

HEALTHY NEWS!

LATEST UPDATE ON THE WELLNESS FAIR
The big fair and conference on diet, fitness, health and wellbeing

28, 29 February and 1 March 2008
The Swedish Exhibition Centre, Göteborg



No. 1



Première for the Wellness Fair

The big new interface for everything in health and wellness!



The Wellness Fair concept launched by the Swedish Exhibition Centre fulfils the need for a new, modern meeting place for new concepts and products, inspiration, knowledge and contacts throughout the fast-growing wellness sector.

“The Wellness Fair stands on two sturdy legs,” says Exhibition Manager Ann-Margret Avellan. “A trade fair that mirrors today’s enormous offer of products, treatments and activities, and an extensive and varied conference programme.”



Ann-Margret Avellan, Exhibition Manager

The Wellness Fair is a showcase for exhibitors featuring everything from training and exercise to diet, nutrition, health and wellbeing.

“The event is aimed both at trade visitors and the general public,” says Ann-Margret Avellan. “It’s the only event of its kind in west Sweden.”

The fair opens Thursday 28 February, and continues on Friday 29 and Saturday 1 March. Thursday is trade visitor day, but the public can enter in the afternoon. On Friday and Saturday the fair is open to all comers.



Leif Hjalmarsson

Important conference

“The trade conference will be very important. It will provide inspiration and information for everyone active in the wellness sector who wants to increase their

competence and grow their business,” says Leif Hjalmarsson, who is in charge of programme planning.

On Thursday 28 February, the conference programme will cater for the interests of trade exhibitors and trade visitors. The programme on Friday and Saturday, with lots of interesting talks on right-now subjects, will be more attractive to the general public. Most items on the conference programme will be in Swedish.

Growing awareness

“There’s been a huge surge of interest in a healthy way of life,” says Ann-Margret Avellan. “Health experts claim that as much as 75–80% of ill health is due to our way of life. Awareness of just how much we, ourselves, can influence our wellbeing is on the increase, and the market for health-oriented services and products is expanding in line with this.”

Product areas

Training/fitness

Group and individual training
Coaching and mental training
Sports medicine
Fitness studios, training centres
Gyms
Training equipment
Training tools and equipment
Clothing and shoes
Aerobics
Dancing
Yoga
Qi Gong
Etc.



Diet/nutrition

Health foods
Dietary supplements
Foodstuffs
Functional foods
Etc.



Health

Keep-fit activities
Self-care
Company health care
Medicines
Complementary medicine
Rehabilitation
Stress management
Chiropractic/naprapathy
Acupuncture
Dental health
Overweight, weight loss
Etc.



Wellbeing

Health centres
Spas
Health trips
Massage
Body care
Skin care
Therapists
Ergonomics
Plastic surgery
Aesthetic dental care
Natural cosmetics
Etc.



Other

Research • Education • Organisations, authorities
Associations, federations • Services
Publishers, literature, magazines • Care givers

Health Care Manager, Region Västra Götaland "An event with a very important mission"

"The Wellness Fair and parallel conference in Göteborg have a very important mission with regard to population health," says Johan Jonsson, head of population health for Region Västra Götaland.

"The time for lecturing and hectoring is past. Today, population health is first and foremost a matter of creating the prerequisites that will enable people to make good choices. And finding different ways of increasing awareness, motivation and practical opportunities on a wide front."

Johan Jonsson emphasises that a beneficial way of life is established early

in life. "Parents and other adults play a crucial part when it comes to exercise, diet and other aspects that constitute a healthy way of life. So we must find new ways of really supporting parents' efforts."

"I truly hope that the Wellness Fair will give a definite push to society's intentions with regard to population health. The people invited to the event will include many important target groups - people from local and regional councils, organisations and several other sectors."



Johan Jonsson

Peter Währborg, Professor of Behavioural Medicine: "Important source of inspiration and knowledge"

"Poor health is not the same as before," says Peter Währborg, Professor of Behavioural Medicine, and one of the speakers at the Wellness Fair.

"Despite continued economic growth and increased material living standard, our wellbeing has not increased. On the contrary, psycho-social problems have become more comprehensive and more complicated."

"More people are now beginning

to realise this and are actively seeking new ways of improving their quality of life, in order to attain a happier and more harmonious existence. The Wellness Fair will prove an important source of inspiration and knowledge for personnel in the health care sector and the general public alike."



Peter Währborg

On-the-floor activities

The Wellness Fair will be an activity-packed arrangement with lots of hard-hitting features to attract the public.

- Health check (simple medical tests and specimen-taking)
- Lectures
- Presentations
- Demonstrations
- Treatment try-outs
- Food stage
- Food tasting
- Sale of products on the stands



The Swedish Exhibition Centre offers lots of added value

The Swedish Exhibition Centre is a complete exhibition and conference complex with potent added values in the form of large, flexible conference rooms, restaurants to suit all tastes, and Scandinavia's biggest hotel, Hotel Gothia Towers, all under one roof, and right in the centre of Göteborg. This means lots of convenience and added value for exhibitors and visitors.

The convenience, efficiency, and pleasant atmosphere of the Swedish Exhibition Centre make it a favourite with exhibitors and visitors. The combination of fine-tuned technology and leading-edge competence vouchsafes a successful event time after time.

The Swedish Exhibition Centre has solid experience of organising conferences and exhibitions for both trade visitors and the general public. The Göteborg Book Fair and TUR (travel and tourism fair) are just two of our major public draws.

The central geographical location of Göteborg as an exhibition hub for Stockholm, Oslo and Copenhagen makes it an easy-to-get-to destination for exhibitors and visitors alike.



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FAIR 2008**
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Visit www.wellnessmassan.se for more information and to book stand space.

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