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Novel German workouts to debut for international FIBO crowd

Relaxnews

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Like Pilates but crave a bit more cardio? Meet Pilardio. Hailing from Cologne, this new technique is one of several up-and-coming German fitness techniques making their international debut at this year's FIBO in Essen, Germany.

Pilardio is a hybrid of Pilates and cardio, aims to target yoga and Pilates fans who want a single fitness program to help them achieve flexibility, inner peace, and a killer body. Pilardio is the brainchild of German fitness pro and media personality Jasmin Waldmann, who will be at FIBO demonstrating her skills. A brand new trend, Pilardio hasn't gained a lot of traction, but studios in Cologne, Munich, Hamburg, Stuttgart, and Berlin are offering classes, and the company says it will expand to Austria and Switzerland soon.

Another new German cardio-rhythmic workout hoping gain some momentum at this year's FIBO is Fit 4 Drums. Led by an instructor, the class involves beating a specially designed drum with two sticks while grooving to a cardio workout.



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FIBO also gives German sports manufacturers, enjoying the homecourt advantage, a chance to flaunt their new products and techniques to a huge international audience. TwistFit, dubbed a "pocket-size fitness studio," features two straps, a rope, a rotating disc, and a prescribed set of exercises designed for all levels of fitness. TwistFit is also among eleven hot new products nominated for the FIBO Innovation Award 2011.

International trade shows such as FIBO give regional trends a chance at building an international market. Recently the UK's International Fitness Showcase showcased a US-based singing and dancing workout based on the hit US television series *Glee*. Also, a new cardio-dance style popular in Spain dubbed Batuka just launched in the US at IHRSA International Convention & Trade Show, where it hopes to catch the eye of American fitness buffs, typically early adopters of new trends, before launching at FIBO 2012.

FIBO celebrates its 26th anniversary as Europe's key health, fitness, and wellness trade event. On April 14-17, Essen will welcome over 30,000 health industry professionals and an additional 20,000 individuals interested in overall health from 100 countries.

The event rivals other major international trade fitness events such as the Los Angeles-based IHRSA and the IDEA World Fitness Convention, also in Los Angeles, which will take place August 11-14.
http://www.fibo.de

Learn more:
Pilardio: http://www.pilardio.de/en
Batuka: http://www.batuka.com
TwistFit (German only): http://www.twistfit.de
Fit 4 Drums (German only): http://www.fit4drums.com

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