in Italy.

COVID-19 pandemic caused a sudden halt to the booming, multi-million fitness market whose global value is now estimated in more than \$1.5 trillion: a +10% YoY growth.

**Italy ranks 2nd among the main exporting countries of sport products in Europe and it is the 5th largest supplier of sporting goods to the UAE**, with an average yearly exported value of **33 mln Euro** (pre-pandemic). In the first semester of 2021, Italy has completely recovered to pre-pandemic (2019) value, thanks to a growth of + 53% compared to the same period of 2020.



**Professional equipment, wellness technologies and health supplements** lead the Italian export train, and in such a very demanding UAE market our products are more and more associated with the new concept of **'athleisure wearing'**, where sportswear is naturally associated with both functionality and style needs.

Sport, which is considered the new cult of beauty and physical fitness, translates to a significant impact on the growing sportswear business with the most optimistic forecasts in the Middle East, according to a report by ASSOSPORT, the National Confindustria Association of manufacturers of sports items. Participation in all types of outdoor activities including hiking and trekking, paddle sports and cycling, has increased to 222%, while individual outdoor activities and exercise at home are expected to grow this year.

At the Dubai Active Show, Italy will present its cutting-edge excellence in the fitness sectors and confirms its role as a world leader.

**53%**  
growth of Italian sporting goods' exports  
2019 vs 2020

**Euro 33 million**  
average exports of Italian sporting goods annually

**#2**  
Italy ranks 2nd among the main exporting  
countries of sport products in Europe

**#5**  
Italy is the 5th largest supplier of sporting goods  
to the UAE

VISIT US!

28 - 30 October 2021  
10:00 - 19:00

Hall 1, Stand A55 - A72  
Dubai World Trade  
Centre

Scan to download  
exhibitor profiles



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## GET TO KNOW THE EXHIBITORS AT THE ITALIAN TRADE AGENCY PAVILION



Made in Italy that will be showcased during the three-day exhibition will include: a new format of football proven useful to improve qualities required in soccer such as balance, reaction time, accuracy and ball control; a brand new pole dancing freestanding portable podium; postural benches for those who suffer from backache and help body flexibility, remodeling and slimming; nutraceuticals formulations; wellness food supplements including those using vegan-approved ingredients; new training concepts and equipment; cutting-edge sports solutions and accessories; aquatic tools; customised sportswear; and custom-made furniture for fitness and wellness projects.

1. 3BBLE
2. ABEKOM
3. ACQUAPOLE®
4. THEPOLE
5. GIORDANI DIGITAL LAB
6. FIT INTERIORS
7. LEMURIA
8. DOTILE® FIT - LEGION® EQUIPMENT
9. MONTEFARMACO
10. SPORT FOOD E SUPPLEMENT SRL
11. KWELL
12. WBS – WELLBACKSYSTEM

SCAN TO DOWNLOAD EXHIBITOR PROFILES



To request a meeting: [dubai@ice.it](mailto:dubai@ice.it)

## SAVE THE DATE



### *The Italian Wellness: re-considering life habits of global population*

20 October 2021 | 3:00 pm  
Italy Pavilion Expo 2020 Dubai

Italy's Pavilion at Expo2020 will host the 3rd of its newly-launched Innovation Talk series, realised by Italian Trade Agency, the Embassy of Italy and the Italy Pavilion at Expo2020.

The contingent situation imposes an in depth **re-consideration on life habits of the global population**. In this perspective, we intend to promote a debate on **what wellness truly is**: well-being embodied as **cultural norms in the way we eat, the way we take care of our body (sports and medicine), the way we travel (tourism), and finally the way we live**.

The talk will be followed by a **networking** cocktail and interaction with the **Italian companies** exhibiting at Dubai Active Show fair <https://dubaiactiveshow.com/> and world leaders in **sport equipment, sportswear and nutraceuticals**.

Scan the QR code to get the catalogue



and **book your seat** to the event. Email to: [p.maggiori.contr@ice.it](mailto:p.maggiori.contr@ice.it)

One more chapter of

