

Pilates In Asia

PIA PILATES CONVENTION & EXPO 2024

17. May FRI - 19. May SUN 2024
THE-K HOTEL, KOREA

2024 PIA



World Class Pilates Convention





The **World Class** Pilates Convention & EXPO

Our Goal & Vision

PILATES CULTURE & INDUSTRY

Goal

Academic conferences, industry expos, federation meetings, friends parties, and cultural events are combined.

We want to become a true Pilates MICE business model, and as part of advancing the Pilates industry and strengthening our service network, We want to promote excellent Pilates content provided by educational institutions and related companies

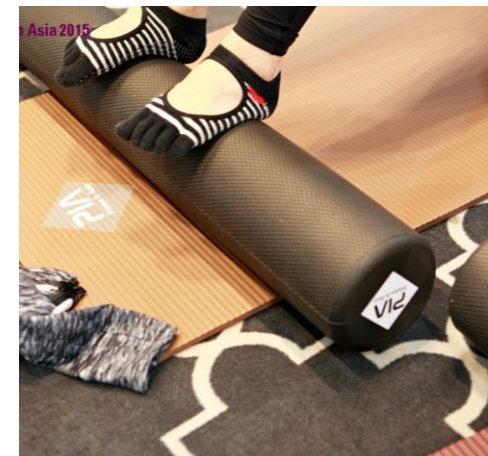
Vision

Stabilization and expansion of the global Pilates market can be expected through the revitalization of the Asian Pilates industry.

Through continuous cooperation with the health and fitness field, the competitiveness of all workers related to PIA is strengthened and the future-oriented value of Asian Pilates will increase.

Along with the creation of a new Pilates culture, other industrial bases can be expected to develop together.





2023 PIA Info

Date	2024.05.17 (Fri) – 05.19 (Sun)
Location	The K-Hotel, Seoul Hotel in Korea
Scale	32 presenters from 10 countries, 126 lectures, 24 official events 120 exhibitors
Host	BIGSITE, Carepilates
Organizer	KPU (Korean Pilates Union) APA (Asia Pilates Alliance)



The **world Class** Pilates Convention & EXPO

2024 PIA

CONFERENCE

Off-line course
On-line course
Open-Lecture course
Free-open course

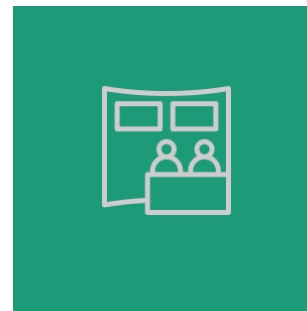


FORUM

QnA with Legend
Asia pilates participants meeting
Discuss about Global pilates Business

APA

General meeting
Asia pilates Industrial seminar
Alliance MOU



EXPO

Pilates Industrial Expo
Pilates Educational Expo
Pilates Franchise Expo
Pilates Job fair



Participants
Scale



Cultural
event



Friends
Party



Supply
equipment



Pilates
Expo



Award of merit
plaque

PIA

Why is it the world's largest?

PIA is held in the US, Europe and Asia.
Among Pilates conventions, we have
unrivalled records.

Convention Scale

JOIN US FOR THE PILATES SINGLE-SCALE MAXIMUM EVENT, TAKING PLACE IN AISA!!

This is the ultimate event for Pilates enthusiasts looking to take their practice to the next level. Don't miss out on this amazing opportunity to connect with fellow Pilates enthusiasts and learn from top instructors in the industry. We look forward to seeing you there!

Participant composition



Participating companies and sponsorships



Convention Scale

Pilates friends party



Cultural exchange



Convention Scale

Conference Organization Equipment Supply



Course progress format – Offline / Online virtual



Convention Scale

Culture Tour



Award legend plaque of merit



1 Not hosted by a single brand
For other conventions, the convention name is associated with the organizer only for the organizer.

2 Various brands of Pilates equipments are provided
Other conventions use only the organizer's branding mechanism

3 Covers all types of Pilates
Classical, contemporary, fusion all complex experience

The 6 factors Different from PIA and other conventions

4 Composed of presenters from various fields

Other conventions consist of only instructors related to the organizer's brand.

5 Host an exhibition fair at the same time.

Education, manufacturing, distribution, and service Pilates industry fairs are held at the same time

6 A wide range of participants
Pilates instructors, industrial workers, and the general public can all participate.

The biggest difference is that PIA is conducted as a total academic exhibition, MICE.

PILATES IN ASIA



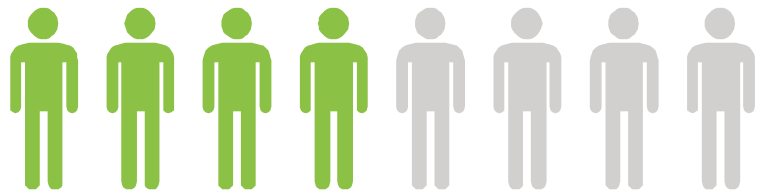
The **World Class** Pilates Convention & EXPO

Cumulative record up to 5 times



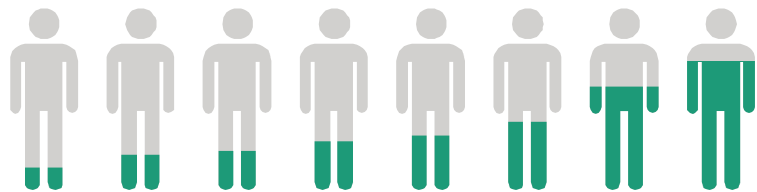
Cumulative Academic Conference
Attendees

3500



Cumulative sponsor companies

80



Cumulative overseas participants

120



PIA

Conference

2024. 5.17 ~ 5.19



1st ~ 4th Overseas Presenter

International Lecturer

> List of Past Presenters



Brent
Anderson



Brett
Howard



Anthony
Lett



Amy
Havens



Kathy
Corey



Courtney
Miller



Erika
Quest



John
Garey



Lisa
Hubbard



Mary
Bowen



Niedra
Gabriel



Michael
King



Sara
Colquhoun



Pat
Guyton



Tracey
Mallett



Troy
McCarty



Karena
thek



Kristi
Cooper



Kevin
Bowen



Alan
Herdman



Kyria
Sabin



Fuzy
Gabor



Valentin



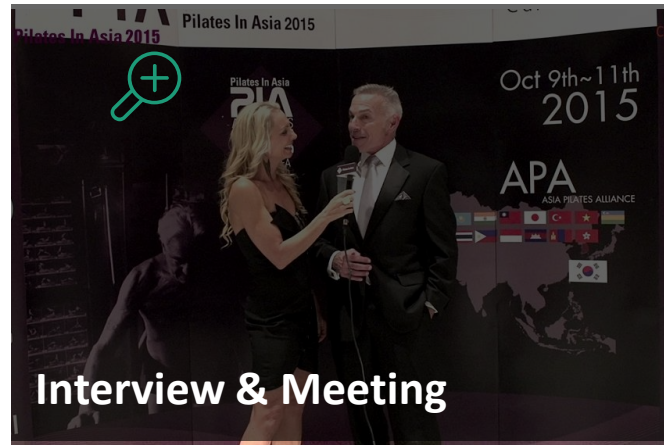
Sandy
Shimoda





PIA Party

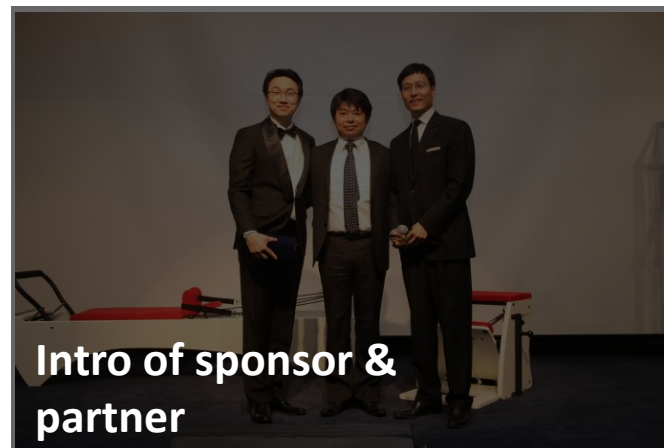
EVE Party + Friends party



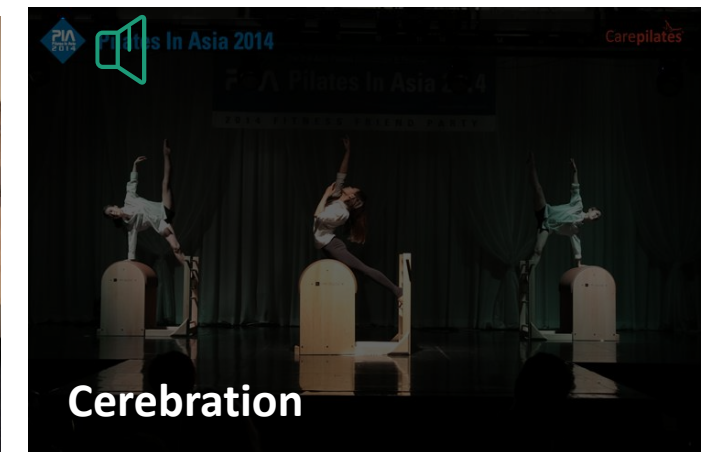
Interview & Meeting



Business meeting



Intro of sponsor & partner



Cerebration



1st

AT Center in Seoul
Grand Ballroom



2nd

The K Seoul Hotel
crystal ballroom



3rd

Hyatt Hotel
grand ballroom



4th

Kintex Convention
Center
grand ballroom



5th

The K Seoul Hotel
crystal ballroom



Interview



Meeting



Photo wall

Party
Pre event



Sponsor intro



Keynote speech



Presentation

Party
1st event



Dinner



Business meeting



Lobby cocktail

Party Dinner & Meeting



Merit plaque



Prize draw



Commemorative
Photo

Party 2nd event



Korea
Taekwondo



Collaboration



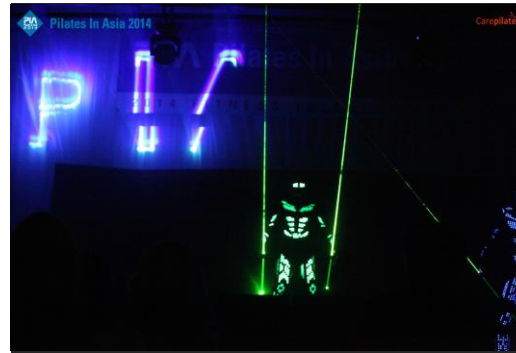
Asia (China)



Pilates
performance



Culture
performance



Show

Party Cerebratory Performance

Competition & Performance



PIA Friends DJ Dance Party





Forum Legend meeting





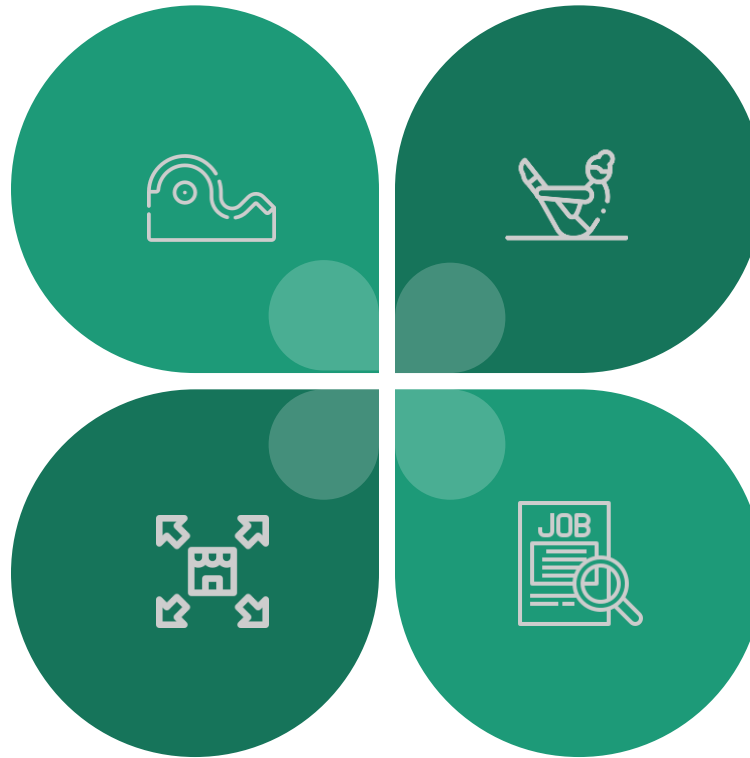
Seminar & QnA



2024 EXPO PIA

PIA Industrial Exhibition
EXPO

PIA Pilates International
**Franchise
& Start-up Fair**



PIA Pilates Educational
EXPO

PIA Visionary Instructor
Job Fair



The **World Class** Pilates Convention & EXPO

Exhibition overview

Exhibition name	2024 PILATES IN ASIA
Date	2024.05.17 (Sat) – 05.19(Sun)
Vanue	The K-Hotel, Korea, Grand Volumn Exhibition Hall, 3F Lobby, Avenue 1F, 2F
Scale	100 Exhibitors, 150 Exhibition booths, 2,000 Visitors
Host	BIGSITE, Carepilates
Organizer	KPU(Korean Pilates Union) APA (Asia Pilates Alliance)
Exhibition Category	Pilates Industrial Expo, Educational Expo, Franchise Expo, Job fair



PILATES IN ASIA



PIA Industrial Exhibition EXPO

The World Class Pilates Convention in Korea finally will be held again



Products & Goods

- Pilates Equipments
- Pilates apparatus
- Wear & apparel
- Nutrition Products
- Diet Products
- Health goods
- Home training goods



Facilities & Gear

- Center Interior
- Decoration
- Analysis gear
- Cardio equipment
- Rehabilitation equipment
- Office tools



Service & System

- CRM
- Interior company
- Real state for Pilates
- Center operating system
- Office program
- Marketing program
- Marketing consulting

PIA Pilates Educational EXPO

피아 교육홍보 박람회 Pia Education Promotion Fair

Pilates TTC

지도자 교육

- Teacher Training Course
- Master Instructor Course

Education for Instructor

강사를 위한 과정

- Expert certification course
- Workshop course
- Seminar course

International Academy

해외 교육지부 개설

- Asia International Branch
- International Online course

Results (over the past years)



Scale
38,900 m²



Participants
4,200 (Overseas 420)



Exhibitors
80 companies
165 booths

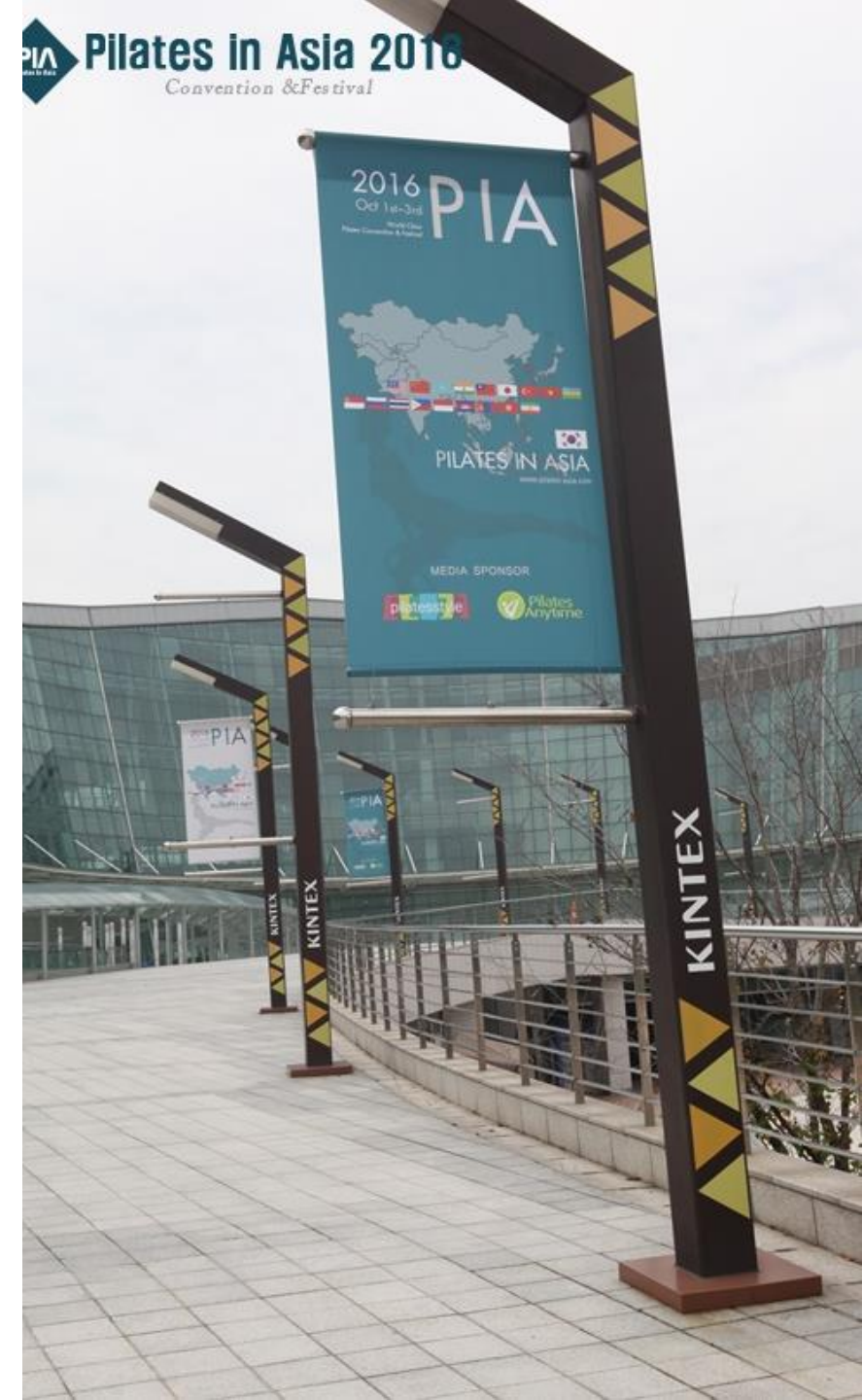


Overseas Buyers
64 buyers from
12 companies in 5 countries

The expansion of the Pilates industry in Asia is the future of Global Pilates

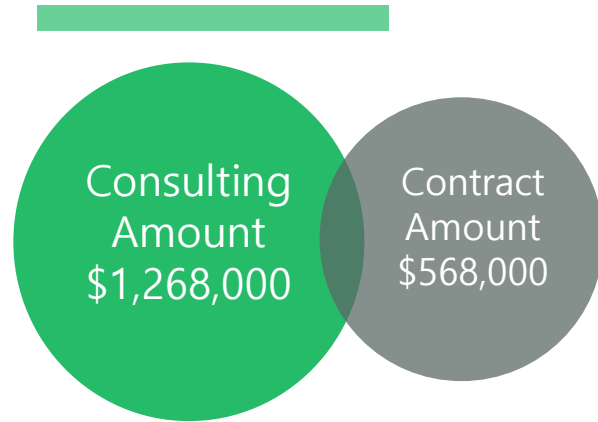


PILATES IN ASIA



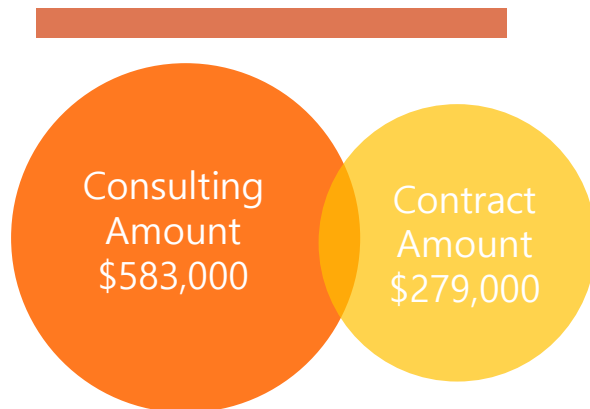
Buyer meeting results

PIA Invited Buyers



Consulting Amount	\$1,268,000
Contract Amount	\$568,000
Number of meetings	81

PIA MD Merchandising Meeting Program



Consulting Amount	\$583,000
Contract Amount	\$279,000
Number of meetings	24

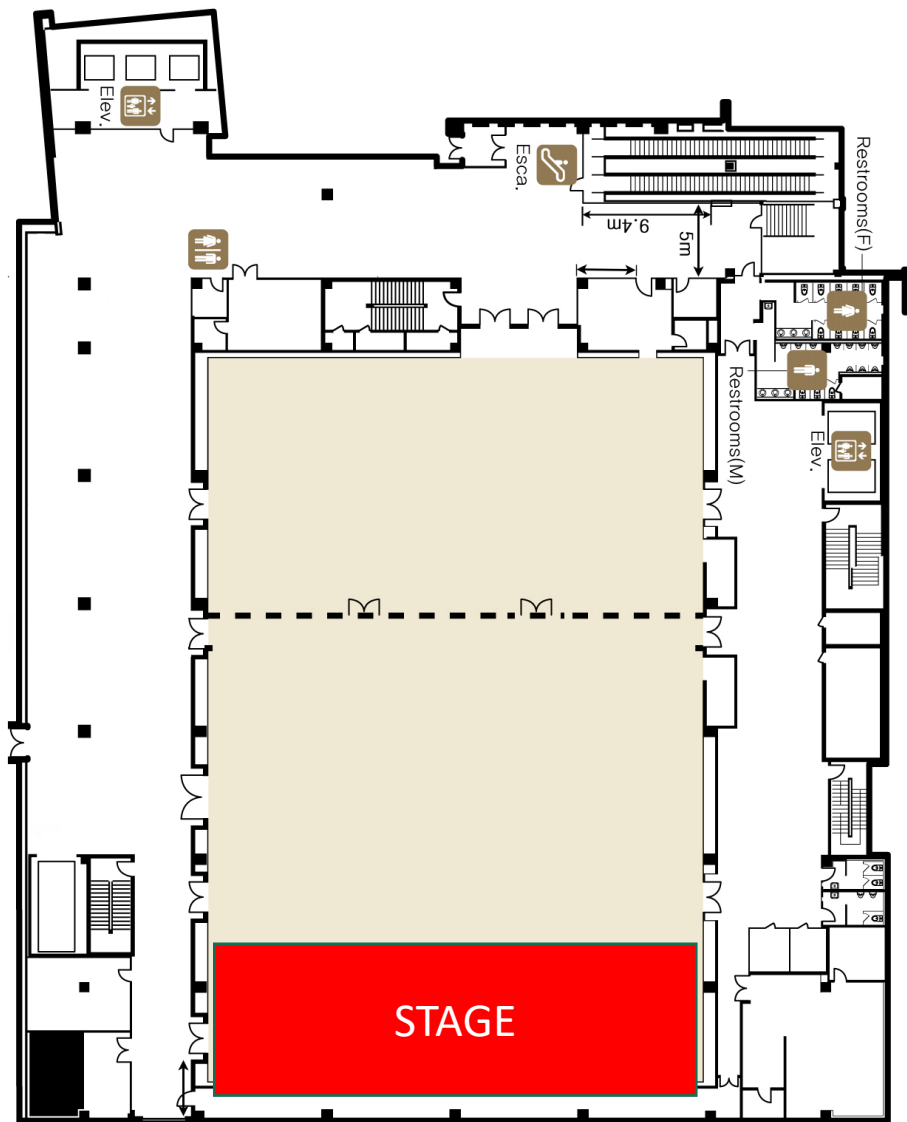
EXHIBITION HALL

Main Booth Area (Grand ballroom 3F)



EXHIBITION HALL

Main Booth Area (Grand ballroom 3F)



APPA

Asia Pacific Pilates Alliance



_Arab_Emirates



_the_Republic_of_China



Australia



Bahrain



China



Guam



India



Indonesia



Japan



Laos



Malaysia



Mongolia



New_Zealand



Philippines



Qatar



Saudi_Arabia



Singapore



South_Korea



Thailand



Turkey



Uzbekistan



Vietnam

ASIA PACIFIC



WE ARE

APA is Professional association & profit agency & ASIA's largest professional Pilates and Business organization.

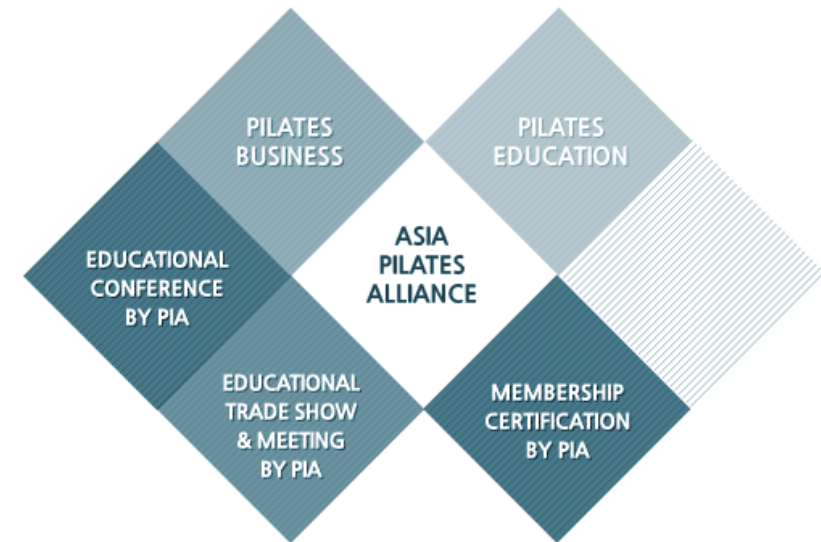
Asia Pilates Alliance is total social network for pilates instructors, pilates academy, pilates center owner, pilates equipment manufacturer and companies related to pilates business in Asia region.

To internationalize pilates business, we need to develop pilates business equally in Asia region.

To realize this plan we need common social network for pilates business in Asia region.

To overcome misunderstanding between each countries comes from cultural difference and different life environment, and to pass a long be loved and world recognized pilates we need a strong pilates network!

APA is the only answer for it!





OUR MISSION

Run push promotion to make more people get a chance to experience pilates, furthermore make pilates beloved last forever in Asian region.

We establish standards for philosophical beliefs as Pilates instructors.

We establish standards for Pilates instructor education that fit the characteristics of each country.

We will create practical value so that Pilates can develop as an industry rather than an academic field.

We enable Pilates instructors to act as the core of the Pilates business through retraining.

We share Pilates lessons and information related to the industry.

We research, develop and introduce the Pilates teaching method.

We create the right Pilates organization's activity regulations and standards.

Suggests a model of Pilates application suitable for each country's political and economic situation.





APPA Pre Activity

After the establishment of the APPA Association in 2013, China, Japan, Iran and Vietnam joined for the first time and shared physical and human data with Korea. The current status of Pilates in each country was explained, and the need for APPA and requests for cooperation were made.



APPA President visit Iran

Iran, which joined APPA in 2015, created the WAPA West Asia Pilates Association. APPA Chairman Jang kyung-won visited and approved the West Asia Pilates Association's membership in APPA. The Chairman provided guidance for the Pilates industry in the Asia Pacific region.





APPA President meeting

APPA 장경원 회장은 이란올림픽위원장과 필라테스 외교미팅을 시작으로 이란 헬스 피트니스, 스포츠 단체장들과 필라테스와 헬스피트니스의 발전적인 협력을 위한 미팅을 가졌습니다.



Visit for cooperation

8 Countries visit for research Meeting

APAP Chairman Kyung-won Jang has been visited Japan, Mongolia, China, Dubai, Singapore, Vietnam, Iran, and Thailand in person to understand the current status of the Pilates industry in each country and make suggestions for mutual cooperation.



China



Japan



Singapore



Mongolia



Vietnam



United
Arab Emirates



Iran



Thailand





Regular member

- Pilates Instructor
- Instructor Teacher IT
- Studio owner
- Academy owner

APPA

Members

Type

Special member

- Pilates Manufacture
- Dealer & Distributor

Certified member

- Certified Instructor
- Certified Studio
- Certified Academy
- Certified corporation

APPA Membership

CERTIFICATE OF
MEMBERSHIP

APPA

Asia Pacific Pilates
Alliance
Since 2013

Asia Pacific Pilates Alliance

Sheer wei Brand
enco pilates in Malaysia  

Hosted by
BIGSITE REGULA
member

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characteristics of each country.
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through vetting. We share Pilates lessons and information related to the
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CERTIFICATE OF
MEMBERSHIP

APPA

Asia Pacific Pilates
Alliance
Since 2013

Asia Pacific Pilates Alliance

**Deepali
Gupta** Brand
lkore in India  

Hosted by
BIGSITE SPECIAL
member

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CERTIFICATE OF
MEMBERSHIP

APPA

Asia Pacific Pilates
Alliance
Since 2013

Asia Pacific Pilates Alliance

**Ariuntungalag
Bayanjargal** Brand
COREPILATES in Mongolia  

Hosted by
BIGSITE CERTIFIED
member

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General

2 year period paid
member

General members can maintain
membership without
verification or confirmation

Special

2 year period paid
member

If a special member ceases
business, the membership
card becomes invalid.

Certified

1 year period paid
member

To become a certified member,
must take a certification test
once a year and You must
submit a report to maintain it.

APPA member Application process

General

To sign up for APPA membership, click on the PIA site APPA. Click “General member Apply” If you fill out the membership application form, you will be automatically registered.

Special

Special members are eligible to become APPA members if they meet the qualifications set by APPA. The secretariat will certify members.

Certified

Certified members include Pilates instructors, center owners, and general members. Educational institutions and related companies can acquire it, and registration is determined through the prescribed qualification verification process.

01

Access the online APA webzine

You can view various academic information and Pilates business information for free in the APA official web magazine.

02

Network of APA official members only

You can build your business into a more powerful presence in the Pilates industry in each country. Within the network, you can share all materials and information related to the Pilates business

03

PIA convention benefits and VIP invitations

You can get registration discounts and other benefits at the Pilates In Asia Convention. APA members can use special booths and spaces.

04

Interlocking APA partner CEC points

You can acquire linked CEC points from APA-linked US, Europe and other countries.

Why Become a APA Member?



APPA

National Ambassador

Qualification and tenure

An ambassador is an organization or company that has at least two qualifications among the APA membership types and can be active for a one-year term.



Activity

- Ambassadors investigate and report on the current status of the Pilates industry in their country.
- Responsible for information exchange between APA organizations and management of APA members in each country.
- Support for participants in their country at the PIA Convention.
Identify the current status of Pilates leader training in each country.

Benefits

- Recognized as the most authoritative certification body in each country
- Business benefits can be obtained by jointly conducting APA's certification business.
- Ambassadors have opportunities to generate profits by jointly conducting APA's business activities.
- Ambassadors can get various benefits from PIA
By entering into partnerships with other organizations, can prioritize your business.



APPA Ambassador Map



2024 Pacific Ambassador





Ambassadors from 12 countries will attend the PIA 2023 APPA inaugural general meeting participated. The current status of the Pilates industry in each country was announced.



Contact Us



www.pilates-asia.com



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Asia Pilates Alliance

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