



ITALY AT DUBAI ACTIVE SHOW 2022

Sustainability is SustainabITALY

28-30 October, 2022 | Za'abeel Hall 5 - Dubai World Trade Centre



Ministry of Foreign Affairs
and International Cooperation



ASSOSPORT
ASSOCIAZIONE NAZIONALE
FRA I PRODUTTORI DI ARTICOLI SPORTIVI





Sustainability is SustainabITALY

The Italian sport industry counts over **750 companies**, employs more than **30,000 direct employees** and generate around **12 billion euros in revenues**, exporting 70% of the overall production. Foreign customers choose the “Made in Italy” as a guarantee of high quality, high level of technology and recently also for its sustainability.

Indeed, Italian sporting goods companies are very active in circular economy (CE): **61% of them invest more than 10% of their total investments in CE projects and sustainability**. In the next 3 years these figures are expected to **increase on average by 5%**, reaching almost a quarter of the total investments made by companies.

A survey conducted by Assosport revealed that the “Made in Italy” sport industry is particularly committed in actions aimed at **cutting emissions (56%), resources and materials used (55%) and the amount of waste and refuse (33%)**.

A management with a strong interest in social and environmental sustainability is the leading drive when analysing the reasons driving sport industry companies to implement CE actions. External pressure coming from the stakeholders and the market is also a significant reason, while the economic advantage ranks third as a motivator.

The study also showed a difference between the attitude of brands and supply chain's companies. The first ones are more committed in using certified materials and reducing emissions, looking for KMO suppliers, while the second ones are focusing more on reducing the use of chemical substances in the production and in extending the life of the products.

Italian Trade Agency - ITA



TRADE AND INVESTMENT

OPEN DOORS TO A WORLD
OF OPPORTUNITIES

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.

FIND YOUR ITALIAN PARTNER

ITA - Italian Trade Agency supports the business development of Italian companies abroad, increases business opportunities, improves the image of 'Made in Italy', promotes industrial collaboration and foreign investment in Italy. Find your Italian partner is a business directory with virtual showcases of Made in Italy companies. We offer you an overview of Italian businesses, including company profiles, products images and details, website, business proposals and contact information. Foreign companies or agent interested in Italian products or looking for partnership with Italian companies, can access the database with the profiles, searchable by sector or product, and find a business partner.

Register here: ice.it/en/my-home/login



ASSOSPORT

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 +800 companies, employs over 50,000 people, with a total turnover of 12.2 bln euro.

Despite the pandemic impact, Italy is still the leading exporting country of sporting goods in the European Union. In 2021, the export of sporting goods in value showed an exceptional recovery of about 30% (7,1bln euro), while the total foreign sales of Italian goods increased by 18,2%, confirming the high dynamism of the sector.

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Floor Plan

Za'abeel Hall 5 - Dubai World Trade Centre

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| I-1 LAB. ERNESI | I-2 MARTINI | I-3 BIOESTHE |
| I-4 STING ITALIA | I-5 DIAMOND FITNESS PRO | I-6 ABEKOM |

| | | |
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| I-7 ACQUAPOLE | I-8 FIT INTERIORS | I-9 ICE |
| I-10 AGM THE POLE | I-11 ICE | I-12 ICE |

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3BBLE



3bbble is an Italian company that manufactures and distributes courts to play a new format of football.

Jorkyball® is a two-a-side soccer game played in just 50 sqm state-of-the-art plexiglass court. The walls can be used to dribble, pass and score. You need only 4 friends to play a match.

It is Fun, it is Fitness and it is Football!

Intense physical activity, the game has also proven useful to refine football skills such as balance, reaction time, accuracy and ball control.

Given its small size, the court can be easily installed indoors (Sport clubs, Gyms, Schools, Hotels, Residential and Shopping malls).

3bbble is the Official Sponsor and Technical Supplier of the Jorkyball International Federation.

Already played in a few European countries, Canada and Japan, 3bbble wants to further expand around the world.

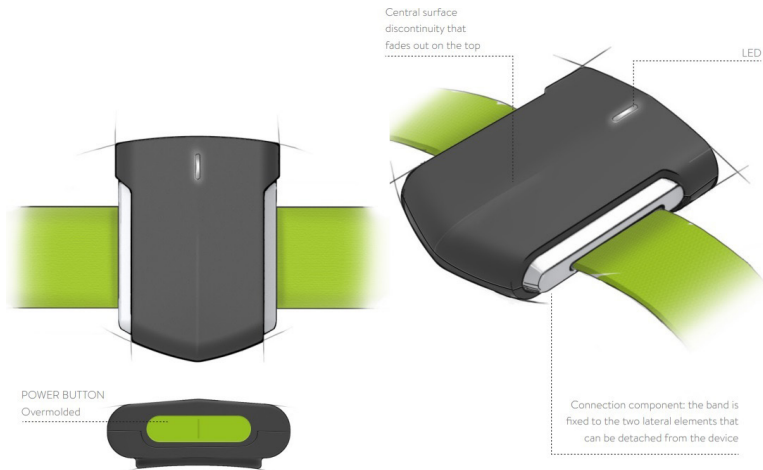
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4MOVE



4MOVE deals with the development of biomedical devices and training in their use as well as post-graduate training in sports and physiotherapy.

The device we are presenting allows an evaluation of the main parameters of prediction of the quality of life and sports performance in free living. The device interpolates the measured data to obtain oxygen consumption, energy consumption, duration and type of motor activity, quality and duration of sleep.

The device stands out from the others on the market for the extreme precision that characterizes it and which has allowed it to be certified as a medical CE in Europe.

The distinctive element of our device is the accuracy in the measurement of the data that is remarkably close to the single gold standard systems in the clinical field.

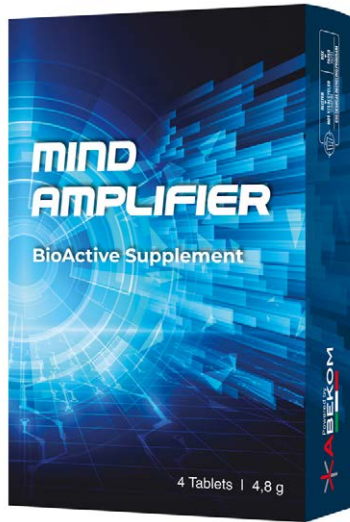
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Abekom - Bioactive Supplements



Abekom, is an Italian company born with the aim of formulating and producing natural solutions for health. Our ingredients are carefully selected, absolutely pure and categorically titrated. Our know-how allows us to create bioactive supplements with high absorption, safety and efficacy.

The research is carried out in collaboration with university centers and with private research centers of excellence.

We use only raw materials obtained with technologically advanced and innovative production methods that make the substances highly concentrated and bioactive in a completely natural way.

In 2015 we were selected and chosen by the Olympic team of the Carabinieri Corps (athletics section) as "technical and scientific support".

We have been their official food supplement suppliers ever since.

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Acquapole



Runsphere



Hydro bike



AquaJump



Acquapole s.a.s. is an Italian company that markets equipment for aqua fitness.

Composed of a team with twenty years of experience in aqua fitness and management of sports facilities.

The Acquapole® brand was born in Italy in 2011, in the light of the widespread public and press support achieved by the launch of its first tool, the Acquapole® water pole and its Revolutionary Training Method.

Since then, our company has launched an unstoppable path of research and development of new water-based training solutions, imposing itself on the market as an all-Italian brand that can offer the best aquatic equipment and certified quality courses.

We introduced the concept of LIQUID GYM which is a genuine aqua gym: an aquatic place adaptable to all types of needs and customers.

Our mission is to become a REFERENCE POINT for all the lovers of aquatic fitness: Pool and Resorts, managers and trainers.

Today the company is expanding its offer by introducing new equipments in the liquid range: Acquapole, Aquaboxe, Runsphere, Aquabikes and Aquatrampolines.

In 2020 we launched Aquaclasses.com :a quatic classes for home fitness and professional "ready to use" lessons for fitness instructors with downloadable contents.

A complete video library for pools, gyms and resort customers.

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BIOESTHE

ITALIAN EXCELLENCE

RESTRUCTA

ANTIAGING LINE AGAINST SIGN OF TIME

EGF (GROW FACTOR) LAST BORDER OF COSMETIC SCIENCE



Bioesthe exports high-quality products and Italian designs (luxury packaging) to various foreign countries. Bioesthe's cosmetics are based on the newest active ingredients of biotechnological derivation, such as "Grow Factors (EGF), Poly-peptides, pure Hyaluronic acid combined with natural extracts (vegetable oils, Vitamins A-C-E, natural plant extracts). The cosmetic line includes products for all types of facial skin imperfections (mature-oily-sensitive spots) and body (cellulitis-sagging skin). The products are available in professional and retail sizes and are packed in very elegant packaging. Tests were carried out in vitro and live on the active ingredients used to demonstrate their effectiveness obtaining excellent visible results from the first applications. The Bioesthe cosmetic line gives the skin its natural radiance, moisturizes, firms, and youth.

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BIOESTHE

ITALIAN EXCELLENCE



Diamond Fitness Pro



Diamond is an Italian company with decades of experience that focuses on technological innovation, the study of materials and the construction quality of its lines for professional fitness.

Diamond Rig System stems to give an original and functional response to the needs of a rapidly progressing discipline.

The production process is followed directly, allowing us to respond to any customization request based on customer specifications.

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Stand No. I-1

Ernesi 1978 Biomineral Care



Collagen^{C+}TM
2500mg marine collagen | vitamin C

BEARD
DOCTOR

MADE IN ITALY

ERNESI was established in 1978 by Ernesto Cappelli and Silvana Virgili as a pioneer skin and hair care laboratory built with top notch equipment provided by the highly respected Carlo Erba Pharmaceuticals.

From the origins ERNESI separates itself from the competition for offering products made of the highest quality standards and performance while at the same time already focusing on the potency of natural ingredients, benefiting the overall self-care.

The new course is bringing the original ERNESI vision to a new frontier for our beauty care and well-being, leveraging the potency of the spontaneous native ingredients of its unique territory. From the Adriatic Sea to the "Parco Nazionale dei Monti Sibillini", where ERNESI sources the pristine thermal spring waters to enhance its skincare and supplement formulas.

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ERNESI
1978
BIOMINERAL CARE



Fit Interiors



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.

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furniture for gyms,
health and golf clubs,
spa&wellness, hotel,
medical and corporate



GABEL e-poles



Gabel Company was founded in Italy in 1956 and is one of the oldest brands of Snow, Trekking, Trail Running and Nordic Walking poles.

The high level of performance, the several international patents and the Italian Design have brought Gabel's products to be appreciated in more than 80 countries.

Gabel has developed the e-poles, the new world-exclusive digital technology for the measurement of outdoor, fitness and rehab activities.

The e-poles can accurately record the activity of Nordic Walking, with the distinction between the right and left arm, and provide the user with direct feedback using a dedicated APP.

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The Company Tecnocomponent was founded in 1991 as a distributor of important foreign brands and evolved in 2006 with the Kwell brand, becoming the creator and manufacturer of fitness solutions. With over 30 years of experience, today we operate 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: gyms and sports centers, personal training studios, home gym, retail and e-commerce. Thanks to decades of experience and production capacity, Kwell is able to offer customized product solutions and services.

Located in Cesena, in the heart of the Wellness Valley, Kwell has a widespread presence on the national territory and operates, through a network of distributors, in over 15 countries. Each year it handles more than 5,000 shipments, serving approximately 3,000 active customers globally.

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Lentini Pharma

RESEARCH
FOOD SUPPLEMENTS
COSMECEUTICS

100 years of history

100%
MADE IN ITALY

BRAND
Essence

BRAND
Face clean

Lentini Pharma, founded by Dr. Monica Lentini, pharmacist, galenical formulator and owner of several international patents, also works on behalf of third parties in various fields. It produces dermocosmetics, cosmeceuticals, food supplements, galenics and medical devices. Lentini Pharma recovers the pharmaceutical galenic heritage and integrates the most modern production technologies by creating customized, safe, effective and cutting-edge products, all Made in Italy.

A highly specialized team fully manages every phase of the project from innovative conception to formulation through the optimization of production processes, the development and validation of new analytical methods, from scientific and regulatory assistance to the preparation of product dossiers, from patent assistance. to individual customization.

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 LENTINI | PHARMA



MartiniSPA



MartiniSPA is an Italian producer that has successfully established itself Worldwide in the field of Body Care and Home Care products over the last 50 years.

The company offers products Made in Italy of various materials among which cellulose and polyurethane. However, MartiniSPA's biggest pride is the unique internally developed X-Pand technology, that allows to infuse the sponges with trendy cosmetic ingredients.

To.Go is a versatile, practical and elegant line for contemporary consumers on-the-go, active and never still. Fitness enthusiasts, eternal travelers seeking a complete and gratifying wellness experience wherever they are.

Today MartiniSPA is a protagonist of the sponge production market and the Italian leader in the sector of body care accessories. Our production includes, besides body sponges (of differing shapes, colors and, from now on, perfumes), brushes, strips, gloves.

MartiniSPA has a solid expertise in the development of Private Labels, including the most modern technological equipment, production flexibility and continuous research and innovation.

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Sting Italia



Sting Italia is a company operating in the world of Fitness for over 5 years.

In fact, it operates at 360° in the wellness sector; starting from the production of Zodiac Nutrition branded food supplements, to the design of fully customizable fitness benches, all entirely Made in Italy following numerous studies and by highly qualified personnel.

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THEPOLE by agmdesign.it



Thanks to our automotive experience for Bugatti, Ferrari, Porsche, our products bring into poledancing fitness gear the exclusive of the best CNC machining together with the Italian handcraftmanship excellence and design.

THEPOLE brand is actually the World most visionary poledancing and aerial gear brand.

Our products are still engineered and entirely manufactured in Italy, we anticipate the demands of the fitness market by creating innovative tools for the performers of top shows.

For this reason, in an increasingly connected world, our products respond to the most up-to-date requirements in terms of technology and safety, retaining the design that our customers have appreciated over the years, to accompany them to the challenges of the future of fitness.

Just like in F1.

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THEPOLE 



Stand No. I-13

Well Back System



WELL BACK SYSTEM was born from the many years of experience of its founder Sergio Boni, to develop a specific methodology for the treatment of back pain and other similar pathologies.

Thus was born a highly technical tool, declined in three different versions, to make it perfectly easy to use and to reach the desired results.

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WELLBACK SYSTEM





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