

Asia Fitness & Wellness Expo 2018
Powered by SAT

27-29 September 2018

HUA MARK INDOOR STADIUM

BANGKOK | THAILAND



Advancing the Sport Cities & Establishing Thailand as the Regional Sports Industry Hub

**ยกระดับเมืองกีฬา สร้างมูลค่าเพิ่ม เสริมความเป็นเลิศ
เพื่อเป็นศูนย์กลางอุตสาหกรรมกีฬาในภูมิภาค**

SAT stage AFW Expo @ Hua Mark Indoor Stadium



Asia Fitness and Wellness Expo 2018, Powered by the Sports Authority of Thailand, there was a new look, new business and huge government and industry support as Thailand's International Fitness, Sports & Wellness event raises the bar for industry.



For the 114 companies and brands represented from 26 countries the exhibition was a business platform for industry and government alike, with world-class products, services, a 3-day workshop and competition programme and the SAT's special feature Sport City Showcase.



“We’re here at the AFW fitness industry expo as it very good for people doing B2B, business to business, and also B2G, business to government”

Mr. Sasarat Thamniya,
East West Fitness CrossFit Equipment

SAT, represented by Acting Governor Mr. Sangvien Boonto, extended its full support to host Thailand's established fitness trade and industry exhibition at its venue. The event welcomed the extensive support of industry to include 84 Sports Associations, 77 regional offices of SAT, 26 universities, 17 Institutes of Physical Education; 13 Sports Schools, the Department of Physical Education, the Sport Writers Association of Thailand, plus the extensive international support and following of the long established AFW Expo.



Exhibitors, headlined by SEARA, Sports Solution, East West Fitness and Best Elixir, showcased the latest fitness equipment and sports facility solutions to include Life Fitness, Hammer Strength, Escape Fitness, Concept 2, Balanced Body, Reebok, Vectra, Plexipave, Octane Fitness, Actglobal, Torque Fitness, Impulse, Brunswick, icarlos, Stex, Intensa, Gym 80, Bodystrong, Limmer, Nautilus and Schwinn, Compex, FitBit, Aetrek, Tanita, Peak Fitness and SKLZ.



Thailand's indoor fitness sector revenue amounts to 1.57 billion Baht per annum with an average growth rate of 8.4% over the next 4 years with equipment, nutrition, wearables and technology accounting for major market share. This provides a very strong business opportunities for all those involved in the industry and indicates a tremendous improvement and investment in fitness, sport and wellness in Thailand.



Outdoor fitness figures are even more impressive, as within the sports and outdoor Fitness sector in Thailand the revenue growth is forecasted to reach 19.8% up to 2022 and current market revenue volume is recorded at 3.14 billion Baht. User penetration currently stands at 3.2%, and to expand to 4.9% in 2022.

The exhibition, organised by Asian Exhibition Services (AES) in partnership with the Sports Authority of Thailand, was billed as the region's most important industry trade event attracting buyers from throughout the industry from government, national institutes, training academies, educational facilities and national teams to personal trainers, gym operators, real estate management, retailers, sports teams, educational facilities, importers, wellness centres, clinics & hospitals, rehabilitation centres, consultants and fitness enthusiasts.

“AFW creates a platform for business opportunity throughout Thailand, especially the Sport City pilot projects which align with government policy and the growth of the industry in Thailand”

Mr. Jiranthanin Rodtup, SEARA



Find out more about the next Asia Fitness & Wellness Expo in 2019 by contacting afw@aes-exhibitions.com or visit www.AsiaFitnessBKK.com

Hosts:



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