



THE 17TH EDITION OF COSMOBELLEZA & WELLNESS, FROM FEBRUARY 26TH TO 28TH

## **Wellness and fitness, will also have their space in Cosmopolitan & Wellness 2011**

- *In Cosmofitness, the professionals will be able to extend their knowledge in sports management*
- *The Spa & Wellness Congress will tackle the present and future of the sector*

Barcelona, February 26th, 2011.- Cosmopolitan & Wellness 2011 will be held on February 26th to 28th in Fira Barcelona (Gran Vía Fairground) and is coming with a lot of innovations for the professionals of the comprehensive beauty sector. Besides hairdressing and aesthetics, parallel events have also been organized in wellness and fitness.

Tribuna Termal and Grupo Cosmopolitan organize the **Spa & Wellness Professional Congress**, which will be held on Saturday 26th and Sunday 27th. In this space will be held debates and reflexions on the present and future of Spa and the Wellness product, and will welcome prestigious experts who will bring their knowledge and experiences in different sectors. Among them Carlos Abella, General Marketing Manager of the Spanish Paradors; Xavier Balbé, Manager of the Spa National Observatory; Carmen Pardo, General Secretary of Tourism in Galicia. This event is sponsored by Prim Spa and SLC Distribuciones.

Moreover, in the exhibition zone, some of the reference brands will show their latest innovations and their launches for spas, centers, etc. The visitors of Cosmopolitan & Wellness will be able to approach the most innovative treatments or the star therapies of the moment.

### **New events in Cosmofitness**

Regarding the fitness professionals, in this edition will be held Cosmofitness which will take also place in the mark of Cosmopolitan & Wellness on Saturday 26th and Sunday 27th. This event, organized by FEDA and Grupo Cosmopolitan, will host renowned and experienced specialists and speakers from the fitness sector.

This year's edition will be divided into three different fields. The first one will focus on sports management. The seminars will approach marketing and management topics,



as: "How to be a good leader", "Management of change: the keys for success", "Reinvent our club" or "What happened taught us".

The second field will gather different directed activities, among which: Twin Step, Aeromix, Energy Step, New Energetic Dance, Super Step and Body Mind.

In a third place will be offered the following FEDA certifications: "Pilates: reformer, cadillac, chair and barrel", "new technologies: electro stimulation and vibrating platform" (during this event, Compexwill will draw a Mi-Fitness model as a lot), "Functional training with elastic bands" and Hypopressive Sit-ups (R.S.F.)".

### **Generating business**

Besides the training, for the fifth consecutive year, buyers of the beauty sector will meet sellers looking for specific profiles to develop their business during 20 minutes private meetings. Worldwide sellers (manufacturers) and buyers (importers/distributors) will participate again in the **Business Rounds**. This initiative has become one of the greatest opportunities offered by the Fair to promote commercial exchange, being the only event of the sector with these characteristics.

Another great novelty this year will be the conference "One day with the franchise". Organized by Tormo & Asociados together with Cosmobelleza, it is the perfect meeting for the professionals owning their own business and willing to value the advantages of joining a franchise system.

***For further information: [www.feriacosmobelleza.com](http://www.feriacosmobelleza.com)***