

The WFWF 2011 on 14<sup>th</sup> October 2011 in Basle – different from previous events - and perhaps a door opener into a great future!?

## «vitawell.me» and 6th WFWF joint symposium

The World Fitness and Wellness Forum 2011 took place once again in Basle, this time in conjunction with the «vitawell.me» MCH (Messe Schweiz, Tradeshow Switzerland organisers) symposium, which is planned to take place from 2012 in Basle and thereafter from 2013 in conjunction with a health promotion show. The attending professionals took the opportunity to try and define a potential future direction for the industry. The impetus and encouragement provided at the event by far exceeded the expectations people had ahead of the meeting.

Text: Kaspar Zimmermann - Photos: Hannes Mühlberg and Kaspar Zimmermann

### WFWF 2011

Sylvia Gattiker, gym manager undertaking further training, discusses demographics issues.



Sylvia Gattiker

She highlights problems of old age, such as age related loss of strength and muscle mass, neuromuscular problems, breathing difficulties, osteoporosis etc. With reference to a trial with test persons she attempts to find out how these problems might be counteracted.

Training for maximum strength should be used as a preventative measure. Faster, more vigorous exercises are possible, and a well-toned and attractive body form can be achieved. The training principles advocated were: effective stimulation, progressive increase in physical exercise, exercise variations, optimum relation between exercise and relaxation, etc.

She underlines the following results shown by the study: Specific and assisted muscle training are absolutely recommended for elderly persons, in her opinion. Even in very old age, the body reacts in a positive way to muscle training, strengthening the self-confidence of the test persons. Her conclusion: "An active lifestyle should become the motto for all!"

Supporting the motto "Time to Wake up!", she states: ***"The reputable members of the fitness industry that back quality, care and assistance rather than following a bargain hunter mentality, offer one of the best products available to ensure vitality and joy right through until old age."***

Following a suggestion made by J.P. Schupp, the subsequent WFWF discussions take place in the hotel lobby of the 5 Star Swissotel in an unhurried atmosphere. In the adjacent restaurant animated discussions and a spaghetti buffet bring the conference to a well-deserved close.

### Closing address

Bertino Somaini, Executive Director, Public Health Promotion GmbH, summarises what had been said on "vitawell.me" so far.



The question as to what extent the idea should be followed-up remains. He said that it had become clear that some are in favour of limiting it, while others want to expand upon it.

The focus is clearly on health promotion.

The subject of exercise has been scientifically backed and the message has been spread everywhere. Therefore he suggests promoting exercise in general rather than fitness alone.

Second, we need to improve upon things in our daily work, i.e. health promotion. This encompasses both exercise and nutrition.

He asks ***"What lessons can be learned from a symposium such as this?"*** If we discussed the latest findings on health, exercise and nutrition we might achieve an increase in know-how or added value. The question is how to implement this? In the field of exercise there are several more or less well defined approaches. And perhaps "vitawell.me" could also be a platform for an exchange about our failures and mistakes, so we can learn from them.

The benefit for participants, companies and society should be clearly defined. The individual should be the focus of our activities. And we shall create associations for those individuals.



**Participants at the «vitawell.me» und 6th WFWF joint conference in Basle**

	<b>Vorname</b>	<b>Name</b>	<b>Firma</b>
Frau	Luzia	Blaesi	Marketing Manufaktur
Herr	Frank	Böhme	CEO Just Fit
Frau	Angelika	Böhme	Just Fit
Herr	Pascal	Böhme	Just Fit
Frau	Ruth	Bossi	CEO Nordfit
Herr	Jo	Chang-Hun	JP Global
Herr	Bernard	Crelier	Wena-Sport
Dr.	Leoluca	Criscione	Vitasanas
Herr	Sridhar	Dasari	CEO Smart Networks
Herr	Matteo	Donataccio	CEO Planet Wellness
Herr	Chris	Eichenberger	CEO Muba Basel
Herr	Paul	Eigenmann	CEO Qualicert
Dr.	Charles	Eugster	(92 Jahre)
Herr	Marco	Faust	Dodici Edizioni
Frau	Margaret	Fischer	Steinbeis Institut
Herr	Mägge	Frei	SFGV
Herr	Bernhard	Frey	Therapy-Shop
Frau	Sylvia	Gattiker	CEO Fitnessconnection
Herr	Tom	Graf	Keiser Fitness
Herr	Horst	Grässlin	Adveda
Herr	Kurt	Halm	Interbrain
Herr	Markus	Haering	CFO MCH Group
Frau	Marianne	Hausmann	Top Ten Media
Herr	Steve	Hiestand	Vitality System
Herr	Florian	Ingold	Marketing Manufaktur
Herr	Erich	Iten	CEO Top Fit Swiss
Herr	Patrick	Iten	Acropolis Fitnessclub
Herr	Ralf	Johner	Johnson-Matrix
Herr	Niklaus	Jud	Sportwissenschaftler
Herr	Dennis	Kern	Medical Shape
Herr	Karl-Peter	Klinkhammer	Elements for Life
Frau	Anita	Knöller	Wir machen dich Stark
Herr	Hans	Koch	CEO Ratio
Herr	Burkhard	Lüben	Sales Direktor GYM 80
Herr	Andrea	Matteucci	CEO Fimex
Herr	Philippe	Mauron	CIO Fimex
Herr	Patrik	Meier	COO Kieser-Training
Frau	Elisabeth	Meier-Abplanalp	Gesundheitscoach

	<b>Vorname</b>	<b>Name</b>	<b>Firma</b>
Herr	Ernst	Minar	Inhaber John Harris Clubs
Herr	Rolf	Möckli	CEO Direct Trade
Herr	Tom	Mörker	CEO Marketing Manufaktur
Dr.	Ueli	Moser,	SGE (Ges. für Ernährung)
Herr	Hans	Muench	IHRSA Direktor Europa
Herr	Hannes	Mühlberg	www.searchfit.ch
Herr	Silvan	Müller	CEO Skymos
Herr	Beat	Naef	GVFG
Frau	Sharon	Noé	KVZ Business School
Herr	Raphael	Oerer	Marketing Manufaktur
Herr	Markus	Pira	Ratio
Herr	Alessandro	Pontani	Product Manager AFO
Herr	Daniel	Rossel	Vitaswiss
Herr	Josef	Rothenfluh	Präsident KMU
Herr	Herman	Rutgers	EHFA Direktor
Frau	Silvia	Scaramucci	Administrator AFO
Herr	Georg	Schäppi	Vorstand GELIKO
Herr	Manfred	Scheel	CEO Life-Fitness Club
Frau	Elke	Scheel	Life-Fitness Club
Herr	Wolfgang	Scheiber	Vorstand WSD
Herr	Heinrich	Schiffert	CEO Vitadom
Frau	Elisabeth	Schmidlin	Swinging Wellness
Frau	Trudy	Schneider	Gesundheitstraining
Herr	Jean-Pierre	Schupp	Top Ten Media
Herr	Ueli	Schweizer	Vitality System
Dr.	Bertino	Somani	Public-Health-Promotion
Herr	Rainer	Steuer	www.fitness.com
Frau	Silvia	Trumpf	Fitness Trainerin
Herr	Peter	Tschan	CEO KTS GmbH,
Prof.	Gerhard	Uhlenbruck	Universität Köln
Herr	Paul	Underberg	CEO Inline/Injoy
Frau	Yasmine	von Hassler	Marketing Manufaktur
Herr	Roger	Vock	COO Exersuisse
Herr	Andreas	Woisch	Int. Sales Direktor milon
Herr	Hans-Georg	Yourievsky	Präsident ISFHA
Prof.	Elke	Zimmermann	Universität Bielefeld
Herr	Kaspar	Zimmermann	AEO

