

FINAL AGENDA – DOWNLOADABLE

DAY 1 – TUESDAY 10 FEBRUARY

08.30: Registration Opens, Opening of Exhibition Hall, Experiences and Beyond Business 1-on-1 Meetings

09.00 AM – 10.00 AM: Beyond Networking Hour – Dedicated Time to Explore, Engage, Refuel and Energise!

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10.00 AM – 10.15 AM: OPENING REMARKS AND WELCOME ADDRESSES

- Ross Campbell, Founder & CEO, Beyond Activ
- Basim Ibrahim, Director, Sports, Ministry of Investment, Saudi Arabia

10.15 AM – 10.30 AM: KEYNOTE ADDRESS: A New Vision for Sports

- Abdulelah Al-Nemr, CEO, Leejam Sports Company

10.30 AM – 10.45 AM: KEYNOTE ADDRESS: Building a Company Fit For Today's Wellness Ecosystem

- Dr. Dimitri Koutsoubakis, CEO, KUN Sports

10.45 AM – 11.00 AM: KEYNOTE ADDRESS: Industry Opportunities & Global Observations

- Ben Wilde, Global Director, Training & Education, Matrix

11.00 AM – 12.00 PM: KEYNOTE PANEL DISCUSSION AND Q&A: Resilient Leadership in an Era of Market Disruption and Heightened Competition

- Abdulelah Al-Nemr, CEO, Leejam Sports Company
- Dr. Dimitri Koutsoubakis, CEO, KUN Sports
- Jason Tubbs, COO, Fitness First MENA
- Kevin Teixeira, Co-Founder and Managing Director, Warehouse Gym
- Mehdi Benjelloun, President, Exerp
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

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12.00 PM – 2.00 PM: EXTENDED LUNCH BREAK, EXHIBITION TOUR AND EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

12.30pm **SECA**: Measure, Engage, Retain - Re-thinking fitness journey through medical grade body composition

2.00 PM – 2.55 PM: KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: Strengthening Your Durability, Profit & Success – How to Build Brands That Endure and Thrive

- Ahmar Azam, Founder & CEO, TriFit
- Muhammed Waris, CFO, KUN Sports
- Sophie Lawler, CEO, Total Fitness
- Wael El Merhabi, CEO, Sport Clubs Company
- Blair Campbell, CBO, Beyond Activ (moderator)

3.00 PM – 3.55 PM: KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: Fit for Scale – How Franchising is Disrupting the Middle East Landscape

- Dave Sibley, Managing Director - Europe, India, Middle East & Africa, Zumba Fitness
- Kevin Yates, CEO, EMEA, Lift Brands
- Sander van den Born, Executive Vice President, International, Purpose Brands
- Nasser Obeid, CEO, PureGym Arabia
- Russell Harrison, CRO, Spartans Boxing Club and CEO, EliteFit Advisory
- Kurt Mangum II, Vice President of Partnerships, International Sports Sciences Association (moderator)

4.00 PM – 5.00 PM: CLOSING KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: What New Services, Equipment & Technologies Are Operators Using to Reimagine Their Facilities?

- Abdulrahman Ismael, Operations Director (Body Masters), Sport Clubs Company
- Azzan Al-barram, CEO, Horizon Fitness
- Jamie Moore, Director, Fitness & Recovery, SIRO Hotels by Kerzner
- Paul Ferris, Founder & CEO, Speedflex
- Rachel Young, Strategic Advisor, Beyond Activ (moderator)

5.30 PM – 7.00 PM: BEYOND ACTIV'S 2026 EMEA AWARDS OF EXCELLENCE CEREMONY AND VIP NETWORKING RECEPTION - KINDLY CO-SPONSORED BY: KUN SPORTS & MISA

DAY 2 – WEDNESDAY 11 FEBRUARY

08.30: Registration Opens, Opening of Exhibition Hall, Experiences and Beyond Business 1-on-1 Meetings

09.00 AM – 10.00 AM: Beyond Networking Hour – Dedicated Time to Explore, Engage, Refuel and Energise!

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10.00 AM – 10.10 AM: OPENING REMARKS AND WELCOME ADDRESSES

- Ross Campbell, Founder & CEO, Beyond Activ

10.10 AM – 10.30 AM: KEYNOTE ADDRESS: Building Immersive Wellness Experiences

- Couro Seck, Head, Concepting, Mind Oasis by Rituals

10.30 AM – 10.45 AM: KEYNOTE ADDRESS: How Collaborative Technologies Can Help Facility Owners and Operators Improve Efficiency and Profitability.

- Nicole Nason, Director, International Franchise Development, Gold's Gym

10.45 AM – 11.00 AM: KEYNOTE ADDRESS: Body Composition: Is it Only for Fitness?

- Austin Lee, Regional Head & Key Account Manager, InBody

11.00 AM – 12.00 PM: KEYNOTE PANEL DISCUSSION AND Q&A: Ensuring a Well World – Charting the Future Direction of the Wellness Economy and the Widening Wellness Ecosystem

- Lindsay Madden-Nadeau, Senior Director, Wellness Strategy, Red Sea Global
- Mohammed Ameer Said, Founder, ZOYA Health & Wellbeing Resort
- Sammy Gharieni, Founder & CEO, Gharieni Group
- Jolin Ma, COO, Beyond Activ (moderator)

12.00 PM – 2.00 PM: EXTENDED LUNCH BREAK, EXHIBITION TOUR AND EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

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2.00 PM – 2.50 PM: KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: Curating, Designing and Delivering Wellness – What Trends, Innovations, Technologies and Exciting Investments Are We Seeing?

- Enrico Klauer, Founder & CEO, MECOTEC
- Muin Serhan, CEO, Amsa Hospitality
- Sara Codner, Area Director, Spa & Wellness (Middle East), Mandarin Oriental
- Sharon Barcock, Director, Spa Operations & Development (Middle East & Africa), Hilton



- Niranjani (Nina) Nadarajan, Senior Manager, Industry Development, Beyond Activ (moderator)

3.00 PM – 3.50 PM: KEYNOTE PANEL DISCUSSION AND Q&A: Where Human Touch, Empathy Meets Smart Tech – Elevating Member Engagement & Experience

- Christine Mallouk, Operations Director, Sport Clubs Company
- Foluso Ogunwale, Founder & CEO, i-Fitness Centre
- Mohammed Dakhil, COO, KUN Sports
- Fabrizio Colciago, CEO, Uptivo
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

4.00 PM – 5.00 PM: CLOSING KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: Reshaping Saudi Arabia's Future Sports Industry & Investment Landscape – What is Happening Now, What is Coming Over the Horizon?

- Basim Ibrahim, Director, Sports, Ministry of Investment, Saudi Arabia
- Donal McElwee, Managing Partner, CAA Portas
- Ghader Jayzani, Standards and Accreditations Director, Leaders Development Institute, Ministry of Sport, Saudi Arabia
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

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5.00 PM - 6.00 PM Bon Voyage Beyond Networking Hour

6.00 PM: Close of Beyond Activ World 2026