Press Release N° 16

**THE THOUSAND FLAGS OF RIMINIWELLNESS**

**The expo is increasingly international reference point for the sectors of fitness,**

**wellness and sport abroad too. 200 members of Germany’s DSSV attending**

*Rimini, 31st May 2017* – **RiminiWellness** is a worldwide appointment that has assumed a key role as a meeting point for the sector’s business. In fact, the **Italian Exhibition Group** expo (the twelfth edition is running from June 1st to 4th at Rimini expo centre and along the riviera) attracts hundred of foreign trade members, buyers and presenters.

Important business attendees will arrive in particular from **Northern Europe, EU Europe, the ex-USSR, Turkey and Israel.**

Thousands of visitors will also arrive in the halls from abroad. Organized groups are awaited from various countries, such as **Spain and Bulgaria**. Online alone, tickets have been purchased from 50 nations, led by the **Russian Federation** and **Switzerland**.

An important result, achieved thanks to projects addressing precisely the **foreign markets** that were carried out in recent months and will culminate at the expo, with the well-proven **online business meeting platform**, which enables exhibitors to schedule meetings in the period prior to the expo.

More in detail, foreign promotion work was carried out for Riminiwellness 2017 addressing both the B2C and B2B markets. In particular, B2C promotion targeted major gyms and fitness clubs in numerous countries of the EU area and the Balkans and via key specialist press in the nations in question.

On the other hand, B2b promotion was concentrated mainly on the nations in which the sector is seen to be most dynamic and will result in the arrival in Rimini of direct importers, as official buyers.

This year there is a particularly important participation by Germany’s **DSSV**, founded in 1984 and the largest association of trade members in the sports sectors at European level. On the occasion of RiminiWellness, **over 200 DSSV members** will visit the expo centre, where they will take part in two days of conferences for updating on the innovations in the fitness and wellness fields.

**ITALIAN EXHIBITION GROUP CONTACTS**

Italian shows director: Patrizia Cecchi; group brand manager: Andrea Ramberti; brand manager: Maria Elena De Iaco; visitor info: <http://www.RIMINIWELLNESS.com>; hashtag: #RW2017 #IEGEXPO #ACTIVESOUL; Facebook: [https://www.facebook.com/RIMINIWELLNESS/](https://www.facebook.com/riminiwellness/); Twitter: @riminiwellness; Instagram: Rimini Wellness Official

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