

10:00-10:30	Keynote speakers Kai Troll (CEO EuropeActive) Kent Orrgren, (President RomaniaActive & CEO World Class Romania) Iulius Firczak, (Member of the Assembly of Deputies of Romania)
10:30-10:45	The Central & Eastern European Health and Fitness Market powered by Deloitte Kent Orrgren, (President RomaniaActive & CEO World Class Romania)
10:45-11:10	How to use AI and automation to upgrade your fitness business George Damian (co-founder & CEO UPfit.cloud)
11:10-11:30	Professionalising the Industry: Why Standards Matter and How We Build Them Espen Arntzen (CEO of Wellness Education and Technology Chairman of the board at E&K Holding AS)
11:30-12:00	Coffee break and networking
12:00-12:45	What Business Trends and Challenges Are Impacting Each Market Segment and Their Success Alexandru Lascăr (CEO Stay Fit Gym), Tilemachos Koukouflis (co-founder & CEO Alterlife), Erkki Torn (CEO My Fitness AS), moderated by Kai Troll (EuropeActive)
12:45-13:10	Scaling Wellness in the Workplace: Lessons from Wellhub & 7card's National Impact Dan Moraru (Country Lead 7card by Wellhub)
13:10-13:30	Preparing for the future: Member expectations and trends from the mature markets George Byers (Consultancy Specialist, David Lloyd Leisure & Aspria & Virgin Active)
13:30-14:30	Lunch
14:30-15:15	The Fully Automated Gym: Tech, Strategy, and Real Results Cosmin Turcu (Business Development Manager UPfit.cloud), Milan Mirkovic (General Manager BEFIT Romania), Tomasz Napiorkowski (CEO & Founder, Fitness Consulting Group), Valeriu Popa (Sales Director, Technogym Romania)
15:15-15:40	Automate to Accelerate: AI's Role in Fitness Sales & Marketing Cristian Ignat (Founder & CEO Canopy & Aggranda)
15:40-16:00	Trends in online payments Horia Grozea (Sales & Business Development Officer Netopia Payments)
16:00-16:20	Coffee break and networking
16:20-17:00	One Industry, One Voice: Aligning National Strategies for a Healthier Europe Vlad Ronea (RomaniaActive), Zsolt Nyárasdi (HunActive), Gints Kuzņecovs (Latvian Fitness & Health Industry Association), Dinko Magazin (CroatiaActive)
17:00-17:15	Final remarks

