

AFW Bulletin #8 | Sell-Out Show Expected for AFW Expo Powered by SAT

Asia Fitness & Wellness Expo 2018 Powered by SAT

27-29 September 2018

HUA MARK INDOOR STADIUM

BANGKOK | THAILAND



Advancing the Sports Cities & Establishing Thailand
as the ASEAN Sports Industry Hub

ยกระดับเมืองกีฬา สร้างมูลค่าเพิ่ม เสริมความเป็นเลิศ
เพื่อเป็นศูนย์กลางอุตสาหกรรมกีฬาในอาเซียน

The Sport Writers Association of Thailand host packed Press Conference



For the first time the Sports Authority of Thailand will host the international Asia Fitness & Wellness Expo 2018 at the Hua Mark Indoor Stadium in Bangkok. This new partnership event will be held from 27-29 September, headlined as '*AFW Expo 2018 Powered by SAT*' and will be co-organised by Asian Exhibition Services (AES) Ltd, AES's global network and the Sporting Trade Association of Thailand.

The Sports Authority of Thailand (SAT), by invitation of the Acting Governor Mr. Sangvien Boonto, have extended their full support to host Thailand's established trade industry exhibition at their venue, with the extensive support of industry, the 77 regional offices of the SAT, over 30 trade Associations, plus the extensive international support and following of the international AFW Expo.



The invitation to stage Asia Fitness & Wellness Expo 2018 at the Hua Mark Indoor Stadium, previously held at BITEC, supports the initiatives of the new government policies for sport to include the Sport City, Sports Industry Promotion and the Sports Hub initiatives, a 20 billion Baht growth target for sport and fitness over the next year and the pro-active support of all the related trade Associations headlines by the Sporting Trade Association. The new partnership will provide a unique platform for companies to embrace the tremendous government and commercial opportunities in Thailand and the region.

The timing of the event embraces the planning and schedules of the Ministry of Tourism and Sports, the Sports Authority of Thailand's promotional initiatives, the international schedule of the various supporting trade Associations and the regional buyer groups from throughout Thailand and the region. The announcement of the inaugural hosting of 'AFW Expo 2018 Powered by SAT' co-insides with the appointment of the new acting Governor and provides a new level of support and co-operation with government and industry alike.



New for AFW Expo 2018, aside from the dates and venue, will be the full schedule of competitions, workshops, live celebrity performances, plus national and international qualification contests, international pavilions and the 'Healthy China 2030' co-operation programme. The exhibition will be staged inside the Indoor Stadium at Hua Mark and the Sponsors Zone will line the main foyer and opening ceremony of the event with a range of activities and outdoor exhibits in the Competition Arena at the main entrance to the stadium.

'AFW Expo 2018 Powered by SAT' will be the most important fitness, sports and wellness event in Thailand and the only international regional event dedicated to trade and consumer audiences with the full support of government, the national and provincial departments of the Sport Authority of Thailand and the full representation of national Associations and sporting institutions.

'AFW Expo 2018 Powered by SAT' is to be established as the only international fitness, sports and wellness trade event in Thailand and will welcome global exhibits and full regional participation.

For more information contact afw@aes-exhibitions.com or visit www.AsiaFitnessExpoBKK.com

Hosts:



Supporters:



Media Partner:

Organizers: