



RiminiWellness 2026: the Italian Army brings fitness, technology, and opportunities to young people

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From May 28 to 31, the **Italian Army** was among the main participants in the twentieth edition of **RiminiWellness**, one of the most important international events dedicated to fitness, wellness, and sports. Within the Rimini exhibition center, the Armed Forces created an impressive exhibition area of over **700 square meters**, transformed into a meeting point between the military world and thousands of visitors from all over Italy and abroad.

The initiative, coordinated by the **Comando Militare Esercito Emilia-Romagna**, allowed the public to get to know not only the training and operational capabilities of the military but also the values that characterize life in uniform: **discipline, physical preparation, resilience, and team spirit**.

Among the most appreciated activities was the **military fitness** course curated by the instructors of the **Brigata Paracadutisti “Folgore”**, a unit symbolizing the operational excellence of the Army. Participants were able to engage in high-intensity exercises, tackling artificial obstacles and challenges inspired by the physical preparation of paratroopers.

The experience allowed visitors to understand how athletic preparation is a fundamental element for modern military personnel. It is not just about physical strength, but a set of skills that include **endurance, coordination, determination, and stress management**, essential qualities for facing contemporary operational challenges.

The initiative also confirmed the Army's growing attention towards promoting a healthy and active lifestyle, in line with the principles that have always characterized the preparation of military personnel.

From climbing to communication, immersive experiences for the public

Alongside the fitness course, the Army offered numerous activities capable of engaging visitors of all ages. Particularly significant was the presence of an artificial climbing wall about seven meters high, managed by the rock instructors of the **Truppe Alpine**.

In total safety, hundreds of people had the opportunity to experience one of the most technical and fascinating specialties of the Armed Forces, getting closer to the skills required of alpine units during operations in mountain environments. The activity represented a concrete opportunity to understand the importance of specialized training and the technical preparation necessary to operate in complex contexts.



Climbing wall at the Rimini fair. Source: Italian Army.

Great interest was also sparked by the presence of **Radio Esercito**, the Armed Forces' radio station animated by personnel from the **28° Reggimento Comunicazioni Operative “Pavia”**. Through music, interviews, and live connections, the speakers shared the military world with visitors from a different perspective, contributing to creating an engaging and dynamic atmosphere.

In recent years, institutional communication has become an increasingly important tool for the Armed Forces. Events like RiminiWellness indeed represent a valuable opportunity to establish a direct dialogue with the public, transparently illustrating the activities carried out daily by the military in Italy and abroad.

The experiential approach adopted during the event allowed for overcoming simple static exposure, enabling visitors to personally experience some of the activities that characterize the training of Army personnel. A formula that proved particularly effective in engaging younger people and conveying the values of **commitment, sacrifice, and service to the community**.

Youth and future, the Army presents professional opportunities

One of the central aspects of the Army's participation in RiminiWellness 2026 was professional orientation aimed at new generations. At the information desk set up in the stand, military personnel and recruitment specialists illustrated to young people and their families the numerous opportunities offered by a military career.

Particular attention was given to entry paths such as **Volontario in Ferma Iniziale (VFI)**, the first step to embarking on a profession characterized by continuous training and growth opportunities. Ample space was also dedicated to competitions for the prestigious **Scuole Militari “Nunziatella”** in Naples and **“Teuliè”** in Milan, the **Accademia Militare di Modena**, and the **Scuola Sottufficiali di Viterbo**, institutions that have been reference points for decades for the training of future leaders and officers of the Armed Forces.



Information desk on competitions and professional opportunities. Source: Italian Army.

The presence of the Army at an event dedicated to wellness and sports was not accidental. Modern Armed Forces indeed seek motivated young people, prepared and aware of the importance of taking care of their physical and mental condition. Sport has always been a fundamental tool for developing individual and collective skills that also find application in military life.

Through practical demonstrations, interactive activities, and moments of direct interaction, the Army showcased its most modern face, close to the citizens, highlighting how technology, professional preparation, and the human factor are inseparable elements today.

Participation in **RiminiWellness 2026** thus represented much more than a simple exhibition presence. It was an opportunity to tell a reality composed of men and women who operate daily in the service of the country, while at the same time promoting the values of **health, resilience, training, and personal growth**, elements that constitute the foundation of the present and future Italian Army.

News link: <https://www.esercito.difesa.it/comunicazione/lesercito-italiano-al-riminiwellness/191222.html>