

No. 7 / 2024, Cologne
#spogagafa

Garden trends and industry insights: The new magazine of spoga+gafa goes online

++ Exclusive insights into the green industry ++ Expert interviews online & video ++ Well-founded specialised articles ++

spoga+gafa, the largest garden and BBQ trade fair in the world, is launching a new online magazine. The magazine offers access to exclusive and industry-specific information with immediate effect. Diverse formats such as interviews, videos and specialised articles examine the current developments, innovations and trends and grant exciting insights into the market and its players. With a special emphasis on the main focuses of spoga+gafa - garden unique, garden creation and care, garden bbq, garden living - and this year's key theme "Responsible Gardens" - the magazine provides valuable information and inspiration for professionals of the green industry and interested parties.

Highlights of the new magazine:

- 1. Expert interviews:** Leading industry experts give insights into the latest developments, strategies and visions, discuss the latest developments and dare to take a look into the future of the garden and BBQ industry.
- 2. spoga+gafa Talks:** In the garden with..." Director Stefan Lohrberg and alternating, inspiring interview partners. Here we take a broader view.
- 3. Specialised articles:** In exclusive articles industry experts report about the current market trends, innovative technologies as well as practical tips and tricks for the garden and barbecuing.

As such, in its capacity as an added value and theme platform, the new magazine also takes a look behind the scenes of the world's largest garden and BBQ trade fair and enables the readers to expand their knowledge and gain inspiration. The online magazine of spoga+gafa is available free of charge on the official website of spoga+gafa with immediate effect. Click [here](#) to view the magazine.

About spoga+gafa

spoga+gafa is the biggest garden and BBQ fair in the world. As an international trade fair at the location in Cologne, it sets impulses for the entire garden world. At the leading global trade fair, the green industry talks about the line-ups and trends of the coming season and presents solutions for current and future challenges. The focus of spoga+gafa lies on trends and innovations from the sections garden bbq, garden creation & care, garden living and garden unique. The unique range of offerings turns the trade fair into the place-to-be for the purchasing managers of all



spoga+gafa
16.06. - 18.06.2024
www.spogagafa.com

Your contact:
Karen Schmithüsen
Tel.
+49 221 821-2231
e-mail
k.schmithuesen@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

trading forms. The Industry Garden Association e.V. (IVG) is the industry sponsor of spoga+gafa.

Page

2/3

The coming edition of spoga+gafa is being staged from 16 to 18 June 2024 under the key theme "Responsible Gardens". To learn more about the event, visit www.spogagafa.com

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China and interzum forum italy.

Further information: <https://www.spogagafa.com/trade-fair/spoga-gafa-2024/industry-trade-fairs/>

The next events:

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

Note for editorial offices:

spoga+gafa photos are available in our image database on the Internet at www.spogagafa.com/imagetdatabase in the "News" section.

Press information is available at: www.spogagafa.com/pressinformation

If you publish this document, please send us a sample copy or link.

spoga+gafa in the Social Web:

Facebook:

<https://www.facebook.com/spogagafa>

Instagram:

<https://www.instagram.com/spogagafa/>

LinkedIn:

<https://www.linkedin.com/showcase/spoga-gafa>

Your contact:

Karen Schmithüsen
Public and Media Relations Manager

Page
3/3

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany

Phone: +49 221 821-2231
Mobile +49-176-12563444
k.schmithuesen@koelnmesse.de
www.koelnmesse.com