



# Meet the Buyer event

30 October 2019

Anker Engeldunds Vej 1, 2800 Kongens Lyngby, Denmark

## FITNESS WORLD.

Fitness World Denmark is Denmark's largest chain of fitness centres with 190 centres located all around Denmark and almost 500.000 members and more than 4.000 employees. Fitness World aims to become the most "Green" fitness chain in the world. Therefore, we are inviting technology companies within utility saving solutions to present ideas for Fitness World.

There will be held a webinar on Tuesday Oct. 8<sup>th</sup> where Fitness World will present their challenges and you have the opportunity to ask clarifying questions!

Meet the Buyer events offer **interesting opportunities for your company** to get in touch with the leading enterprises in a variety of business sectors. The event is **invite only** and will give you the chance to have an individual **one-to-one meeting** with **key decision makers**. Join the event, establish valuable collaborations, pitch your products and services, and discuss business partnerships that can fast-forward your company's growth. The meet the buyer event is held in conjunction with High Tech Summit (<https://www.hightechsummit.dk/>), which takes place 30-31 October. High Tech Summit is part conference and part exhibition powered by DTU (Technical University of Denmark). The vision is to create the largest research-based meeting place in Denmark within the field of digitization.

### Event time schedule (preliminary)

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10:00 – 10:20      General intro

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10:20 – 12:00      Individual meetings part 1 (25 minutes each)

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12:00 – 13:00      Networking lunch

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13:00 – 16:00      Individual meetings part 2 (25 minutes each)

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# Buyer profile

## What is their business?

Based on the mutual interest and benefit, Fitness World and CLEAN agree to work together on finding and potentially establishing (a) pilot project(s), testing various new technologies to achieve savings on any kind of utilities at Fitness World's fitness centres in Denmark.

### Fitness World

Fitness World Denmark is Denmark's largest chain of fitness clubs with 190 centres located all around Denmark and almost 500.000 members and more than 4.000 employees.

Fitness World aims to become the most "Green" fitness chain in the world.

The objective is to reduce the total energy consumption substantially by the end of 2020. Thus, Fitness World is looking for innovative, inspiring and more sustainable solutions for their operation.

Fitness World's mission is to make the population healthier, by having centers available close to where people live and offering a wide range of fitness possibilities.

In 2015 Fitness World expanded into Poland and in 2018 into Switzerland. Hence, as of today Fitness World has approximately 90 fitness centres in Poland and Switzerland. All together Fitness World has approximately 270 fitness centres. Thus, Fitness World is today a top 10 European operator of fitness centres.

## What are they looking for?

Fitness World has recently completed installation of LED lighting in all centres in Denmark.

As a natural next step in the pursuit of becoming sustainable and a more "Green" organisation, we are inviting technology companies within utility saving solutions and condition monitoring systems to present ideas for Fitness World.

The overall objective is to combine the saving potential with a commercially viable pay-back model of max. 3 years on the investment.

The idea is to include various technologies in 4-5 test clubs to validate the technology and to ensure the business model is sound.

Focus is on the following points:

Improving operations of the individual centres concerning both financial aspects and climate/CO2 footprint.



- To control and manage the centres in a uniformed way from HQ.
- Generation of a catalogue of ideas to be realised in a prioritised order (planned configuration).

### **How can you apply?**

If you are interested in this opportunity, please contact Maria Skotte by sending an email to [mas@cleancluster.dk](mailto:mas@cleancluster.dk) and briefly indicate the interest of your company in the Buyer's case. You can also contact your regional SCALE-UP partner.



## SCALE-UP PARTNERS

This Meet the Buyer event is an exclusive invitation for companies associated with the partner organisations in the North Sea region. Cleantech member organisations have joined forces in the Interreg SCALE-UP project to enable cross-border business contacts between SMEs with green solutions and established large companies. The overall aim is to facilitate for innovative cleantech companies to scale up your start-up. Consultants at the member organisations help participants prepare the meetings and support them through the business process.

## CONTACT

<p><b>BELGIUM</b>          Cleantech Flanders          Frans Snijkers  <a href="mailto:frans.snijkers@cleantechflanders.com">frans.snijkers@cleantechflanders.com</a>          Tel +32 473 34 12 16</p>	<p><b>DENMARK</b>          CLEAN          Maria Skotte  <a href="mailto:mas@cleancluster.dk">mas@cleancluster.dk</a>          Tel +45 6142 4400</p>
<p><b>NETHERLANDS</b>          Clean Tech Delta          Giuliana Unger  <a href="mailto:g.unger@cleantechdelta.nl">g.unger@cleantechdelta.nl</a>          Tel +31 10 820 88 29</p>	<p><b>SWEDEN</b>          RISE Research Institute &amp; Cleantech Inn Sweden          Richard Englund  <a href="mailto:richard.englund@cleantechinn.com">richard.englund@cleantechinn.com</a>          Tel +46 703 791 645</p>
<p><b>UNITED KINGDOM</b>          Cambridge Cleantech          Anthony Baltz  <a href="mailto:anthony.baltz@cambridgecleantech.com">anthony.baltz@cambridgecleantech.com</a>          Tel +33 681 5384 48</p>	<p><b>GERMANY</b>          EE.SH          Axel Wiese  <a href="mailto:a.wiese@ee-sh.de">a.wiese@ee-sh.de</a>          Tel +49 4841 6685 27</p>
<p><b>SCALE-UP COORDINATION</b>          City of Rotterdam          Wouter van Rooijen  <a href="mailto:w.vanrooijen@rotterdam.nl">w.vanrooijen@rotterdam.nl</a>          Tel +31 6 15 25 1699</p>	

