

Uniting Disciplines – The Sports, Medicine and Health Summit 2025 in Hamburg



Bringing together experts and audiences from many different disciplines is a challenging task. The Sports, Medicine and Health Summit 2025 (SMHS), held for the third time in Hamburg, took on exactly this challenge: to create a platform where science, sport, medicine, physiotherapy, public policy, education and influencer culture could converge. Organised by CPO HANSER SERVICE in close collaboration with the German Society for Sports Medicine and Prevention (DGSP), the Summit successfully brought together leading experts from the worlds of science, sport and health for a unique opportunity to share knowledge and network.

A Hub of Collaboration: Expo and Sports Zone

A defining feature of the SMHS 2025 was the Expo and Sports Zone, which reimagined the traditional exhibition concept. With over 100 exhibitors, sponsors and partners from industry, academia and sport, the space served as a vibrant platform for interactive engagement and hands-on learning.

- Live sport activities were offered in partnership with local Hamburg sport clubs, including boxing sessions with world champion Dilar Kisikyol, football drills, yoga and fencing workshops.
- The Match-Making Area provided a space for networking and career connections. Poster presentations and guided tours were held, and the dedicated stage featured 'Realtalks' and expert insights from speakers with diverse backgrounds.

This setup encouraged meaningful encounters across disciplines – scientists, practitioners, influencers and enthusiasts alike shared knowledge, challenged norms and explored new perspectives.

Merging Theory with Practice: An Interdisciplinary Approach

With 4,500 participants and over 225 individual programme sessions, the SMHS 2025 was more than just a scientific congress, it was a live demonstration of the synergy between research and real-world application. Topics ranged from cycle tracking in sport, men's health and nutrition, to myths in strength training and endurance performance.

From Schools to Stadiums: A Broad Target Group

The Summit demonstrated a clear commitment to accessibility, education and inclusion across diverse audience groups.

A major innovation was the pilot project 'School meets Health', which for the first time introduced a dedicated programme for pupils and teachers. Personalities like Sophia Thiel (sport blogger) and Katharina Isele ('fittest person in Germany') impressed with their open and relatable approach, engaging in interactive workshops and live stage talks on topics such as body image, mental health and motivation in sport. Their authenticity and willingness to share personal stories resonated strongly with the young audience and educators alike, making this a standout initiative for youth health education.

Political Support and Strategic Urban Partnership

A key strength of SMHS 2025 was its close collaboration with the City of Hamburg, one of only six officially recognised Global Active Cities. With patronage from First Mayor Dr Peter Tschentscher, the Summit gained strong political backing and served as a platform for promoting physical activity as preventive healthcare.

Science Meets Influence: A Fresh Public Image

One of the Summit's core innovations was the strategic integration of social media influencers and science communicators, who brought academic insights into public conversations. This was a powerful bridge between expert knowledge and general awareness, which was reflected in the media reach: over 1.2 million views on social media, 350,000 unique users during the event period, with sixty per cent female audience engagement and more than twenty features across print, radio and television.

Scientific Excellence with a Global Perspective

At the base of the Summit stood a high-level academic programme, shaped by the German Society for Sports Medicine and Prevention (DGSP) and numerous expert organisations. The Summit provided a platform for international exchange and evidence-based dialogue, with key highlights such as the Global Alliance Day, where the Hamburg Declaration was once again signed as an international call for more physical activity. It was supported by delegates from more than fifteen countries and reflected a shared global commitment to preventive health.

Conclusion: Redefining the Health Congress Experience

The SMHS 2025 delivered a compelling blueprint for the future of interdisciplinary congresses. By merging theoretical insight with physical engagement, and academic discourse with public involvement, it catered to a wide range of stakeholders from medical professionals and physiotherapists to sports scientists, students and interested private individuals.

Its inclusive and interactive approach – underpinned by a strong scientific programme, political support and dynamic outreach – set new standards for knowledge transfer, continuing education and network building.

Andy Grote, Senator of the Interior and Sport of the Free and Hanseatic City of Hamburg: 'I would like to express my sincere thanks for the successful organisation of the Sports, Medicine and Health Summit 2025 in the Active City of Hamburg. (...) With an extremely varied and appealing scientific programme, exciting lectures, discussion panels and "hands-on science", the congress once again demonstrated the importance of sport, exercise, medicine and health in today's world (...)'

Save the date: CPO HANSER SERVICE will organise the next Sports, Medicine and Health Summit in Hamburg from 24 to 26 June 2027.

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www.sports-medicine-health-summit.de



 Sports, Medicine
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