

# ELEVATE

Italian Pavilion

Stand C6

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Ministry of Foreign Affairs  
and International Cooperation

ITA<sup>®</sup>  
ITALIAN TRADE AGENCY



**ITALIAN TRADE AGENCY**

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**ITALIAN TRADE AGENCY**

**ITA - Italian Trade Agency** is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.


With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.


**TRADE AND INVESTMENT**

OPEN DOORS TO A WORLD  
OF OPPORTUNITIES

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**ASSOSPORT**

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**ASSOSPORT**  
ASSOCIAZIONE NAZIONALE  
FRA I PRODUTTORI DI ARTICOLI SPORTIVI



**Assosport**, the Association of Italian Sporting Goods Industry, represents and supports both in Italy and worldwide the apparel, shoe, and sports equipment manufacturing Italian companies that, together, make up one of the most competitive assets of the Italian economy.

Assosport pursues its mission by developing projects and services to support members companies in achieving their goals, promote Made in Italy sporting goods throughout the world and increase the awareness of the importance of our industry.

Actually the Italian sporting goods industry as a whole is made of +900 companies, employs over 50,000 people, with a total turnover of 13 bln euro.

Italy is the leading exporting country of sporting goods in the European Union, confirming the high dynamism of the sector.

In 2022, the export of sporting goods in value showed an increase of 7% , generating a total amount of 6,1bln euro, of which about 400mln exported to UK (5° destination market).



**A.B.M. DIFFUSION S.R.L.**

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## ABM DIFFUSION SRL - SPORTSWEAR MADE IN ITALY

A.B.M. has been producing technical sportswear and leisurewear since 1981.

Prestigious Italian and foreign clubs (Fiorentina, Turin, Udinese, CSKA Moscow, As Cannes, Heereveen, Ksk Beveren, Lierse, PAOK Thessaloniki, União Leiria and many more), they dressed and played with material supplied by us.

A.B.M. is a project that was born with the awareness and certainty of increasingly affirming technicality and specialization, allowing us to be leaders in our sector.

Our strategy based on ever greater research in the satisfaction of both athletes and customers, leads us to a constant and careful selection of fabrics and design, combining technical needs with those of style.





## ACQUAPOLE

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ACQUAPOLE S.A.S. is an Italian company that markets equipment for aquatic fitness. Composed of a team with twenty years of experience in aqua fitness, the Acquapole® brand was born in Italy in 2011. Today the company is expanding its offer by introducing new equipments in the liquid range: Acquapole, Aquaboxe, Runsphere, Aquabikes and Aquatrampolines.

In 2020 was born Aquaclasses.com: aquatic classes "ready to use" for home fitness and professionals.

Aquatic fitness Pole hooked to a base that can be anchored to any type of bottom thanks to the specific suction cups. Lightweight, easy to assemble, easy to put into the water and to store after use. It is the mother tool to which you can add multiple accessories that vary its use.

Height: 200 cm [78.74 in]  
Base diameter : 80 cm [31.49 in]  
Weight: 16.5 kg [36.37 lb]  
Made of Stainless steel AISI 316L and fiberglass.

MADE IN ITALY

NEW

Runsphere

Hydro bike

AquaJump

ACQUAPOLE®  
THE AQUAFITNESS'S  
REVOLUTION

The only aquatic workout station  
1 equipment with 4 different options

POLE | BOXING | ELASTIC | T-TRACTION

WWW.ACQUAPOLE.COM  
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ACQUAPOLE - INNOVATION IN FITNESS  
MADE IN ITALY





**AQUATIX SRL**  
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**AQUATIX** is an Italian company specialized in high quality and innovative equipment for all water activities (aquafitness, didactic, rehabilitation, swim) and educational courses. We are selling in more than 70 Countries and focused on Advanced line, entirely made in Italy, like aquabikes, aquatreadmills, aquatic trampolines, aquasteps to interpret water as a source of health, fun and Wellbeing.

#### OUR MISSION

Interpreting water as a source of health, wellbeing and entertainment: with this in mind, we have over time developed equipment and solutions to ensure positive emotions and experiences for audiences of all ages.

#### THE BENEFITS OF WATER ACTIVITY

- Balanced and harmonious use of all muscles
- Performing complex, high-intensity exercises without overloading the spine and joints
- Improved and more effective functioning of the cardiovascular system
- Stimulation of proprioceptive sensitivity and balance
- Improves the venous and lymphatic system
- Easier dosing of effort in relation to one's possibilities







## Our best products

### ADVANCED BIG EQUIPMENT

#### BPM Aquabike

- Stationary aquabike with polyethylene frame.
- Unique design and pedalling intensity adjustment system. Maximum stability during use.
- Recommended for basic and advanced aquacycling activities.

### SMALL EQUIPMENT

#### The Trend line products

Dumbbells, barbells, gloves and anklets, made in Italy, with a unique and exclusive design and manufactured with top quality materials. Designed to give the best aquatic experience and created to last a long time.





**J K FITNESS S.R.L.**  
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**JK FITNESS** equipment represents a complete solution for recreating a flexible and dynamic space for training. The **Diamond** brand is used to engineer professional fitness equipment that represents the perfect balance between functionality and design.

An Italian company with decades of experience that focuses on technological innovation, the study of materials and the manufacturing quality of its lines for professional and home fitness.





The DIAMOND PREMIUM Freestanding Rig is the expansion towards the construction of a functional circuit, the development of strength and the exercise in suspension.

The series was developed in compliance with Qualicoat Class 1 specifications. Frame 80x80x3 mm, in S 235 JR steel, mounts DAS (Diamond Armor System) plates in cold-bent

steel, subjected to 6 micron shot-peening for 5 minutes, which give an increase in the payload and an architectural value that makes them unique.

The coatings of the vertical elements are based on polyester resins with very high resistance to atmospheric agents and UV radiation.



# fit interiors

**GRUPPO P&G SRL**  
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With more than 40 years of experience in the fitness and wellness sector, **FIT INTERIORS** brings the excellence of Italian design and manufacturing quality to Fitness and Wellness Projects around the world, with a clear focus on specific user needs.

Fit Interiors is the Brand of Gruppo P&G Srl, a family-run company manufacturing wood and custom-made furniture, founded in 1978 in the Wellness Valley in Italy. During the 90s, Fit Interiors starts to work for primary companies in the Fitness and Leisure industry, manufacturing locker rooms furniture for gyms.

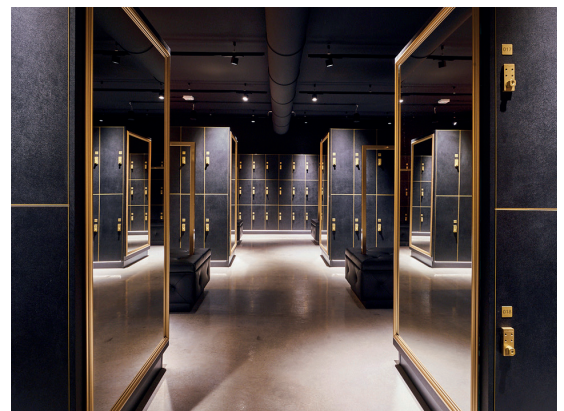
Thanks to the wide-ranging experience of its management, and design oriented mission, Fit Interiors soon becomes the Italian market leader, with a sizeable part of its production being exported to European and Overseas countries.

Since 2006 Fit Interiors expands its scope of works, and with its inhouse R&D Department, starts to design and produce custom-made reception desks and other areas, with a variety of materials where technical competence and design attitude need a perfect match and provide a substantial uniqueness to any client and project.

Nowadays Fit interiors is increasingly catering for diverse industries: fitness, spas, wellness, swimming pools, hotels, clinics, schools, Museums and company headquarters. Our products increasingly cover the full club

fitout: lockers, consignment lockers, reception counters, changing room benches, lounge seating and tables, shower and toilet cubicles, vanity shelves and mirrors.

Fit Interiors is now a leader in these sectors in Italy and is well established throughout Europe and in overseas markets, thanks to its network of resident managers and distributors.



# fit interiors

Most people often confuse design with styling. Design is not a style, it is not the shell of things, or at least not only, design is a method that brings together form and content, that combines technology, cognitive science, human need and beauty. But above all, as Dieter Rams writes, "Design begins here, with concern for society, for its evolution, its behaviour with the aim of improving conditions with tools that are as simple as possible."

For these reasons and for the company's recent history, the most suitable synthesis could only be "Design first". We have therefore decided that this will be the claim that accompanies all our communication, so as to continuously reiterate this commitment of the company in the present and in the future. On this basis we will continue to research and develop new products that are beautiful, useful and environmentally friendly, using materials that are as recyclable and certified as possible.





**GABEL S.R.L.**  
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**E-POLES BY GABEL** is the new world-exclusive digital technology for the measurement of outdoor, fitness and rehab activities. The e-poles can accurately record the activity, with the distinction between the right and left arm, and provide the user with direct feedback using a dedicated APP. Through the

time and angular parameters and a series of indexes, Gabel e-poles provides detailed and precise data on the sports session performed. Thanks to the e-poles Walking program, this new technology is spreading in gyms and medical centres.





Gabel e-poles is a revolutionary product able to digitally monitor walking activities.

The project started in 2015 thanks to the cooperation between Gabel and some of the most important Italian and International research centres.

The e-poles is an integrated electronic/digital platform capable of acquiring and analyzing a series of kinematic parameters, detectable during motor activity, especially with the Nordic Walking technique.

e-poles is the first and only product that stores and makes available information on motor activity, with the distinction between the right and left arm, via smartphone and web service.

The poles feature twin, self-contained but capable electronic boards to communicate with each other. Each card stores the recordings of each e-pole in internal memory, which can hold many hours of recording.

Each result can be consulted through the e-poles App for iOS and Android or with the web-App service, which can be shared between coaches and athletes.

The results are presented in a series of outputs that describe the technique of the motor activity session performed.

e-poles registers and analyzes numerous parameters during the walking, such as time and angular parameters, performance

indexes and the heart rate. It also evaluates the correctness of the implementation and, therefore, the effectiveness of the selected physical activity program aimed at improving the body.

The e-poles are available in two sizes: XTL (length from 110 to 135cm) and XTS (from 95 to 120 cm). The e-poles are telescopic poles and can be adjusted thanks to Gabel U-Lock system, which is a high performing locking system with aluminum levers. The diameters of the tubes are 18/16mm. The grip is in real cork and the strap is characterized by the Nordic Click System, patented by Gabel.

These poles are extremely light (206g in the XTL version and 196g in the XTS version) thanks to the Snake Carbon, a particular high module carbon fiber.

In order to make the walking activity more effective, the e-poles can be combined with Gabel exercise rubber bands and the cardio armband.



The logo for KWELL, featuring the brand name in a bold, white, sans-serif font with a red dot above the letter 'O'. The logo is centered on a solid black rectangular background.**TECNOCOMPONENT S.R.L.**Via Fossalta, 3895, Cesena  
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With over 30 years of experience, KWELL operates in the area of wellness offering innovative and cutting-edge sports solutions, representing the true essence of made in Italy fitness accessories.

Kwell manufactures and distributes its products in different national and international market channels and is able to offer customized product solutions and services for functional training, cross training, group training; accessories and equipment for cardio training, holistic disciplines and rehabilitation.







K•WELL®

Executive is Kwell's line of high-end and made in Italy functional products, designed and conceived for all those centers that choose the quality, safety and elegance of the product.

43 products: power bag, ball, kettlesoft, pliobox, anklets, punching bags, gymball, hammers and proprioceptive platforms

- Total black design for functional upholstered products and titanium for rubber products
- Italian craftsmanship
- Materials: Italian virgin rubber and technical fabrics, designed for high intensity training
- International safety certifications valid in the EU and USA
- Made in Italy"





**FISICO SRL**  
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With decades of history behind the company, **Teca** is a manufacturer of professional gym equipment for strength training that stands for quality, innovation and reliability. Thanks to its relentless drive to improve fitness at 360°, **Teca** proved itself from the outset to be a company with a strong drive for innovation, thus earning itself a prominent place among gym equipment manufacturers.

Inspired by science, we have been creating made in Italy gym equipment for 35 years

that adapt perfectly to humans and that allow correct, safe, effective and intuitive exercise. **Teca wants to disrupt the traditional fitness industry** and make it accessible for everyone, from beginners to athletes, creating a better everyday life for the people with groundbreaking and innovative fitness products. To respond specifically to each category of users, TECA has developed specific equipment with two important macro-categories, **Muscle Training** and **Full Body Training**.





Experience the **Stand UP revolution!** This unique, standing-only fitness machine is the game-changing business opportunity you've been waiting for. Designed for everyone, from beginners to seasoned athletes, it appeals to a broad audience - those pressed for time, health enthusiasts, and social exercisers.

Experience the world's first and only global strength machines that fully engage your body in a dynamic and efficient workout. With its advanced technology, StandUp trains your body as an Integrated system, amplifying your movements for maximum strength and

resilience. Compact, stylish, and adaptive, StandUp redefines strength training, making it intuitive and glamorous.

Stand UP gives you a unique selling point in the fitness market, with no direct competition. It's an innovation that attracts, retaining clients and boosting your revenue. With Stand UP, you're not just investing in a fitness machine, you're investing in a standout business model promising significant returns. Stand UP - Revolutionizing fitness, amplifying businesses!













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