



IN PARTNERSHIP WITH
HEALTH & FITNESS
ASSOCIATION

MEFIT25 SUMMIT AGENDAS



HFA x MEFIT25



IN PARTNERSHIP WITH
HEALTH & FITNESS
ASSOCIATION

HFA is a global community of health and fitness professionals.
Committed to building their businesses and improving their communities' health and well-being.



IN PARTNERSHIP WITH
HEALTH & FITNESS
ASSOCIATION

BUSINESS SUMMIT SPEAKERS



DONAL MCELWEE
MANAGING PARTNER
PORTAS CONSULTING



LIZ CLARK
CEO
HEALTH & FITNESS ASSOCIATION



AHMAR AZAM
HFA BOARD OF DIRECTORS
FOUNDER & CEO, TRIFIT



GREG BOUCHER
FOUNDER & CEO - MEFITPRO



MARIA GONZALEZ
CEO
CLUBFITNESS GREENSBORO



DR CHRIS MOORE
CEO OF NORDIC HEALTH



JENZ ROBINSON
MD OF GYMS - MARCHON
CO-FOUNDER GYM OWNER NETWORK

**FITNESS & WELLNESS LEADERS
PANEL**

**CEOs\OWNERS\OPERATORS
PANEL**

BUSINESS SUMMIT

TIMETABLE



TIME	SESSIONS	SPEAKER
08:30am - 09:00am	Welcome Networking Breakfast - Coffee, Tea, Snacks & Smoothies	Sponsored by <i>nuzest</i> [®]
09:00am - 09:10am	Opening Remarks & Welcome	Greg Boucher - CEO, MEFITPRO
09:10am - 09:30am	Special Announcement	Dubai Sports Council
09:30am - 10:00am	Future of Fitness Starts Here..Global Advocacy,Local Impact	Liz Clark - CEO, Health & Fitness Association
10:00am - 10:40am	HFA's 2025 Global Report Release	Maria Gonzalez - CEO, ClubFitness Greensboro
10:40am - 11:30am	Physical Inactivity, Pricing, and Public Policy What Does the Data Tell Us?	Donal McElwee - Managing Partner Portas Consulting
11:30am - 12:30pm	The Business of Living Longer: How Clubs Can Lead the Longevity Revolution	Dr Chris Moore - CEO of Nordic Health Pure Health
12:30pm - 01:30pm	Network Lunch	Sponsored by QOOAH .AE
01:30pm - 02:30pm	Founder Insights: Strategy, Growth & Staying Ahead Including the region's leading CEOs & Owners Panel	Moderator - Ahmar Azam , HFA Board of Directors Founder & CEO, TriFit
02:30pm - 03:30pm	Leadership 101 for Gym Owners	Jenz Robinson - MD of Gyms - MARCHON Co-founder Gym Owner Network
03:30pm - 04:15pm	From Pain Points to Purpose: Rethinking the industry Including the region's leading Fitness & Wellness Experts	Moderator - Greg Boucher - CEO, MEFITPRO
04:15pm - 05:00pm	Q & A	



TIME	
08:30 AM TO 09:30 AM	STRESS MANAGEMENT AND THE SOMATIC SYSTEM BY STEVE CAPOBIANCO EXPLORE HOW TO LEVERAGE THE BODY'S NATURAL SYSTEM TO ACTIVATE STRESS-RELIEF CENTERS IN THE BRAIN. UTILIZING TOUCH THERAPY MASSAGE, TAPE, AND MOVEMENT PARTICIPANTS WILL LEARN TO ACCESS THE BODY'S MOST POTENT MEDICINE CABINET.
15 MIN BREAK	
09:45 AM TO 10:45 AM	REPROGRAM YOUR HEALTH BY DR. WAFAA ABDEL-HADI WHAT IF YOUR METABOLISM COULD ADAPT SEAMLESSLY TO FUEL ENERGY, PERFORMANCE, AND RESILIENCE AT ANY STAGE OF LIFE? IN THIS SESSION, DR. WAFAA DIVES INTO THE SCIENCE AND STRATEGIES BEHIND METABOLIC FLEXIBILITY — THE BODY'S ABILITY TO SWITCH EFFICIENTLY BETWEEN FUELS LIKE GLUCOSE AND FAT. LEARN HOW TARGETED NUTRITION, LIFESTYLE, AND BIOHACKING APPROACHES CAN OPTIMISE ENERGY, BALANCE HORMONES, AND IMPROVE LONG-TERM HEALTHSPAN. THIS SESSION EQUIPS HEALTHCARE PROFESSIONALS WITH PRACTICAL TOOLS TO HELP PATIENTS RECLAIM VITALITY, SHARPEN COGNITIVE PERFORMANCE, AND THRIVE WITH RESILIENCE IN EVERY STAGE OF LIFE.
15 MIN BREAK	
11:00 AM TO 12:00 PM	BEYOND LONGEVITY: FUELLING HEALTH, HORMONES, AND PERFORMANCE AT EVERY STAGE BY LOUISE RITCHIE LONGEVITY ISN'T JUST ABOUT ADDING YEARS — IT'S ABOUT UPGRADING HOW WE LIVE THEM. THIS SESSION SHOWS HOW TARGETED NUTRITION AND BIOHACKING STRATEGIES CAN MAXIMISE HEALTHSPAN, OPTIMISE HORMONES, AND UNLOCKING SUSTAINED ENERGY. FROM REPRODUCTIVE HEALTH TO PEAK PERFORMANCE AND THRIVING LATER YEARS, LOUISE SHARES PRACTICAL TOOLS TO HELP PATIENTS FEEL SHARPER, STRONGER, AND MORE BALANCED THAN EVER
LUNCH BREAK 12:00PM TO 1:00PM	
01:00 PM TO 02:00 PM	DO WE REALLY WANT TO LIVE FOREVER? BY ERIKA PAULE AN EXPLORATION OF THE EMOTIONAL, PHILOSOPHICAL, AND CULTURAL DIMENSIONS OF LONGEVITY. EXAMINES HOW HUMAN NATURE, PURPOSE, AND TECHNOLOGICAL ACCELERATION - INCLUDING AI - ARE RESHAPING THE WAY WE THINK ABOUT AGING, HEALTHSPAN, AND WHAT IT MEANS TO LIVE WELL.
15 MIN BREAK	
02:15 PM TO 03:15 PM	MEN'S VITALITY & HORMONE HEALTH: A TRAINER'S GUIDE TO SUPPORTING ANDROPAUSE & OPTIMISING LONGEVITY BY JACKSON THIS TALK OFFERS A UNIQUE, EVIDENCE-BASED INSIGHT INTO MALE HORMONAL HEALTH, IT BRIDGES THE GAP BETWEEN EXERCISE, NUTRITION, AND ENDOCRINOLOGY. WITH ANDROPAUSE AFFECTING A GROWING NUMBER OF MIDLIFE AND OLDER MALE CLIENTS, HEALTH PROFESSIONALS NEED MORE THAN GENERAL FITNESS OR NUTRITION ADVICE, THEY NEED TARGETED, PRACTICAL FRAMEWORKS THAT SIT CONFIDENTLY WITHIN THEIR SCOPE.
15 MIN BREAK	
03:30 PM TO 04:30 PM	FROM TRAINER TO LONGEVITY COACH: EXPANDING YOUR ROLE FOR THE NEXT ERA OF HEALTH & PERFORMANCE BY DR. ELIE ABIRACHED LONGEVITY ISN'T JUST ABOUT ADDING YEARS TO LIFE, BUT LIFE TO YEARS AND IT REQUIRES A CLEAR FRAMEWORK. IN THIS SESSION, DR. ELIE ABIRACHED INTRODUCES SDRT (STRAIN, DEFEND, RECOVER, THRIVE), A SCIENCE-DRIVEN PROTOCOL TO BOOST RESILIENCE, PERFORMANCE, AND HEALTHSPAN. PARTICIPANTS WILL LEARN WHY MUSCLE IS THE ULTIMATE LONGEVITY ORGAN, HOW CONTROLLED STRESS BUILDS RESILIENCE, AND WHY RECOVERY IS KEY TO ADAPTATION AND AVOIDING BURNOUT. BLENDING BIOHACKING WITH PRACTICAL EVERYDAY TOOLS, THE SESSION DELIVERS ACTIONABLE STRATEGIES AND A FRESH PERSPECTIVE ON MAKING LONGEVITY A DAILY PRACTICE TO BECOME LIMITLESS.





TIME							
08:30 AM TO 10:00 AM	STREAM	FUNCTIONAL TRAINING	NUTRITION	FUNCTIONAL TRAINING	MEDICAL FITNESS	PILATES	STRENGTH & CONDITIONING
	SESSION TITLE	HYROX PLANNING & PERIODIZATION	GUT HEALTH FOR FAT LOSS AND PERFORMANCE	SELF DEFENSE	CONNECTING TO ONESELF: INTEROCEPTIVE TOUCH FOR CHRONIC PAIN MANAGEMENT	PROGRAMMING WITH A PURPOSE: MAGHAN'S SIGNATURE METHOD	CONDITIONING LIKE A PRO: ENERGY SYSTEMS TRAINING FOR FOOTBALLERS & ATH-
	Presenter	Ralf Iwan	Benjamin Siong	Marcos Rossi	Steve Capobianco	Maghan Fittler	Hussein Abdeldayem
	Session Type	Theory & Practical	Theory	Practical	Theory & Practical	Theory & Practical	Theory & Practical
15 MIN BREAK							
10:15 AM TO 11:45 AM	STREAM	FUNCTIONAL TRAINING	LONGEVITY/BIOHACKING	FUNCTIONAL TRAINING	REHAB/CORRECTIVE EXERCISE	PILATES	STRENGTH & CONDITIONING
	SESSION TITLE	HYROX COACHING MASTERCLASS	PERSONALISED LONGEVITY PROTOCOLS	KETTLEFLOWYOGA™: ROOTED IN STRENGTH. FLUID IN MOTION. FUNCTIONAL FITNESS REIMAGINED	CORRECTIVE STRATEGIES FOR THE FOOT AND ANKLE	PILATES FOR LONGEVITY: ADDRESSING COMMON INJURIES	TRAIN ATHLETIC, NOT AESTHETIC
	Presenter	Craig Massey	Eika Paule	Mona Bitar & An-see Yeoh	Rick Richey	Elena Paraschiv	Hussein Abdeldayem
	Session Type	Theory & Practical	Theory & Practical	Practical	Theory & Practical	Theory & Practical	Theory & Practical
15 MIN BREAK							
12:00 PM TO 01:30 PM	STREAM	MINDSET/BUSINESS	LONGEVITY/BIOHACKING	MEDICAL FITNESS	MEDICAL FITNESS	PILATES	LONGEVITY/BIOHACKING
	SESSION TITLE	LEVEL UP YOUR BUSINESS WITH HYROX	IDENTITY-DRIVEN COACHING: WHY WHO YOU ARE DETERMINES WHAT YOU ACHIEVE	CORRECTIVE STRATEGIES FOR THE LUMBO-PELVIC-HIP COMPLEX	PROPRIOCEPTIVE TAPING: ENHANCING SPATIAL AWARENESS FOR OPTIMAL MOVEMENT	PROGRAMMING FOR IMPACT: THE ART OF STRENGTH ON THE REFORMER	NOT JUST MACROS: HOW PERIMENOPAUSE CHANGES A WOMAN'S METAABOLISM
	Presenter	Ralf Iwan	Mark Coles	Rick Richey	Steve Capobianco	Maghan Fittler	Gayu Lewis
	Session Type	Theory	Theory	Theory & Practical	Theory & Practical	Theory & Practical	Theory
1 HOUR LUNCH BREAK							
02:30 PM TO 04:00 PM	STREAM	FUNCTIONAL TRAINING	LONGEVITY/BIOHACKING	NUTRITION	MOBILITY	PILATES	MEDICAL FITNESS
	SESSION TITLE	FROM NOISE TO CLARITY: RETHINKING PROGRAM DESIGN	MUSHROOMS: POTENT ADVERSARIES FOR INFLAMMAGING	SHREDDED SCIENCE: NUTRITION FOR BODYBUILDING & PHOTO SHOOT PREP	PREP, PERFORM, RECOVER: BUILDING A STRATEGIC RECOVERY & MOBILITY	UNWIND & RESTORE: PILATES FOR PRENATAL & POSTNATAL CLIENTS	BRAIN-CENTRIC TRAINING: USING SELF-MASSAGE TO PREPARE, PERFORM, & RECOVER
	Presenter	Craig Massey	Romina Melwani	Marcin Olszewski	Remi Vanecht	Elena Paraschiv	Steve Capobianco
	Session Type	Theory	Theory	Theory	Theory & Practical	Theory & Practical	Theory & Practical
15 MIN BREAK							
04:15 PM TO 05:45 PM	STREAM	MEDICAL FITNESS	NUTRITION	MINDSET/BUSINESS	REHAB/CORRECTIVE EXERCISE	PILATES	MEDICAL FITNESS
	SESSION TITLE	HEALTHSPAN - HOW TO BENCH MARK YOUR CLIENTS TO A BETTER HEALTH	MENOPAUSE & WEIGHT LOSS: SMARTER STRATEGIES FOR THE NEXT CHAPTER	REVENUE THROUGH RECOVERY: LAUNCH PROFITABLE ASSISTED STRETCHING SERVICES	APPLIED BIOMECHANICS FOR STRENGTH COACHES	PRECISION & PROPS: ELEVATING YOUR MAT PRACTICE	THE TRIPLE R FORMULA: MANAGING KNEE PAIN DURING EXERCISE
	Presenter	WattBike	Benjamin Siong	Remi Vanecht	Rick Richey	Elena Paraschiv	Bashir Al Srouji
	Session Type	Theory & Practical	Theory	Practical	Theory & Practical	Theory & Practical	Theory & Practical



TIME							
08:30 AM TO 10:00 AM	STREAM	MEDICAL FITNESS	NUTRITION	REHAB/CORRECTIVE EXERCISE	STRENGTH & CONDITIONING	PILATES	STRENGTH & CONDITIONING
	SESSION TITLE	HOW TO CREATE A CORE RECOVERY FRAMEWORK THAT ACTUALLY WORKS FOR MUMS	FLEXIBLE VS A FIXED NUTRITION APPROACH – A COMPARISON FOR BETTER RESULTS	CORRECTIVE STRATEGIES FOR THE KNEE	OLYMPIC WEIGHTLIFTING FOR ATHLETES	ATHLETIC EDGE: DYNAMIC REFORMER FLOWS	BALLISTIC BLUEPRINT: MASTERING JUMPS, THROWS & EXPLOSIVE ACTIONS
	Presenter	Gemma Ovens	Benjamin Siong	Rick Richey	Johnny Nemer	Maghan Fittler	Hussein Abdeldayem
15 MIN BREAK	Session Type	Theory & Practical	Theory	Theory & Practical	Practical	Theory & Practical	Practical
	STREAM	NUTRITION	LONGEVITY/BIOHACKING	MEDICAL FITNESS	MEDICAL FITNESS	PILATES	FUNCTIONAL TRAINING
	SESSION TITLE	GUT HEALTH, DIGESTION & INFLAMMATION	THE CORTISOL CURVE: STRESS, SLEEP, AND WHY YOUR CLIENTS AREN'T PROGRESSING	CORRECTIVE STRATEGIES FOR THE THORACIC SPINE & SHOULDER	COMPRESSION FLOSS THERAPY WITH ROCKFLOSS	BEYOND THE BASICS: MASTERING ADVANCED	HYROX PERFORMANCE PILLAR: STRENGTH
10:15 AM TO 11:45 AM	Presenter	Shane Seery & Marina Pavlenko	Gayu Lewis	Rick Richey	Steve Capobianco	Elena Paraschiv	Ralf Iwan
	Session Type	Theory & Practical	Theory	Theory & Practical	Theory & Practical	Theory & Practical	Theory & Practical
	15 MIN BREAK						
12:00 PM TO 01:30 PM	STREAM	MEDICAL FITNESS	NUTRITION	FUNCTIONAL TRAINING	MEDICAL FITNESS	PILATES	STRENGTH & CONDITIONING
	SESSION TITLE	TURNING PAIN INTO PROGRESS: A TRAINER'S GUIDE TO UNDERSTANDING FIBROMYALGIA	TRUTH OVER TRENDS. THE MODERN DAY NUTRITION COACH.	DISCOVER THE POWER OF THE TURKISH GET-UP	ADVANCED KINESIOLOGY TAPING: MASTERING PERFORMANCE TWEAK TAPING CONCEPTS	UNLEASH YOUR INNER CHOREOGRAPHER: CREATIVE PILATES ON MAT & REFORMER	BEYOND NATURAL WHAT THEY DON'T TEACH YOU ABOUT PEDS
	Presenter	Mais Jawhari	Liam Holmes	Marlon Villanueva	Steve Capobianco	Maghan Fittler	Jackson
01:30 PM	Session Type	Theory	Theory	Practical	Theory & Practical	Theory & Practical	Theory
	1 HOUR LUNCH BREAK	-					
	STREAM	MINDSET/BUSINESS	LONGEVITY/BIOHACKING	FUNCTIONAL TRAINING	MEDICAL FITNESS	PILATES	STRENGTH & CONDITIONING
02:30 PM TO 04:00 PM	SESSION TITLE	FROM INVISIBLE TO IN-DEMAND: HOW GREAT COACHES GET SEEN, UNDERSTOOD & FULLY BOOKED ONLINE	THE SUPPLEMENT TRAP: WHAT WORKS & WHAT'S JUST MARKETING	KETTLEFLOWYOGA™: ROOTED IN STRENGTH. FLUID IN MOTION. FUNCTIONAL FITNESS REIMAGINED	VIBRATION THERAPY WITH ROCKPODS VIBE AND ROCKWAVE PRO	TRAIN LIKE A WOMAN: WHERE STRENGTH TRAINING AND PILATES ALIGN	POWER PLAY: FROM GYM GAINS TO GAME SPEED WITH THE RMT CLUB
	Presenter	Mark Coles	Erika Paule	Mona Bitar and An-see Yeoh	Steve Capobianco	Yousra Shaher	Remi Vanecht
	Session Type	Theory	Theory	Practical	Theory & Practical	Practical	Practical
15 MIN BREAK	STREAM	NUTRITION	HYPERTHROPHY	REHAB/CORRECTIVE EXERCISE	FUNCTIONAL TRAINING	MINDSET/BUSINESS	STRENGTH & CONDITIONING
	SESSION TITLE	MUSHROOMS UNLEASHED: ELEVATING ATHLETIC ENDURANCE & RECOVERY	PROGRAMMING SPLITS – WHAT GIVES THE BEST RESULTS?	TRAINING THROUGH PAIN: LOAD MANAGEMENT VS AVOIDANCE	HYROX PERFORMANCE PILLAR: ENDURANCE	THE PILATES BUSINESS BLUEPRINT: GROWTH & BRAND BUILDING	SPEED SCIENCE: SPRINTING, CHANGE OF DIRECTION & REACTIVE QUICKNESS
	Presenter	Romina Melwani	Benjamin Siong	Rick Richey	Ralf Iwan	Pilates Experts Panel	Hussein Abdeldayem
04:15 PM TO 05:45 PM	Session Type	Theory	Theory	Theory & Practical	Theory & Practical	Theory	Practical

THE MEFIT MOVEMENT

COMMUNITY FITNESS WORKOUTS

RUNNING - PILATES - YOGA - HYROX - FUNCTIONAL TRAINING

DATE: 10th & 11th OCTOBER 2025 | TIME: 6 AM TO 8 AM | 6 PM TO 8 PM



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