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press release no.2

**RIMINIWELLNESS: INNOVATION LEADS THE WAY TO FUTURE WELLNESS**

* **The Innovation Area of the leading international event for fitness, sports, wellness, and healthy eating, curated by Italian Exhibition Group, expands with 20 startups.**
* **From AI to biomechanics, and from personalised nutrition to immersive fitness: the event showcases the most advanced technologies for the new frontiers of wellness.**
* **The calendar also includes a series of insight sessions, networking opportunities, and workshops focused on research, financing, and entrepreneurship.**

*Rimini, 29 May – 1 June 2025* – The 2025 edition of RiminiWellness will focus on innovation, exploring pioneering solutions and technologies designed to contribute to the development of wellness, thanks to the **20 startups** that will be featured in the **Innovation Area**. The international event by **Italian Exhibition Group**, dedicated to fitness, sports, wellness, and healthy eating, will take place from **May 29 to June 1** across Rimini Expo Centre and the Riviera. It will showcase companies offering innovative ideas in fitness and health, nutrition and sustainability for sports, and experiential tourism related to wellness.

**KEY TECHNICAL PARTNERS**

The development of the Innovation Area relies on the crucial contributions of technical partners like **Clust-ER Health\*** and **Clust-ER Turismo\*\*,** the latter making its debut. These partners are instrumental in strengthening the connection between well-being, the local area, and business. **UniRimini** and **Tecnopolo di Rimini** reaffirm their commitment to growing the local ecosystem, while **ANGI, the National Association of Young Innovators**, supports young talents through a network of relationships between businesses, institutions, and academia. Within the Innovation area, technical partners include **Invitalia, the National Development Agency**, which participates in the jury evaluating the pitches presented by the selected startups. Invitalia will present an award in services (orientation, support, and business matchmaking) to the top three classified.

**TECHNOLOGIES FOR PHYSICAL WELL-BEING: FROM REHABILITATION TO SPORTS PERFORMANCE**

The Innovation Area showcases cutting-edge solutions for **prevention, rehabilitation, and performance**, focusing on technology, science, and accessibility. These include: **Salusnet** by BMR Genomics, a platform for prevention pathways based on genetic analysis; **AuReha** by Digital Rehab, a digital rehabilitation system with a sensored-enabled mesh and real-time feedback; **Ippocratech®** by VST, a device that detects 5 vital parameters and an ECG in 90 seconds; **CardioTest** by Humtelemed, predictive software for cardiovascular risk; **Niver** by Niverbec, for accessing health data in emergencies; **VitalizeDx**, a salivary test for metabolic balance with a dedicated app; and **Barraqua** by Fishform, a floating device for physiotherapy and relaxation in water.

**ARTIFICIAL INTELLIGENCE AND AUGMENTED REALITY FOR TAILOR-MADE WELLNESS**

Advanced technologies like AI and augmented reality are poised to transform wellness, making training and body care more personalised, accessible, and immersive. Without the need to wear anything, **Real Move** uses cameras and artificial intelligence algorithms to detect body movements in real time, enabling precise and natural interaction. The **Tepy app** uses artificial intelligence to suggest tailored exercises for physical pain, drawing from an extensive library of over 3,000 dedicated videos. **Move&Feel** introduces Move&Fit, clothing equipped with sensors and haptic feedback for immersive and realistic training in virtual environments. Finally, **Effingo** showcases a booth that creates photorealistic 3D avatars with precise measurements, ideal for customising clothing, footwear, or digital experiences.

**FITNESS AND MOVEMENT: INNOVATION MEETS NEW TRAINING METHODS**

Technology combines with motivation and fun, making physical activity more engaging and accessible. Among the new features: **Chameleon Gym** introduces **Chameleon Trike**, a three-wheeled device for outdoor training that engages both arms and legs with adjustable resistance. **FiGo** is the app that connects you with local personal trainers, offering flexible and shared sessions to help reduce costs. **Moto Trainer** offers a simulator that can be connected to a motorcycle, allowing you to train safely at home. **Golee** digitises the associative life of ASD, simplifying membership, payments, and communications. Finally, **WatchFit** is a wrist sensor that recognises exercises, counts repetitions, and analyses technique.

**SUSTAINABLE INNOVATION IN FASHION AND FOOD**

Technology and well-being come together in various green solutions born under the banner of sustainability. **Mama Science** develops sustainable and antibacterial materials, including edible coatings for food and air purification treatments. In the fashion world, **Le Miranda** offers Made in Italy beachwear crafted from recycled Lycra. Nutrition, increasingly linked to wellness, is enhanced by **Myrea**, a brand from **BruPi srl**, which offers low-FODMAP foods for those with irritable bowel syndrome. In the field of prevention, **Food for Healthy** **Life** has developed a digital tool to assess the benefits of a healthy diet in preventing chronic diseases.

**IDEAS AND INSIGHTS FOR TOMORROW’S WELLNESS**

In the Innovation Area, a space for discussion with workshops and seminars will explore key themes of innovation in wellness, topics such as **accessible tourism, sustainable nutrition, mental well-being, digital health, soft mobility, and active lifestyles**. May 29 kicks off with a workshop on inclusivity in fitness and tourism, sponsored by **Clust-ER Health**, followed by a focus on sports tourism, curated by **Clust-ER Turismo**. Also on Thursday, **ANGI** presents "FitTech Revolution," which explores the role of startups in digital fitness. On May 30, **UniRimini** will lead a meeting on incubators and business angels, followed by a workshop with **MAECI** and the **Institute for Sports Credit** on international development. The next day begins with "Visions for Wellness 2030," a workshop by UniRimini on future industry trends. **ANGI** returns with "Sport and Startup," focusing on sports technologies, while **UniRimini** and **Cluster Turismo** will conclude with a spotlight on cycling tourism. Among the scheduled events, a notable one is the workshop organised by **Invitalia**, set for May 31 in the Innovation Area. This workshop will focus on presenting incentives, services, and matchmaking initiatives with the Agency's network of investors and open innovator partners. The focus will be on supporting the creation and growth of innovative companies in the industry, culminating in a session of one-to-one meetings with the participating startups.

\*Clust-ER Health: an association recognised and supported by the Emilia-Romagna Region, comprising large companies, SMEs, universities, research centres, healthcare facilities, training institutions, and patient associations.

\*\*Clust-ER Turismo: an association recognised and supported by the Emilia-Romagna Region, comprising companies, universities, research centres, public institutions, and training bodies that collaborate to enhance the competitiveness of the tourism industry.

**ABOUT RIMINIWELLNESS 2025**

**Date**: 29 May – 1 June 2025; **event type**: international expo; **organiser**: Italian Exhibition Group S.p.A.; **recurrence**: annual; **edition**: 19th; **open to:** general public and operators; **info**: [www.riminiwellness.com](http://www.riminiwellness.com)

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Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward- looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafo - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.