

**FINAL AGENDA – WEDNESDAY 12 FEB**

EXHIBITION & FOYER AREA

08.30 – 09.30: Registration, Opening of Exhibition Hall and Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

09.00 – 5.00: Scheduled 1-On-1 Meetings For Our Meeting Table Sponsors

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BEYOND LEADERSHIP STAGE

09.30 – 10.00: Welcome Remarks and Government Remarks

- Ali Hamad Al Sagri, Chairman, Leejam Sports Company
- Mohammed Alsaheb, Deputy Minister, Investment Development, Ministry of Investment (Saudi Arabia)
- Ross Campbell, Founder & CEO, Beyond Activ

10.00 – 11.00: Opening Global CEO Discussion and Q&A – Trends, Predictions and New Business Models for 2025

- Adnan Abdullah Al-Khalaf, CEO, Leejam Sports
- Dean Kowarski, Group CEO, Virgin Active
- Jobst Müller-Trimbusch, Co-CEO, RSG Group
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Sander van den Born, Executive Vice President, International, Purpose Brands

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11.00 – 12.00: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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BEYOND LEADERSHIP STAGE

12.00 – 12.25: Keynote Address: Creating Metal, Fitness and Business Health

- Adam Sedlack, CEO, UFC GYM

12.25 – 12.45: Keynote Address: The Global Pilates Boom – from Niche to Mainstream

- Beth Gibbs-Bartel, Chief Revenue Officer, Merrithew
- Etienne de Pierrefeu, Vice President, Commercial Sales, Merrithew

12.45 – 1.05: Keynote Fireside 1-on-1: The Future of Longevity and Wellness Technology

- Enrico Klauer, CEO, MECOTEC
- Ross Campbell, Founder & CEO, Beyond Activ

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**BEYOND INVESTMENT STAGE**

12.00 – 13.00: Panel Discussion and Q&A – The Rise of Sports Across the GCC Region and Exciting Projects Involving Them (Infrastructure, Games, Clubs, Leagues, Entertainment)

- Basim Ibrahim, Director, Sports, Ministry of Investment, Saudi Arabia
- Donal McElwee, Managing Partner, Portas Consulting (moderator)
- Emma Sofie Igelström, Former Olympian and Head, Swimming, Leejam Sports Company
- Suliman Alhammad, Head, Investments Enablement, Ministry of Sport, Saudi Arabia

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1.00 – 2.00: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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**BEYOND LEADERSHIP STAGE**

2.00 – 2.10: Keynote Remarks – Detailing the Growth Strategies of Companies Investing in the GCC – Who is Investing & Where?

- Steve Newell, Vice President, Global Key Accounts (Health Clubs), Life Fitness

2.10 – 3.00: Keynote Panel Discussion and Q&A – Detailing the Growth Strategies of Companies Investing in the GCC – Who is Investing & Where?

- Ahmed Senna, CEO, Gold's Gym Egypt
- Mauro Frota, Founder & CEO, Bhout
- Jarett Perelmutter, Senior Vice President, International Development, Purpose Brands
- Steve Newell, Vice President, Global Key Accounts (Health Clubs), Life Fitness (moderator)
- Wael El Merhabi, CEO, Sport Clubs Company

**BEYOND INVESTMENT STAGE**

2.00 – 3.00: Panel Discussion and Q&A – Exploring Today's Fitness Market: Assessing New Ideas, Concepts, Equipment and Technologies

- Matthijs Wilhelmus, CEO, Basi Systems (moderator)
- Joe Abboud, CEO, MENA, F45 Training
- Paul Ferris, Co-Founder & CEO, Speedflex
- Pedro Miguel Marques, Fitness Director, J Club by Jumeirah Hotels & Resorts
- Yasser El Farissi, Chief Investment Officer, Leejam Sports Company

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3.00 – 4.00: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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**BEYOND LEADERSHIP STAGE**

3.40 – 4.00: Fireside 1-on-1 Conversation: An Update into Kayanee and Its Role in Vision 2030

- Vikram Natarajan, CEO, Kayanee

4.00 – 4.20: Fireside 1-on-1 Conversation: How Are Healthcare Providers Investing into the Wider Health and Wellbeing of Citizens (For Sick-Care, Health-Care and Well-Care)

- Abdulmajeed AlShowair, Vice President, Community Health Excellence, Riyadh First Health Cluster, Ministry of Health, Saudi Arabia

4.20 – 4.40: Closing Fireside 1-on-1 Conversation: Riyadh’s Increasing Influence and Impact on Vision 2030

- Jordan Martindale, Senior Director, Sport, The Royal Commission for Riyadh City

BEYOND INVESTMENT STAGE

3.40 – 4.40: Panel Discussion and Q&A – Exploring Today’s Wellness Market: Adopting New Ideas, Concepts, Equipment and Technologies

- Blair Campbell, CCO, Beyond Activ (moderator)
- Daniel Poulin, Senior Director, Wellness Operations, Accor
- Ebtissam Al-Madi, Founder, Saudi Arabian Wellness Association
- Dr. Yasser Alamri, Business Development Consultant & Senior Therapist, PhysioTherabia
- Yuki Kiyono, Global Head, Health & Wellness Development, AMAN

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BEYOND LEADERSHIP STAGE

5.00 – 6.00: Beyond Activ’s 2025 EMEA Awards of Excellence Ceremony and VIP Networking Reception

EXHIBITION & FOYER AREA

5.00 – 6.00: VIP Networking Reception

**FINAL AGENDA – THURSDAY 13 FEB**

EXHIBITION & FOYER AREA

08.30 – 09.30: Registration, Opening of Exhibition Hall and Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

09.00 – 5.00: Scheduled 1-On-1 Meetings For Our Meeting Table Sponsors

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BEYOND LEADERSHIP STAGE

09.20 – 09.30: Opening Remarks and Reflections from Day One

- Ross Campbell, Founder & CEO, Beyond Activ

09.30 – 09.50: Opening Keynote Address – MENA's Fitness Future: Global Industry Insights and Strategies for Success

- Ben Wilde, Global Director, Education and Training, Johnson Health Tech

09.50 - 10.10: Opening Fireside 1-on-1 Conversation – Building A New World Class Company

- Mohammed Dakhil, COO, KUN Sports
- Mike Escobedo, CCO, ABC Fitness (moderator)

10.10 – 11.00: Keynote Panel Discussion and Q&A – Today’s Business Environment and the Challenges Business Are Facing & Overcoming

- Foluso Ogunwale, Founder & CEO, i-Fitness Centre
- Lou Lentine, Chairman, Founder and CEO, Echelon Fitness
- Mark Buchanan, CEO, Fitness First MENA
- Mike Escobedo, CCO, ABC Fitness (moderator)
- Mohammed Dakhil, COO, KUN Sports

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11.00 – 12.00: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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BEYOND LEADERSHIP STAGE

12.00 – 1.00: Keynote Panel Discussion and Q&A – Designing Future Facilities: What Is Influencing the Investment Decisions of Owners and Operators?

- Azzan Al-barram, CEO, Horizon Fitness
- Frank van de Ven, Industry Consultant and Growth Advisor, Reform RX
- Lukasz Dojka, Founder & Chairman, Xtreme Fitness Gyms
- Radhouane Chaabouni, CEO, California Gym
- Robert Louw, Chief Growth Officer, Wexer (moderator)

BEYOND INVESTMENT STAGE

12.00 – 12.20: Fireside 1-on-1 Conversation - Exploring the Future Premium and Luxury Market in the GCC

- George Flocks, CEO, Fitness & Wellness, Arada

12.20 – 13.10: Panel Discussion and Q&A – How to Optimally Design Your Customer Journey and Experience

- Abdulmohsen Al Babbain, CEO, Spark Athletic Center
- Mattheos Georgiou, Senior Vice President, SIRO and Rare Finds, Kerzner International
- Maximilian Demmerle, Director, International Franchise Operations, RSG Group
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Sharon Barcock, Director, Spa Operations & Development (Middle East & Africa), Hilton

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1.00 – 2.00: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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BEYOND LEADERSHIP STAGE

2.00 – 2.10: Keynote Remarks – New Advancements and Investments in Health, Wellness and Fitness Technology

- Grace McNamara, Founding Partner & CEO, The Collective

2.10 – 3.00: Keynote Panel Discussion and Q&A – New Advancements and Investments in Health, Wellness and Fitness Technology

- Grace McNamara, Founding Partner & CEO, The Collective (moderator)

- Hadi Curtay, Founder & CEO, FitnessForce
- Karl Foster, Chief Technology & Innovation Officer (CTIO), GymNation
- Kevin Yates, CEO, EMEA, Lift Brands

BEYOND INVESTMENT STAGE

2.00 - 2.15: Guest Address - Investment Insight into Spartans Boxing Club

- Nazar Musa, Founder & Chairman, Spartans Boxing Club

2.15 - 2.30 Guest Address - Investment Insight into Vaura Pilates

- Anna Michau, Business Owner and Master Franchisee, GCC and SEA, Vaura Pilates

2.30 – 3.10: Panel Discussion and Q&A – Meet the Entrepreneurs Building the Companies and Concepts of Tomorrow

- Haya Sawan, Managing Partner at Motion Academy, Franchise Owner at Playball Saudi and Founder, Shefit
- Jolin Ma, COO, Beyond Activ (moderator)
- Linda Sakr, Founder, Keyani Wellness Centre
- Tina Wade, Founder & CEO, Reset Fitness

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3.00 – 3.30: Beyond Business – Dedicated Time to Explore, Engage, Refuel and Energise!

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BEYOND LEADERSHIP STAGE

3.30 – 4.30: Closing Keynote Panel Discussion and Q&A – Reimagining the Future of Women’s Health, Fitness & Wellness in the Middle East

- Christine Mallouk, Operations Director, Sport Clubs Company
- John Foy, Operations Director, KUN Sports
- Samar Saud Bintawim, Operations Director, Leejam Sports Company
- Saraniya Dhurga, Head, Events, Beyond Activ (moderator)
- Zena Habi, Wellness Development Director, Wellness First

BEYOND INVESTMENT STAGE

3.30 – 4.30: Closing VIP Roundtable – From Crisis to Clarity: Transforming Global Health and Fitness for a Better Tomorrow

- David Stalker, President, EuropeActive

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EXHIBITION & FOYER AREA

4.30 – 5.00: Close of Beyond Activ EMEA 2025

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\*\*\* Thank you to everyone who makes this event possible! \*\*\*