



European DIY
Retail Association



Global Home
Improvement Network

EDRA/GHIN are Anticipating a Most Successful spoga+gafa in June 2023.

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Our members at the European DIY Retail Association and Global Home Improvement Network are very much looking forward to the world's No1. Trade fair in our sector for garden and outdoor; the international spoga+gafa to be held in Cologne in June 2023.

The advantage of this year's spoga+gafa is that it will be taking place from the 18–20 of June, directly after the 9th Global DIY-Summit, the most important event in our calendar. Moreover, with the Global DIY-Summit taking in Berlin, our members can effortlessly travel via train or plane to arrive in Cologne for the opening of spoga+gafa.

Following the huge success of the other trade fairs in our sector, it seems that more buyers than ever are flocking to these events in record numbers after a two year covid pandemic break.

The importance of the sourcing of products has also reached a higher priority following the energy crisis brought about by Putin's war in Ukraine and the dependence of gas from Russia. Buyers must ensure a balance on the sourcing of products and not become dependent on a particular company or country. The war in Ukraine and the crisis in China this year caused by lockdowns in the pandemic have made it necessary for buyers to also look for more local products.

We are expecting the boom in outdoor living to continue and, combined with the mega trend for consumers to purchase more sustainable products, these will have a positive impact on sales going forward.

Today the EDRA/GHIN Network has 221 home improvement companies as members, and it seems to me that those companies who enthusiastically visit trade fairs looking for new and innovative products are much more successful than those who don't. I could give you examples of these companies, but the need to remain neutral forbids me to do so.

Trade fairs are so important for our industry, and I willingly attend as many as possible and relish the opportunities to see the many innovations created by our suppliers who are constantly improving their products.

On a final note, sales may be less this year due to the energy crisis and high inflation, but generally speaking, they will be higher than the sales in 2019 before the pandemic. There is absolutely no question, that the pandemic has help consumers to rediscover the importance of their homes.

John W. Herbert
General Secretary

ENDS

EDRA/GHIN is the voice for the home improvement industry globally, representing the entire spectrum of the home improvement industry, from local corner shops, digital players, and big box retailers. Today EDRA/GHIN represents 221 home improvement companies operating over 33,200 stores in 77 countries.