

DAY 1 – 20 FEBRUARY 2024 – SOCIAL TOURS AROUND RIYADH & FAIRMONT RIYADH

12.00PM – 03.00PM: Interactive Social Tours Across Riyadh, Led by Senior Management (Bus Tours Will Leave the Fairmont at 12pm and Return at 3pm)

LEEJAM

- Jason Washbourne, COO, Leejam Sports Company
- Shadan Alsagri, Deputy COO, Leejam Sports Company

BODY MASTERS & BODY MOTION

- Wael El Merhabi, CEO, Sport Clubs Company
- Christine Mallouk, Operations Director, Body Motions

IN2FITNESS

- Abbas Almas, Senior Director – Marketing, Digital and Sales, KUN Sports

OPTIMO

- Nathan Clute, CSO, Armah Sports Company

NUYU

- Samira Raouaha, General Manager, NuYu KSA

16.00PM – 19.00PM: VIP Networking Reception at the Fairmont Riyadh With Special Guest Remarks From

- David Stalker, Group CEO, Myzone and President, EuropeActive
- Stephen Clement, Senior Director, Development, ROSHN
- Desmond Cawley, Hotel Manager, SIRO (a Kerzner Property)

DAY 2 – 21 FEBRUARY 2024 – FAIRMONT RIYADH

08.30AM – 09.15AM: Registration, Opening of Experience Zone & Networking

LEADERSHIP STAGE

09.15AM – 09.30AM: Opening Ceremony, Welcome Remarks and Ministerial Opening Address

- Ross Campbell, Founder & CEO, Beyond Activ
- Saleh Alkhabeti, Deputy Minister, Sector Investment Development, Ministry of Investment, Saudi Government
- Ali Hamad Al Sagri, Chairman, Leejam Sports

09.30AM – 10.15AM: Government Perspectives: Our Long-Term Visions and Where We Are Investing (Now and in the Future) in Health, Fitness, Wellness & Sports?

- Shaima Saleh Al-Husseini, CEO, Saudi Sports for All Federation
- Turki Bin Oudah, General Manager, Sport Development, Royal Commission for Riyadh City
- Abdulmajed Alsabti, Director of Strategic Planning, Ministry of Sports, Saudi Arabia

10.15AM – 10.30AM: Building a World Leading Health, Fitness & Sports Company

- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Adnan Abdullah Al-Khalaf, CEO, Leejam Sports Company

10.30AM – 11.00AM: Building Successful and Scalable Industries To Meet the Demands of Tomorrow's Consumer and the KPIs of Regional Visions

- Sheikh Makarem Batterjee, Founder & CEO, Shababco Enterprises
- Susan Turner, CEO, Middle East, PureGym
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

11.00AM – 12.00PM: Recharge, Refuel, Connection, Explore, Prayer Break & Extended Networking Break

LEADERSHIP STAGE

12.00PM – 12.50PM: Redefining a Better Tomorrow for All – Inspirational Industry Outlooks

- Chuck Runyon, Co-Founder & CEO, Self Esteem Brands
- Redouane Zekkri, COO, Basic-Fit

INVESTMENT & INNOVATION STAGE

12.00PM – 12.40PM: Delivering the Right Concepts for Today's Market – What Design, Concepts and Facilities Are Winning and Why?

- Yuki Kiyono, Global Head, Health & Wellness Development, AMAN
- Jamie Waring, Managing Director (Development, Strategy, Innovation), Soneva (moderator)
- Sandie Johannessen, Group Head, Spa & Wellness (APAC), Minor International
- Mauro Frota, Founder & CEO, Bhout

12.40PM – 14.00PM: Recharge, Refuel, Connection & Luncheon Break

LEADERSHIP STAGE

14.00PM – 14.50PM: Will 2024 Will Be a Boom Year for the European Market – Assessing its Current Dynamics, Challenges and Remaining Potential

- Marjolijn Meijer, Vice-Chairman, Urban Gym Group
- Jörg Fockenber, Vice President, Franchise & Strategic Expansion, RSG Group
- Jonathan Fisher, Executive Chairman, TRIB3
- Steve Newell, Vice President, Global Key Accounts (Health Clubs), Life Fitness (moderator)

INVESTMENT & INNOVATION STAGE

14.00PM – 14.40PM: Investing in Today's Sports Landscape - Opportunities, Milestones, Successes and Partnerships

- Abdulaziz Baeshen, CEO and Secretary General, Saudi Olympic & Paralympic Committee
- Adam Paker, Partner, Portas (moderator)
- Adel Alkadi, CEO, Alhayat Investment Company
- Basim Ibrahim, Investment Attraction & Development Manager (Sports), Ministry of Investment, Saudi Arabia

14.40PM – 15.00PM: Prayer Break

LEADERSHIP STAGE

15.00PM – 15.20PM: Red Sea Global – our role in the Kingdom’s Vision for 2023 to contribute to a thriving society

- Lindsay Madden Nadeau, Senior Director, Wellness Strategy and Development, Red Sea Global
- Angelo Goggioli, International Key Account Director (Hospitality & Residential), Technogym (moderator)

15.20PM – 15.50PM: Growth, Innovation and Investment Opportunities in the Middle East Fitness and Wellness Market (Panel and Q&A)

- Wael El Merhabi, CEO, Sport Clubs Company
- Nathan Clute, Chief Strategy Officer, Armah Sports Company
- Patrick Del Bianco, International Key Account Manager, Technogym (moderator)

INVESTMENT & INNOVATION STAGE

15.00PM – 15.45PM: Franchise Investment Showcase

- Nuno Costa, Co-Founder, CRANK
- Richard Burnett, Group CEO, BFT and Cameron Falloon, Founder, Body Fit Training
- Naz Musa, Founder, Spartans Boxing Club

LEADERSHIP STAGE

16.00PM – 16.45PM: The Crystal Ball – Future Trends and Business Challenges Impacting Our Future

- Christian Ask, CEO, 247Group & Fitness24Seven
- Emlyn Brown, Global Senior Vice President, Well-Being, Accor
- Francine Davis, Chief Strategy Officer, PureGym
- Julie-Ann James, President, Aqua Global
- John P Young, Vice President, Commercial Business (International), Johnson Health Tech (moderator)

16.45PM – 17.00PM: Reflections from the Day, Moment of Gratitude and Partner Thank Yous

- Adnan Abdullah Al-Khalaf, CEO, Leejam Sports Company
- Nerio Alessandri, Founder & President, Technogym
- Ross Campbell, Founder & CEO, Beyond Activ

INVESTMENT & INNOVATION STAGE

16.00PM – 17.00PM: Product & Technology Investment Showcase

- Juraj Kočar, CEO, Somavedic Technologies
- Ray Qudos, Interim CMO, RDX Sports
- Ian Houghton, Co-Founder & Chief Product Officer, Shosabi

17.00PM – 18.00PM: VIP Networking Reception

18.00PM – 22.00PM: Optional Excursion To Diriyah

DAY 3 – 22 FEBRUARY 2024 – FAIRMONT RIYADH

08.30AM – 09.15AM: Registration, Reopening of Experience Zone & Networking

LEADERSHIP STAGE

09.00AM – 09.30AM: Reflections from Yesterday and Opening Keynote Fire-side Chat

- Abbas Almas, Senior Director – Marketing, Digital and Sales, KUN Sports
- Mike Escobedo, Chief Customer Officer, ABC Fitness Solutions

09.30AM – 10.15AM: Opening Keynote Addresses

- David Stalker, Group CEO, Myzone and President, EuropeActive
- Fabrizio Cecchinelli, Format Sales & Communities Manager, Technogym
- Tino Tsolakis, Vice President, Strategic Projects, EGYM

INVESTMENT & INNOVATION STAGE

09.30AM – 10.15AM: Starting, Building and Scaling Companies in Saudi Arabia and the wider GCC: The First Steps, The Pitfalls and The Opportunities

- Hussein Madi, Founder & CEO, APEX Management
- Mickey Stewart, Deputy CEO, Arabian Enterprise Incubators
- Blair Campbell, CCO, Beyond Activ (moderator)

LEADERSHIP STAGE

10.15AM – 11.15AM: Consumer Trends and Behaviours – Who is Consuming What, How and For What Price?

- Donal McElwee, Partner & Head of Middle East & Africa, Portas (moderator)
- Glen Stollery, CEO, Les Mills Middle East, India & Africa
- Azzan Al-Barram, CEO, Horizon Fitness
- Abdulmohsen Al-Babtain, CEO, Group Xen and Sparked Athletic Centre

INVESTMENT & INNOVATION STAGE

10.15AM – 11.15AM: Delivering New Services, Solutions & Facilities for Female Health, Fitness, Sports & Wellness

- Sara Codner, Area Director, Spa & Wellness, Middle East, Mandarin Oriental Hotel Group
- Shadan Alsagri, Deputy COO, Leejam Sports Company
- Christine Mallouk, Operations Director, Sport Clubs Company
- Jolin Ma, COO, Beyond Activ (moderator)

11.00AM – 12.00PM: Recharge, Refuel, Connection, Explore & Prayer Break

LEADERSHIP STAGE

12.00PM – 12.40PM: How Is Digital Health & Wellness Evolving – From Fitness to Hospitality to Employee Wellbeing

- George Flooks, CEO, Wellness Forward Group
- Robert Louw, Chief Growth Officer, Wexer (moderator)
- Gary Blowers, Founder & CEO, LVL Wellbeing
- Sander van den Born, Executive Vice President, International, Self Esteem Brands

INVESTMENT & INNOVATION STAGE

12.00PM – 12.40PM: What Does The Future Hold for Africa's Fitness & Wellness Market?

- Yves Preissler, Founder, YP Business Consulting (moderator)
- Radhouane Chaabouni, Co-Founder & CEO, California Gym
- Foluso Ogunwale, Founder & CEO, iFitness

12.40PM – 14.00PM: Recharge, Refuel, Connection & Luncheon Break

LEADERSHIP STAGE

14.00PM – 14.40PM: Ensuring ROI on Wellness-Centric Hospitality: From Spa Excellence to Multi-Service Excellence

- Pedro Marques, Director, J Clubs by Jumeirah Group
- Zoe Wall, Vice President, SIRO and Wellness, Kerzner
- Juraj Kočar, CEO, Somavedic Technologies
- Ingo Ronald Schweder, Founder & CEO, GOCO Hospitality (moderator)

INVESTMENT & INNOVATION STAGE

14.00PM – 14.45PM: Franchise Investment Showcase

- Francis Dowdle, General Manager, Operations, KX Pilates
- Maximilian Demmerle, Head of International Franchise Operations, RSG Group

14.40PM – 15.00PM: Prayer Break

LEADERSHIP STAGE

15.00PM – 15.45PM: Leveraging Emerging Technologies To Deliver Improved Customer Experiences

- Dave Wright, Founder, Myzone (moderator)
- Enrico Klauer, CEO, MECOTEC
- Karl Foster, CTO, GymNation
- Kevin Yates, CEO, EMEA, Lift Brands
- Lou Lentine, Founder & CEO, Echelon Fitness

INVESTMENT & INNOVATION STAGE

15.00PM – 15.45PM: Product & Technology Investment Showcase

- Tevia Feng, Founder, White Tiger Qigong
- Bo Barber, Chief Growth and Innovation Officer, Ecore

LEADERSHIP STAGE

16.00PM – 16.40PM: Closing Keynote Discussion – The Intersection of Health, Fitness, Sports and Wellness - How We Can Launch Holistic Programmes, Platforms and Initiatives to Meet the KPIs of Regional Visions

- Richard Jenkins, Chief Medical Officer and Senior Advisor, Middle East, PwC
- Dr. Maliha Hashmi, Healthcare Expert and Former Co-Head, Health, Wellbeing and Biotech, NEOM
- Safaa Almajthoub, Executive Vice President, Digital Health Center, Ministry of Health (Saudi Arabia)
- Blair Campbell, CCO, Beyond Activ (moderator)

INVESTMENT & INNOVATION STAGE

16.00PM – 16.40PM: Closing Breakout Discussion: Finding, Attracting, Educating, Upskilling & Inspiring the Future Workforce of Tomorrow

- Dr Mezna AlMarzooqi, Director General, Leaders Development Institute, Ministry of Sport, Saudi Arabia
- Haya Sawan, Managing Partner of Motion Academy, Franchisee at Playball Saudi and Founder, Shefit
- Ahmed Senna, CEO, Gold's Gym Egypt
- Professor Ebtissam Al-Madi, Founder, Saudi Arabian Wellness Association (moderator)

LEADERSHIP STAGE

16.40PM – 17.00PM: Closing Reflections, Messages of Hope and Inspiration, and Group Photographs

- Ross Campbell, Founder & CEO, Beyond Activ

18.00PM – 22.00PM: Optional Excursion To Riyadh Front