



TREADING WATER: UNDERWATER TREADMILL SET TO MAKE WAVES AT PISCINE MIDDLE EAST 2016

Italian watersport experts are aiming to help Dubai's fitness fanatics beat the desert heat after coming up with a range of training machines that let users work out UNDERWATER.

The Venice-based Aqqatix team have designed treadmills, exercise bikes and even a cross-trainer that anchor to the bed of swimming pools - allowing gym goers to take their routines from the indoors to the cool of the pool.

Their original equipment range – which also includes submerged trampettes and body balance poles – will launch in the UAE exclusively at the Piscine Middle East 2016 trade show at the Dubai World Trade Centre, taking place between September 17th and 19th.

A spokesman for Health, Beauty, Sport UAE, who will be exhibiting the exercise machines at next month's key industry event, said: "Aqqatix is the leading manufacturer of aquatic fitness and sports equipment in Europe and the US. Their concepts have never been seen before in the UAE and will open the doors to a new way for people to enjoy keeping fit. The range helps users rediscover how fun a work out can be and calls time on traditional and boring old routines. We are thrilled to partner with Aqqatix and showcase these products at Piscine Middle East."

Named the 'Fitspiration' range, the exercise machines – almost identical to those found in gyms around the world - are built to work submerged at depths of up to a metre-and-a-half.

They provide varying degrees of difficulty – augmented by the water's natural resistance - and run without the need for electricity, offering a fun alternative to the norm and paving the way for popular new wave group fitness classes such as spinning to be taken into the pool. The machines also act as key rehabilitation tools for those looking to recover from injury.

Piscine Middle East – which takes place alongside The Leisure Show Dubai – is dedicated to the region's swimming pool and spa industry. Exhibiting at the show will be companies who specialise in all aspects of pool and spa design, construction and installation, distribution, maintenance and development, and those behind the most innovative in-water accessories, saunas, hammams and pool safety gear.

Other exhibitors at the 2016 event include: Al Kharafi Swimming Pools; Pahlen; Atecpool Internacional Espana; Hanovia LTD; Lawswim Pool & Spa Equipment; Polin Water Parks; and many more.

Noemi Petit, Event Director at GL events, organisers of Piscine Middle East, said: "This is the first time the show will be held in Dubai having previously made waves in Abu Dhabi. It is growing year on year and this time around we have our biggest product showcase yet with stalls from as far afield as Europe,



China, Canada, and Australia. Together, all the exhibiting firms provide a pivotal hub for buyers across the UAE, whether they are looking to build a pool or spa from scratch or – in the case of Acquatrix – add to their accessory range. We have all bases covered.”

To register for next shows and attend for free, visit: www.piscine-middleeast.com / www.theleisureshow.com

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Piscine Middle East

The leading MENA swimming pool & spa event

Piscine Middle East is a growing event in UAE that draws pool and spa professionals of all types, giving them a unique opportunity to meet and exchange ideas: visitors, exhibitors, journalists, federations, etc. In 2014, Piscine Middle-East has welcome 2,800 visitors and have host more than 100 different brands.

Building on its success, Piscine Global, the world leading pool and spa show (600 exhibitors and 18,000 visitors) has developed Piscine OPEN (Piscine Overseas Pool export Network), which today comprises 3 international pool and spa exhibitions, to support manufacturers and suppliers as they develop their international business.

Find out more or register to attend for free at www.piscine-middleeast.com
www.piscine-expo.com/the-show/the-piscine-open-network



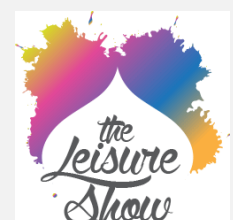
The Leisure Show

The premier event for the leisure industry

The Leisure Show is organised by dmg events and belongs to the dmg hospitality portfolio comprising of The Hotel Show Saudi Arabia, The Hotel Show Dubai, The Vision Conference, The Leisure Show, The Middle East Hotel Awards and The Middle East Pool & Spa Awards.

The Leisure Show Dubai (17-19th September 2016, Dubai World Trade Centre) is the only event in the Middle East and Africa dedicated to cater to its thriving leisure industry. Co-located with The Hotel Show and working with strategic partners and supporters including the FittAGENCY, the Shows include visionary features, extensive educational content (through the Vision Conference and The Leisure Hub) and other knowledge sharing platforms together with senior level networking.

Find out more or register to attend for free at www.theleisureshow.com



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