DUBAI ACTIVE INDUSTRY STARTUP ZONE

28 – 30 OCTOBER 2021

ORGANISED BY

HBG EVENTS

THE FITNESS INDUSTRY AND ITS GROWTH

$100b
Global fitness industry revenue in 2020

8.7%
Annual Revenue growth rate for the fitness industry

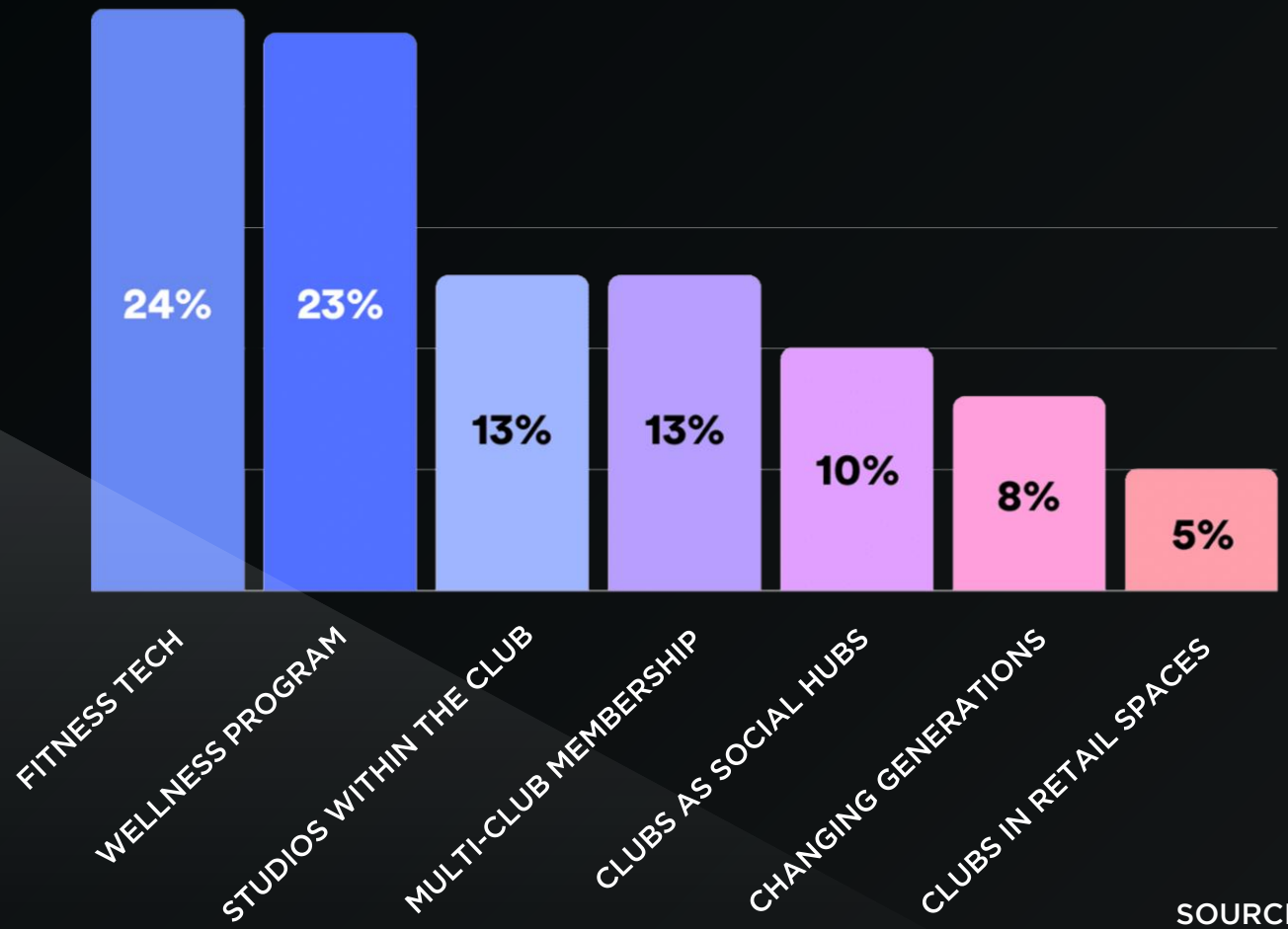
OVER 50%
of millennials use fitness technology in some form, and this number is growing

81%
of millennials exercise or would like to vs only 61% from the previous generation

INDUSTRIES: TOP NUMBER OF STARTUPS IN 2020

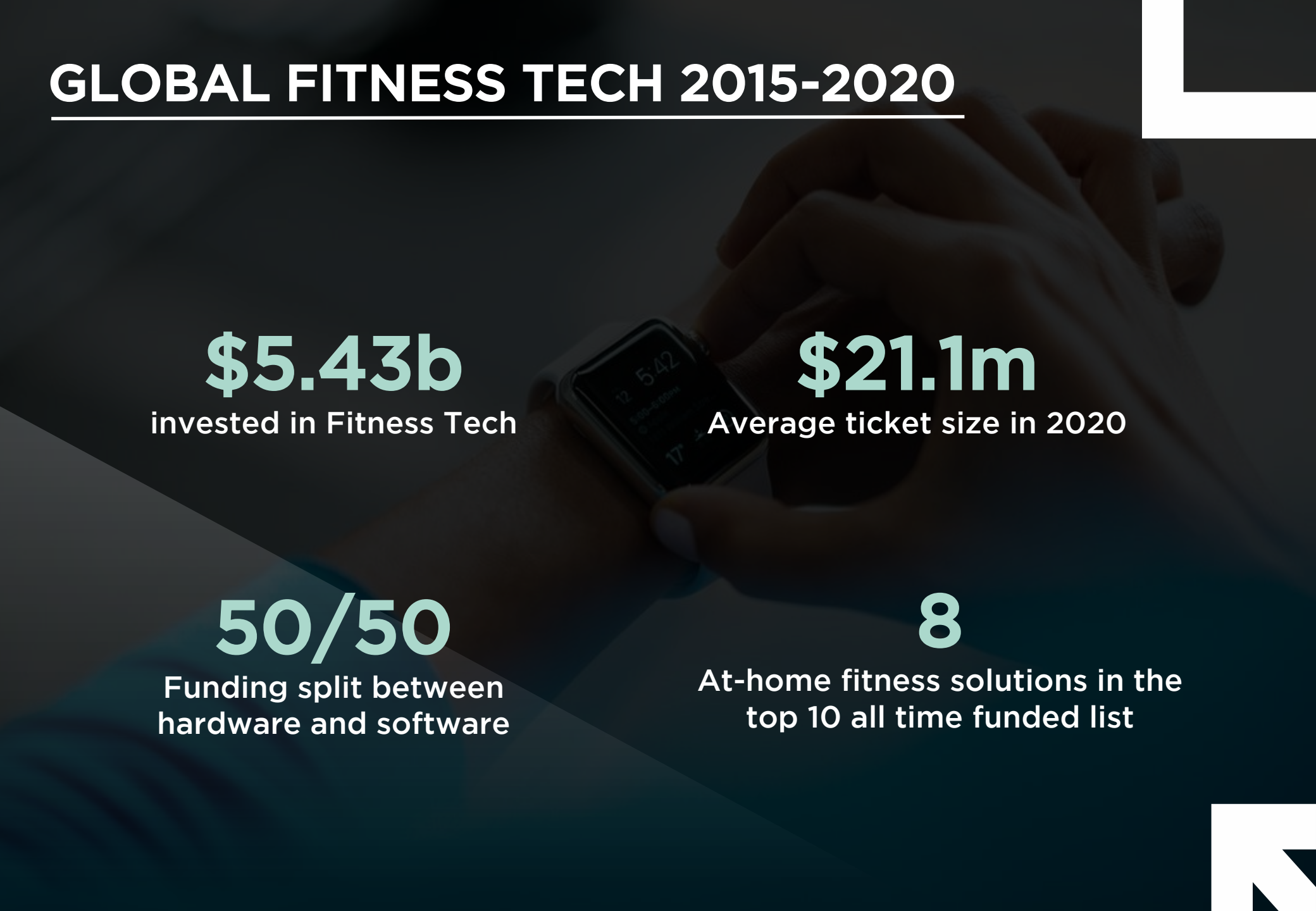
TOP FITNESS INDUSTRY TRENDS OF 2019

PUBLIC SURVEY CONDUCTED BY IHRSA AROUND THE FITNESS TRENDS OF 2019



SOURCE: IHRSA

GLOBAL FITNESS TECH 2015-2020



$5.43b
invested in Fitness Tech

$21.1m
Average ticket size in 2020

50/50
Funding split between hardware and software

8
At-home fitness solutions in the top 10 all time funded list

DUBAI ACTIVE INDUSTRY

STARTUP ZONE

Fostering Innovation within the Fitness and Wellness Sector

Dubai Active Startup Zone is a platform for early-stage companies to gain exposure, network, attract investment and gain valuable feedback from the largest gathering of fitness professionals, investors and businesspeople in the Middle East.

Zone Features:

- Dubai Active Startup Exhibition
- Dubai Active Startup Challenge
- Dubai Active Startup Talks

DUBAI ACTIVE START UP EXHIBITION

Dubai Active Industry has allocated a subsidized zone for a select number of startup companies to be able to showcase their products and services within the largest fitness exhibition in the Middle East, at a discounted rate.

By exhibiting at the Startup Exhibition, you can:

- Gain essential feedback on your product/service
- Generate future business
- Build long-lasting business relationships
- Network with established and early-stage companies

To apply to join the Dubai Active Startup Exhibition, you will need to meet the criteria set out by the Exhibition Management team.

DUBAI ACTIVE INDUSTRY

STARTUP CHALLENGE

The Startup Challenge is a free-to-apply competition open to early-stage companies within the fitness and wellness space.

Those startups that fit the set criteria will be shortlisted by our panel of experienced judges, and the chosen finalists will be eligible to pitch their businesses during Dubai Active Industry on 28 – 30 October 2021.

Winning startups will receive cash prizes, gain the opportunity to be mentored by industry experts, maximise the potential to attract funding for their business, and receive unrivalled marketing exposure within the fitness and wellness market.

For information on the application process and criteria please contact the event organisers

DUBAI ACTIVE STARTUP TALKS

The agenda will feature a number of business gurus from the fitness/wellness sector, as well as experts with unique knowledge on how to scale businesses through the various growth phases.

The agenda will be uniquely suited to the following fitness/wellness businesses and people:

- Early-stage startup founders seeking the best practices of entrepreneurship
- Venture-backed founders looking for practical techniques to get the most out of fast-growing teams
- Aspiring entrepreneurs wondering how to achieve product/market fit
- Small business owners looking to jumpstart growth

The agenda is in developmental stage and speakers are being confirmed. The Dubai Active Industry website will be updated with relevant information.

SEE YOU AT DUBAI ACTIVE INDUSTRY

DUBAI ACTIVE INDUSTRY

STARTUP ZONE

28 – 30 OCTOBER 2021

DUBAI WORLD TRADE CENTRE

FOR MORE INFORMATION ON HOW TO SUPPORT, SPONSOR OR APPLY FOR THE STARTUP ZONE CONTACT US TODAY:

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