

FITNESS REAL ESTATE + INVESTMENT SUMMIT

FRI 19.11.2021 • MUNICH



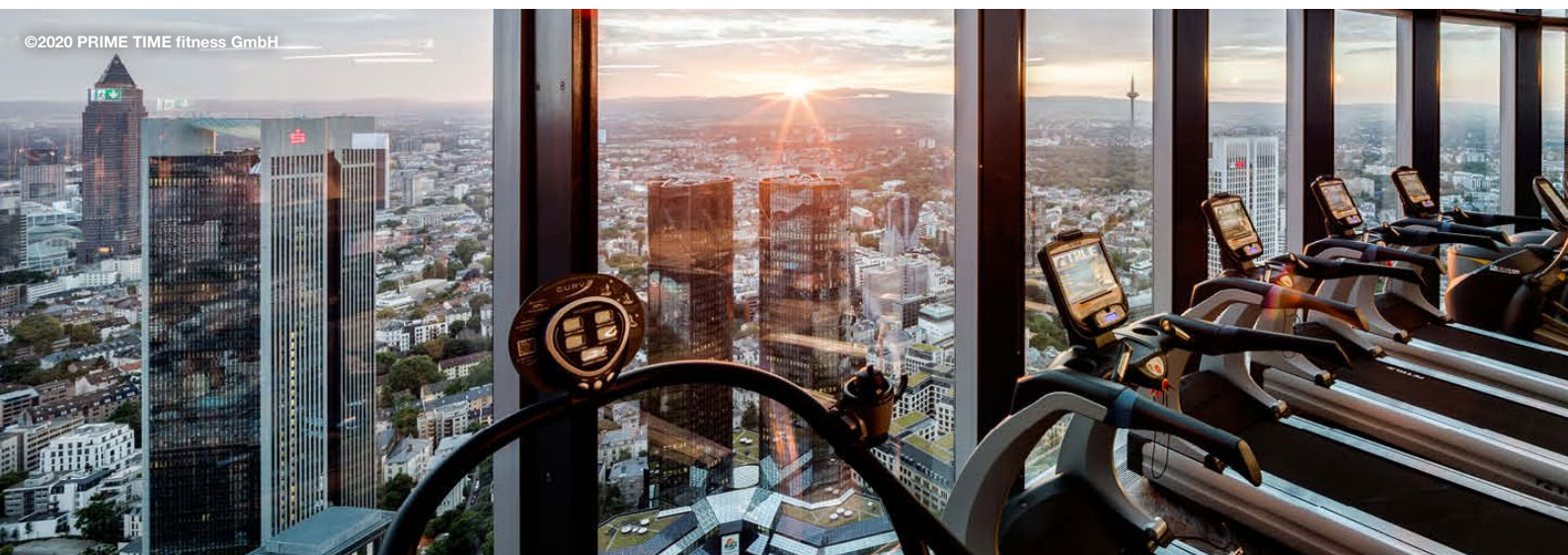
FitnessConnected
part of the ISPO-Network

innovative · focused · smart

Begleitend zur neuen Internationalen Fachmesse für Fitness, Gesundheit und Sport.

On the first **Fitness Real Estate Investment Summit**, leading operators of fitness, leisure time and physio centers (chain store and franchise companies) from German-speaking countries will meet real estate and project developers, property portfolio holders, operators of shopping malls, communal developers, investors, and Private Equity companies within the scope of a one-day congress and Networking Format.

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SCHEDULE

FRIDAY, 19TH NOVEMBER

13.30 Uhr	WELCOME AND FLYING BUFFET GET TOGETHER	
14.30 Uhr	KEYNOTE: "CAPITAL MARKET MEETS FITNESS" "HOW THE KING'S CHILDREN REAL ESTATE AND FITNESS EVENTUALLY COME TOGETHER" No question, it's neither a case of missing availability of capital nor one of missing will to gain return in a virtually zero-interest scenario. But maybe it's a case of two sides not knowing enough about each other. Careful risk assessment on the one hand, dynamic growth perspectives on the other. The lecture examines both aspects and brings them together in order to conquer this Terra Incognita.	CATELLA, Prof. Dr. Beyerle Managing Director Catella Property Valuation GmbH
15.00 Uhr	TRENDS AND FUNDING PERSPECTIVES FOR THE FITNESS INDUSTRY FROM THE POINT OF VIEW OF THE SPARKASSE ORGANIZATION Consequences of the Corona crisis for the fitness industry Influential factors for your funding: rate of return, structures of costs and funding, ways out of the current situation	Deutscher Sparkassen- und Giroverband Ingmar Lehmann Referent Branchenmonitoring
15.30 Uhr	VITAL CONCEPTS FOR FUTURE INNER CITIES Example 1: TRANSFORMATION OF WARE AND BUSINESS HOUSES INTO A "CROSS COMMUNITY SPACE" Links between sport lifestyle and healthy work The aim is an expansion throughout Germany on the basis of the already acquired sites in Hamburg (HAMBURGER DING), Kiel, Osnabrück, and Dortmund.	IMVEST Unternehmensgruppe Andre Junkerkalefeld Geschäftsführer
	Example 2: OFFERING MORE TOGETHER – SYNERGETIC RENTAL COMMUNITIES AND THE APPEAL OF STRONG FITNESS BRANDS Location, object, renter: What it takes to create an ideal environment for a fitness studio. Which synergies appear at second glance? Case studies: "Das Lebendige Haus" and "John Reed". Which additional values do brand studios offer to rental communities?	denkmalneu Gruppe Thomas Scherer CEO denkmalneu Gruppe Maik Lindenberg COO
16.30 Uhr	THE DEVELOPMENT OF THE FITNESS INDUSTRY USING THE EXAMPLE OF MERIDIAN SPA & FITNESS From case of crises to pearl of profit (tips from practice for practice) It takes more than a vision and specific know-how to become a successful company. It is important, for example, to implement well working business controlling instruments and to find the right partners at the right time. Partners who do not only provide capital but also share experiences from other companies thus functioning as sparring partners on a level playing field. Using the example of Meridian Spa & Fitness this lecture shows how this combination has been used to create a respected, high-income company being persuaded by several prospective buyers in the exit process.	Leo Eckstein, Ex CEO MERIDIAN SPA & FITNESS
17.00 Uhr	NETWORKING BREAK	
17.15 Uhr	WHY THE FITNESS MARKET IS MORE INTERESTING FOR INVESTORS THAN EVER Within and after the crises the real champions appear as well as opportunities for both well positioned operators and courageous companies with a clear strategic vision. Investors shouldn't hesitate to discover excellent return possibilities; landlords should use the advantage of attractive long-term rental partnerships. Success only depends on finding partners who fit and match.	AFINUM Burkhard Frhr. von Wangenheim - Partner
17.45 Uhr	INVESTMENTS OF A REAL ESTATE PROJECT DEVELOPER IN THE FITNESS MARKET USING THE EXAMPLE OF THE HUBERT HAUPT IMMOBILIEN HOLDING The importance of health & fitness concepts in the context of real estate projects Trendsetting accommodation projects – health & fitness as key renters? Evaluation of fitness & health from the point of view of an innovative real estate investor	HUBERT HAUPT IMMOBILIEN HOLDING Hubert Haupt
18.15 Uhr	PANEL DISCUSSION: "REAL ESTATE & FITNESS 2025"	Referenten + Gäste (tba)
19 - 22 Uhr	GET TOGETHER + NETWORKING DINNER By invitation only, max. 100 participants (real estate industry, investors, fitness chains, industry, press etc.)	

SPEAKER 2021



**Prof. Dr.
Thomas Beyerle**

CEO Catella Property Evaluation GmbH, Head of Group Research for the Catella Group

Speaker on renowned real estate congresses, author of numerous articles and educational book.



Hubert Haupt

Race driver, project developer, visionary

Since 2007 sole shareholder of the milon industries GmbH

„Investments of a real estate project developer in the fitness market using the example of the Hubert Haupt Immobilien Holding“



Leo Eckstein

Past CEO Meridian Group

Consulting Reorganization Preparation & support Company sale Consulting for medium-sized enterprises, investments, etc.

„The development of the fitness industry using the example of Meridian Spa & Fitness“



**Burkhard Frhr.
von Wangenheim**

AFINUM

„Why the fitness market is more interesting for investors than ever“



Thomas Scherer

CEO denkmalneu Group and several companies within the group

„Offering more together – synergetic rental communities and the appeal of strong fitness brands“



Maik Lindenberg

COO denkmalneu Group

„Offering more together – synergetic rental communities and the appeal of strong fitness brands“



André Junkerkalefeld

IMVEST Group

Entrepreneur Property, tourism

Transformation of ware and business houses into a “Cross Community Space“

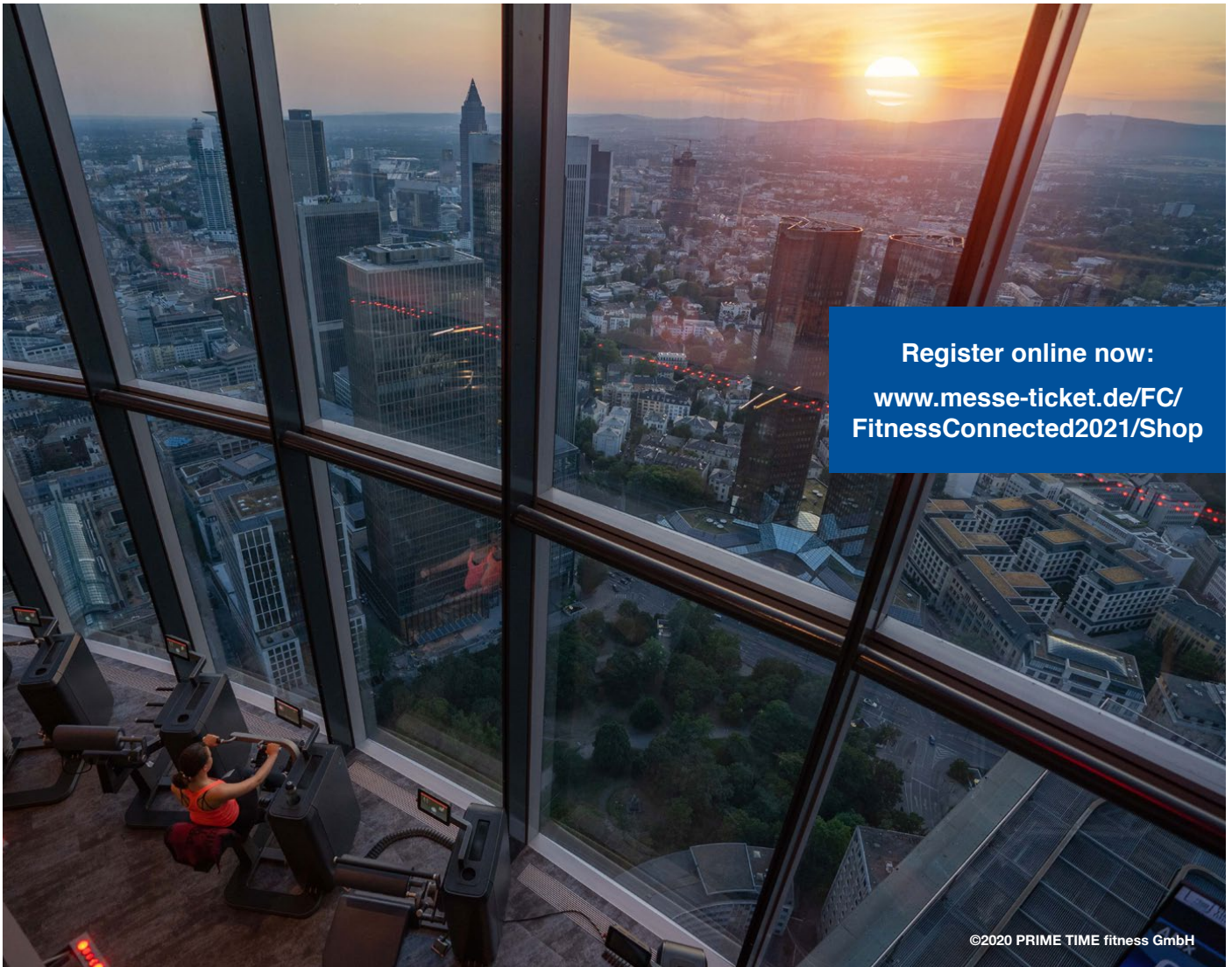


Ingmar Lehmann

Advisor prediction/branch reports and competition monitoring, DSGVO (Deutscher Sparkassen- und Giroverband), Berlin

„Trends and funding perspectives for the fitness industry from the point of view of the Sparkasse organization“

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Register online now:
[www.messe-ticket.de/FC/
FitnessConnected2021/Shop](http://www.messe-ticket.de/FC/FitnessConnected2021/Shop)

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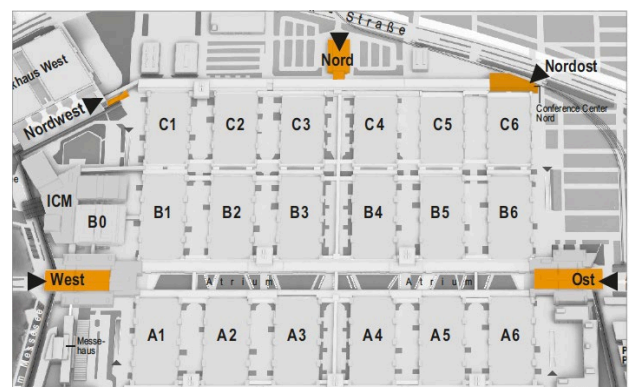
229,- €
+ VAT

Ticket per person
Congress, flying buffet, fair

Hotel Room Reservation:

In co-operation with our hotel partner HRS we offer all participants a nice price room reservation. You can find the booking link on our website.

Location:
Messe München
Halle C6 | Entrance Northeast



If you've got questions or like to take sponsoring opportunities, please contact us:

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