



The Wellness Company

Nerio Alessandri meets Barack Obama

Milan, 9 May 2017 – The 44th President of the United States Barack Obama, during his visit in Milan, met with Nerio Alessandri, Chairman and Founder of Technogym, a world leading company in fitness and wellness technologies and solutions, in the occasion of the ‘Seeds&Chips’, the conference dedicated to food innovation and promotion of healthy lifestyles.

Obama met Nerio Alessandri not only as a successful example of Made in Italy entrepreneurship, but also because of Alessandri’s commitment in promoting Wellness and healthy lifestyles through the Wellness Foundation, the no-profit organization he founded in 2003 with the aim of spreading and promoting around the world the culture and benefits of Wellness, a lifestyle that combines regular physical exercise, healthy diet and a positive mental attitude towards life.

During the meeting, the former US president and Mr Alessandri discussed their shared commitment against obesity and sedentary habits, social plagues that increasingly hit younger generations. During their 8 years at the White House, Barack Obama and his wife Michelle namely launched and strongly promoted the ‘Let’ Move’ campaign, aimed at educating young Americans to regular physical activity and healthy nutrition.

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About TECHNOGYM

Founded in 1983, TECHNOGYM is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. TECHNOGYM provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches in Europe, USA, Asia, Middle East, Australia and South America, TECHNOGYM exports 90% of its production to over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with TECHNOGYM. TECHNOGYM was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.

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