

## Dossier de prensa para el acto internacional de prensa, 12/03/2024, Utrecht



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spoga+gafa  
16.06. - 18.06.2024  
[www.spogagafa.com](http://www.spogagafa.com)

## Tabla redonda internacional

12.03.2024, 18:00, Mereveld, Utrecht

### 100 años de Koelnmesse

Sebastian Rosito, Vicepresidente Gestión de Ferias de Koelnmesse GmbH, spoga+gafa, spoga horse, h+h cologne, Feria Internacional de Ferretería y Asia-Pacific Sourcing

### Datos, hechos y novedades en la spoga+gafa 2024

Stefan Lohrberg, Director, Koelnmesse GmbH

### Tema central

#### ¿Qué queda? Una mirada a la próxima generación del consumo sostenible

Theresa Schleicher, destacada investigadora del futuro del comercio en la región DACH (Alemania, Austria y Suiza) y distinguida pensadora del futuro económico, autónoma, autora, asesora y oradora.

### Participantes adicionales en la tabla redonda

#### Abierta a cualquier tema

Anna Hackstein, Gerente, Asociación Industrial del Jardín (IVG, Industrieverband Garten e.V.)

John W. Herbert, Secretario General de la European DIY Retail Association (EDRA) / Global Home Improvement Network (GHIN)

Martina Mensing-Meckelburgo, Presidenta, Asociación Alemana de Centros de Jardinería (VDG, Verband Deutscher Garten-Center)

Norbert Jedrau, Director de la Barbecue Industry Association Grill e.V. (BIAG)

Frank van der Heide, director de Tuinbranche Nederland

Igor Josifovic-Kemper?, freelancer & autor, experto en el campo de la jungla urbana, arquitectura de interiores, cultura del hábitat, viajes y plantas

### Moderado por

Karen Schmithüsen, Public and Media Relations Managerin, Koelnmesse GmbH

Enlace a la base de datos de imágenes: [www.spogagafa.de/Bilddatenbank](http://www.spogagafa.de/Bilddatenbank)

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Press release

- Not to be published before 12.03.2024

No. 6 / 2024, Cologne  
#spogagafa

## spoga+gafa 2024: Fuerte incremento de expositores europeos

**++ Elevado nivel de internacionalidad de los expositores ++  
Pabellones casi totalmente al completo ++ Contratada un 96 por ciento de la superficie de exposición ++**

La mayor feria del mundo dedicada al jardín y a las barbacoas, la spoga+gafa, anuncia para su celebración del 16 al 18 de junio un alto nivel de internacionalidad de los expositores y 14 pabellones casi al completo. Con alrededor de un 96 por ciento de superficie de exposición contratada y un elevado nivel de expositores que repiten su participación, la spoga + gafa . mantiene el éxito conseguido el año anterior.

Ya en 2023, la feria de referencia mundial para el sector registró con más de 1.850 expositores procedentes de 58 países un incremento tanto de expositores intercontinentales como de los europeos. Estas cifras se volverán a repetir en 2024. En comparación con el año anterior, ha tenido un crecimiento especial la participación de empresas europeas y norteamericanas: Numerosas firmas nacionales e internacionales han confirmado su participación. Entre ellas figuran muchas grandes del sector y marcas de prestigio así como también empresas nuevas y start-ups.

Stefan Lohrberg, director de la spoga+gafa, teniendo en cuenta los desafíos a los que se enfrenta actualmente el sector, considera que el nivel de inscripciones de esta feria dedicada el estilo de vida en el jardín constituye una importante señal positiva: "Con este claro reconocimiento de la spoga+gafa, enviamos un mensaje positivo a las empresas a pesar de las circunstancias que en determinados casos presentan las condiciones del mercado. La spoga+gafa es un importante punto de encuentro para el sector que abre nuevas y únicas posibilidades de negocio. Del éxito de la spoga+gafa se beneficia finalmente todo el sector verde".

### El tema de referencia caracteriza todo el programa de la Feria

El tema de referencia de este año: "Responsible Gardens - Jardines responsables" despierta un gran interés en el sector y desempeña un papel central en la configuración del recinto ferial. Expertos internacionales profundizan en este tema a través de conferencias y coloquios en el foro "Forum Garden Café". Complementando todo ello, espera a los visitantes un variado programa paralelo con escenarios especiales como el "Boulevard of Ideas", el POS Green Solution Islands", el "Trendshow Outdoor Lifestyle" así como recorridos temáticos. En el centro de todo ello figuran los desafíos a los que se enfrenta el sector y planteamientos para el futuro del comercio.



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District Court Cologne, HRB 952

### **Acerca de spoga+gafa**

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La spoga+gafa es el punto de encuentro de los profesionales y ejecutivos del sector verde de todo el mundo y proporciona importantes impulsos, nuevas ideas y planteamientos para enfrentarse a los desafíos existentes actualmente en el sector del jardín y las barbacoas. En la feria de referencia para el sector verde, se tratarán las ofertas y las tendencias de la próxima temporada, haciendo del certamen el lugar ideal para los responsables de las decisiones en todas las formas del comercio. La patrocinadora de la spoga+gafa es la Asociación Industrial del Sector de la Jardinería (IVG).

### **Koelnmesse - Global Inspiration for Living, Contract and Public Spaces**

Koelnmesse es el principal organizador de ferias del mundo para los ámbitos de la vivienda, los espacios públicos y el área “contract” (instalaciones y equipamientos comerciales, hosteleros y de uso colectivo). Junto a imm cologne e interzum, el recinto ferial de Colonia acoge también otros eventos del sector consolidados y de renombre internacional, como son los formatos LivingKitchen, ORGATEC, spoga+gafa, FSB y aquanale. Estas ferias representan ampliamente el segmento de interiores y diseño, los ámbitos de los proveedores de la industria del mueble y del interiorismo, el mundo de la cocina, todos los temas relacionados con los entornos de trabajo modernos y el estilo de vida del jardín, así como los espacios al aire libre, las instalaciones deportivas y también spa, saunas y piscinas.

Además de los eventos en Colonia, Koelnmesse está expandiendo estratégicamente su cartera de ferias en importantes mercados en crecimiento de todo el mundo, como es el caso de las exitosas ferias ORGATEC TOKYO en Japón, interzum bogota en Colombia, interzum guangzhou en China e interzum forum italy.

Informaciones más detalladas en: <https://www.spogagafa.com/trade-fair/spoga-gafa-2024/industry-trade-fairs/>

#### **Nota para la redacción:**

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## Responsible Gardens - Jardines con responsabilidad

El tema focaliza la reponsabilidad del sector verde en el papel que desempeña el jardín en la sociedad. Conjuntamente con expositores y visitantes, la spoga + gafa 2024 buscará las repuestas a este tema.

### La responsabilidad tiene muchos aspectos

En la spoga+gafa 2024 se tratarán con especial interés la jardinería que ahorra recursos, los productos para el jardín producidos de manera justa, las tecnologías de bajas emisiones para barbacoas, el cuidado y el riego de jardines respetando las condiciones climáticas, así como también la interacción responsable entre propietarios de jardines. La relevancia del tema se presentará y discutirá en diversos formatos. Ahora más que nunca, el jardín propio despierta pasión en muchas personas que disfrutan aceptando la responsabilidad vinculada a su cuidado y configuración, utilizando plantas autóctonas y adecuadas para los insectos, fertilizantes orgánicos y otros productos ecológicos, recogiendo agua de la lluvia y compostando residuos del jardín. Conjuntamente con vecinos y amigos cuidan las superficies comunes para el cultivo de frutas y hortalizas, creando de esta forma oasis verdes en la ciudad. La actitud responsable tiene muchas facetas a nivel personal y abarca desde el consumo responsable, hasta la autosuficiencia, pasando por las actividades sociales al aire libre y la mejora del entorno de vida individual y general.

### Un marco ideal para el intercambio

Con el nuevo tema central Responsible Gardens, la spoga+gafa 2024 desea promover y apoyar la jardinería responsable. Para ello, ofrece el marco ideal con sus presentaciones de futuro y su amplio programa paralelo. En los pabellones feriales de Colonia, empresas internacionales de jardinería se reunirán con visitantes profesionales para conocer y discutir las últimas tendencias y novedades del mercado. ¿A qué se debería prestar una atención especial en el tema de la sostenibilidad en espacios exteriores? ¿Cómo se prepara el jardín para el cambio climático? ¿Qué posibilidades ofrecen los nuevos aparatos para el cultivo y la preparación de alimentos al aire libre? ¿Cómo se pueden utilizar más flexiblemente los muebles para exteriores y configurar los aparatos de jardinería de forma más ergonómica? Los expositores de la spoga+gafa 2024 presentarán una gran variedad de nuevas soluciones y productos listos para su comercialización.

### Todo el sector asume la responsabilidad

Teniendo en cuenta los desafíos globales, el sector de la jardinería asume su responsabilidad social. Muchos expositores de la spoga+gafa apuestan por una producción que ahorre recursos, reduzca o compense sus emisiones de CO2 y utilice materiales reciclados y reciclables.

Para el mantenimiento de las plantas, se están lanzando al mercado más tierras y fertilizantes orgánicos o plantas respetuosas con los insectos a fin de preservar la biodiversidad. El diseño responsable también hace que las herramientas de jardín, las parrillas y los muebles de exterior sean más cómodos y fáciles de usar para los miembros de todas las generaciones. En muchos casos, los certificados confirman la compatibilidad medioambiental comprobada o la producción socialmente responsable de los productos de jardinería actuales.

### Sugerencias para una jardinería responsable

Como nueva actividad en la vida cotidiana, el jardín ofrece la oportunidad de conectarse con la naturaleza. Incluso los niños, ya al sembrar, plantar y cosechar, empiezan a conocer los procesos naturales y el significado de las estaciones. La jardinería no sólo ofrece diversión en el quehacer cotidiano, sino también inspiración para un enfoque más responsable en relación con el medio ambiente. Como espacios abiertos compartidos, los jardines son también lugares de encuentro y comunicación. Personas de diversos orígenes y diferentes generaciones se reúnen aquí para relajarse o trabajar en el jardín. La jardinería no sólo promueve el contacto con la naturaleza y el bienestar, sino también la cohesión social. Con su núcleo temático Responsible Gardens, la spoga+gafa 2024 tiene como objetivo inspirar, estimular y animar a la práctica de la jardinería responsable. En primer lugar figura el disfrute con el cultivo y la convivencia al aire libre.

### [www.spogagafa.com](http://www.spogagafa.com)

Del 16 al 18 de junio de 2024, representantes del ámbito internacional del estilo de vida en el jardín y del sector de la barbacoa se reunirán en Colonia para reflexionar sobre su responsabilidad ante los desafíos actuales y futuros y sus soluciones para el papel que desempeña el jardín en la sociedad. Junto con el sector verde, la spoga+gafa centra su atención en los diferentes niveles del comercio responsable, tanto dentro como en el entorno de los espacios verdes privados, desde la perspectiva de fabricantes, proveedores y consumidores.

No. 7 / 2024, Cologne  
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## Tendencias y perspectivas del sector de la jardinería: spoga+gafa estrena revista en línea

**++ Perspectivas exclusivas sobre el sector verde ++ Entrevistas a expertos en línea y en vídeo ++ Artículos técnicos bien documentados ++**

spoga+gafa, la mayor feria del mundo dedicada a la jardinería y el mundo de la barbacoa, lanza una nueva revista en línea. A partir de ya, la revista ofrece acceso a informaciones exclusivas y específicas del sector. Con diversos formatos -como entrevistas, vídeos o artículos técnicos-, ilustra sobre desarrollos, innovaciones y tendencias actuales y brinda planteamientos fascinantes sobre el mercado y sus actores.

La revista ofrece valiosa información e inspiración para expertos e interesados en el sector verde, prestando atención especial al lema de la feria de este año, "Responsible Gardens" (Jardines responsables), y a los segmentos y temas centrales de spoga+gafa: "garden unique" (dedicado al diseño de exteriores de alta gama), "garden creation and care" (centrado en el cuidado de las plantas), "garden bbq" (con el foco en el mundo de la barbacoa y las cocinas exteriores) y "garden living" (dedicado al mobiliario y diseño de exteriores).

### Lo más destacado de la nueva revista

**1. Entrevistas a expertos:** expertos líderes del sector proporcionan información sobre estrategias y visiones, arrojan luz sobre los desarrollos más recientes y se aventuran a mirar al futuro del sector de la jardinería y la barbacoa.

**2. spoga+gafa Talks:** en el apartado "En el jardín con...", el director de spoga+gafa, Stefan Lohrberg, entrevista a interlocutores fascinantes. Estas conversaciones aportan perspectivas más allá de lo habitual.

**3. Artículos técnicos:** a través de aportaciones exclusivas para la revista, expertos del sector informan sobre tendencias actuales del mercado, tecnologías innovadoras, así como consejos y trucos prácticos para la jardinería y la barbacoa.

Como plataforma temática y de valor añadido, la nueva revista también echa un vistazo entre las bambalinas de la feria de jardinería y barbacoa más grande del mundo y permite que los lectores profundicen sus conocimientos y se inspiren. La revista en línea de spoga+gafa ya está disponible de forma gratuita en el sitio web oficial de la feria. Clique [aquí](#) para acceder a la revista.

### Acerca de spoga+gafa

spoga+gafa es la feria más grande del mundo dedicada a la jardinería y la barbacoa.



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Como plataforma internacional en la sede ferial de Colonia impulsa todo el mundo de la jardinería. En la feria líder, el sector verde analiza las gamas de productos y las tendencias de la próxima temporada y presenta soluciones para los desafíos actuales y futuros. El enfoque de spoga+gafa se centra en las tendencias e innovaciones en los ámbitos “garden bbq” (barbacoa en el jardín), “garden creation & care”, (tecnología verde y jardinería inteligente) y “garden living & garden unique” (mobiliario, decoración y actividades en el jardín y al aire libre). La excepcional oferta de productos hace de la feria el lugar ideal para los responsables de la toma de decisiones sobre gama de productos de todas las formas de venta. Asesora temática de spoga+gafa es la asociación del sector del jardín Industrieverband Garten e.V. (IVG).

La próxima edición de spoga+gafa tendrá lugar del 16 al 18 de junio de 2024 bajo el lema “Jardines responsables”: Para obtener más información, visite [www.spogagafa.de](http://www.spogagafa.de).

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#### **Los próximos eventos:**

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

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## The future of "green" consumption: Which sections of the green industry the customers will want over the next 2 years

**There is a desire for consumption. But also a desire for focus.**

Over the past years we have gradually, but more and more clearly noticed that the consumption has changed. It has become slightly more difficult to persuade customers to purchase as many goods or inspire them for new products. The DIY and garden centre industry in Germany experienced a negative growth rate of -3.1% in 2023. On top of that, there is ongoing caution regarding new building projects, which also affects the garden centre industry and a restraint in buying BBQ products, which were either already purchased during the COVID years or are being avoided due to the inflation. The development in the direction of health and healthy diets is also playing a role among the younger generations when it comes down to not buying BBQ goods.

If one looks ahead to the future, one sees a desire for more focus in the consumer area. Because as the most sustainable initiative within the trade, consumers are primarily demanding one thing: 20% less (Source: Future Study Retail 2024, 2000 respondents in the DACH region). Less space, fewer products, fewer dealers. Trends, products, services and brands are coming under focus. Brands which understand that not only restraint or the cheapest offer are called for, but instead new variety, design and fun - combined at the same time with awareness, good quality and a sustainable approach.

**A few developments and trends for the year 2024:**

**Global trends of the coming years:**

**The middle class wants new customer magnets:**

**The customers want regenerative line-ups, small luxury products and durable entry price level products.**

Whereas the customers are showing restraint in many current segments, at the same time the concrete desire for certain products is growing: Regenerative products fascinate the customers of the future. They not only save resources around the world, they also make a positive contribution to the environment. There are textiles for outdoor furniture that bind CO<sub>2</sub> in the air, or plant fertilisers that comprise of recycled textile waste (i.e. planteen). Smart everyday products that make the garden and one's own home more sustainable and energy-efficient. Durable entry price level products that place the importance on and communicate good quality and a long, resource-saving usage. And explicitly small luxury products: Whereas in general people are saving, customers want to treat themselves and indulge, particularly the Gen Z, who also treats themselves to oysters occasionally and buy the monstera XXL for their small flat.

**For many younger customers the green industry is currently not contemporary**

For many customers in most European countries, it is important to have fast and good online services and shops, which in turn deliver quickly and in a climate-neutral manner. The trend towards eCommerce is also rising in the green industry, alone because of the fact that more and more people live in cities (68% of the global population will live in cities by 2030), who increasingly fall back on green, purely online players and who find the online services of the classic garden retailers and manufacturers too slow and too complicated. Within the stationary trade, a better service through customer programmes and exclusive services for the cultivation, growing, transport and receipt of plants, furniture and lifestyle products is desired.

### **The growing customer favourites are unpackaged**

If one was to stack all the boxes that are sent to and fro in the respective countries in Europe, they would reach from the earth to the moon every time. Over 60% of the people in the DACH region consider the amount and type of packaging in their purchase preference. Items that are not packed make a positive and high-quality impression on customers. Particularly the packet and plastic packaging of larger accessory products and plants play a role, but also re-fill options, non-packaged shelves, 100% recyclable plant pots as well as new products in water-reduced aggregate states that require less packaging volume will become more important in future.

### **The end of plastic, cheap offers in the garden segment is dawning**

A lot of communication is taking place at present, but mostly about the price. How many price campaigns were communicated to the customers within one year?

And that is where we come to the crux of the matter for the trade. Because when less items are purchased and we try to stay on course with favourably-priced offers and prices, how can long-term changes and trends pay off and above all how will we stop the "ever cheaper" spiral? What the younger Gen Z are missing the most are regional, entry price level products that add design, quality, creativity and an air of lightness to the garden in its capacity as a place of well-being. What the future of the green industry needs is a return to the key function: Creating real desire and joy for great products (and that is also possible with sustainable goals), instead of overwhelming people with price offers or cheap products and thus not really holding one's own goods in high esteem anymore.

**Quote: "The garden remains the feel-good place for people, so the focus is all the more on what they really bring into the garden"**

**Quote: "In 2024/2025, we will say goodbye to constantly spiralling prices"**

**Quote: "As the most sustainable initiative in retail, consumers are primarily demanding one thing: 20% less. Less space, fewer products, fewer retailers"**



Photos for downloading [here](#)

**Theresa Schleicher** is a leading trade futurologist in the DACH region. She is the future sparring partner for trade companies, the renowned future institute and for the Federal Ministry for Economic Affairs and Climate Action. The futurologist and author of several well-known trend surveys within the trade was previously Chief Operating Officer of the Hirschen Group, one of the biggest consulting and creative companies in the German-speaking area. She has been a member of the jury of trade innovation awards since 2015 and together with politicians, associations and city planners she is pushing new framework conditions for the trade forward. On stage as the keynote speaker and in the sparring with executives, Theresa Schleicher will open up prospects for the future of the trade and consumption. As an investor of retail start-ups, she places her focus on economic resilience in fast-moving markets and on technological progress for an ecologically and economically more sustainable trade.

## IGOR JOSIFOVIC-KEMPER

IGOR JOSIFOVIC-KEMPER (1978) is a content creator and book author based in Berlin, Germany, specialising in interior design, home decor, travel and plants. Together with Judith de Graaff, he is co-author of the bestselling *Urban Jungle* (Callwey Verlag, 2016) and *Plant Tribe* (Abrams Books, 2020) and co-founder of the Urban Jungle Bloggers Community. From 2011 to 2023 he also wrote his *Happy Interior* blog.

Find him on Instagram @igorjosif

### Founder of the Urban Jungle movement

Igor Josifovic-Kemper, renowned content creator and author, has established himself as one of the leading experts in the fields of interior design, home decor, travelling and plants. For years, he has been inspiring people around the world with his passion for green living spaces and urban gardening.

Born in 1978, Igor Josifovic-Kemper is based in Berlin, Germany. Together with Judith de Graaff, he is the co-author of several bestsellers, including "*Urban Jungle*" (Callwey Verlag, 2016) and "*Plant Tribe*" (Abrams Books, 2020). These books are not only guides for creating green oases in urban environments, but also sources of inspiration for creating a harmonious and sustainable living space.

In addition to his work as a book author, Igor Josifovic-Kemper is co-founder of the Urban Jungle Bloggers Community, a platform that brings together like-minded people from all over the world to share ideas and inspiration for integrating plants into urban life.

From 2011 to 2023, Igor Josifovic-Kemper also ran his successful blog "*Happy Interior Blog*", which became an important hub for interior enthusiasts and received numerous awards.

With his unique vision and commitment, Igor Josifovic-Kemper has had a lasting impact on the way people design and live their living spaces. His work is appreciated and celebrated by a broad international community.



## PRESS RELEASE

**Industrieverband Garten (IVG) e.V.**

### **European Press Conference for spoga+gafa 2024**

The coronavirus pandemic and the energy crisis have left their mark on Europe and Germany in particular. Germany's economic output is currently at almost the same level as at the start of the pandemic almost four years ago and is therefore recording the lowest growth of any economy in the eurozone. In 2023, declining consumer spending was the main factor holding back growth in the German economy. According to surveys by Klaus Peter Teipel, klaus peter teipel research & consulting, the negative framework conditions have also had an impact on the garden market. As a result of the poor weather conditions during business in spring and the strongly negative impact of the war in Ukraine on private consumption and the resulting shifts within the consumer segments, the garden market closed 2023 with a nominal drop in sales of around three per cent, bringing the sales volume down to around 19.7 billion euros. The organic chemical supplies segment (+6.3 per cent) grew, while the hardware segments (-5.8 per cent) suffered a drop in sales. Living greenery also lost ground compared to the previous year (-3.2 per cent).

#### **Slight glimmer of hope for 2024**

In view of the expected development of consumer prices in 2024, Klaus Peter Teipel no longer expects price increases for garden products in the coming year, as was the case in 2022 and 2023. Despite cautious expectations for the year, the garden sector can hope for a small nominal increase, unlike other sectors. With real incomes rising again, consumer demand is also likely to pick up slightly overall. In addition to weather conditions, the development of tourism demand in 2024 will be particularly important. In

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view of the expected high price increases for package holidays, there is hope that at least a larger proportion of consumers will once again spend their holidays "in their own garden" instead of travelling. If this is the case, it is likely to have a positive impact on garden-related product ranges. After all, the special power of gardening is particularly evident in times of crisis. Even during the coronavirus pandemic, people were able to distance themselves from it in their own garden or on their balcony, leave the bad news behind and clear their minds. Working close to nature distracted and relaxed them. Gardens, balconies and terraces are also meeting places for family, friends and neighbours. Whether for celebrating, working together or simply socialising.

### **The garden market under the banner of climate and environmental protection**

Ongoing inflation is also having an impact on consumer behaviour: According to a GfK study, fewer and fewer consumers want to dig deeper into their pockets for sustainability, but 73 per cent of consumers in Germany still believe that they can contribute to climate and environmental protection through their own behaviour. These are issues that have also preoccupied the garden industry for years and will continue to influence the market and its product ranges in the future. Whether climate-resilient plants that can cope with drought, heat and heavy rainfall or sustainable technology for the resource-saving use of water and peat, for example - the industry already offers a wide range of products. In addition, the centrepiece of all product ranges - the plant - has always made a special contribution to environmental and climate protection: plants absorb CO<sub>2</sub>, filter fine dust from the air and provide food for insects. In this way, they create a natural environment and bring nature into all habitats.





### **IVG members are present in all spoga+gafa segments**

Following the leitmotif "Responsible Gardens" of the forthcoming spoga+gafa, which focusses on responsible action for and in gardens IVG members present their respective products. Topics such as sustainable gardening, fairly produced outdoor furniture, user-friendly gardening tools, efficient BBQ technologies and climate-friendly garden maintenance and irrigation will play a role at the trade fair. However, other current trends in the garden market will also take centre stage at the joint stands where Industrieverband Garten (IVG) e.V. and its members will once again be represented at this year's spoga+gafa. At the IVG Power Place Akku and Power Place Smart Gardening theme islands, innovative technologies and smart solutions for lawn care and irrigation may be discovered. In the segment garden creation & care visitors will find all plant about soils, growing media, fertilisers, constituents, plants and plant protection. The segment garden living focusses on the set-up and design of gardens. And the segment garden bbq offers a wide range of products to BBQ fans: From the latest hightech garden grills through to pizza ovens and whole outdoor kitchens. Also on the agenda: numerous events on current technology developments, new products and relevant retail topics.

*((characters incl. spaces: 5,330))*

**If reprinted, please send us a voucher copy. Thank you.**



### **About IVG**

The German association Industrieverband Garten (IVG) e.V. brings together manufacturers of "green industry" products for the hobby and professional market - including plant manufacturers, producers of forestry, garden and lawn care equipment, manufacturers of garden lifestyle products, plant care, nutrition and health products, manufacturers of growing media, potting soils and raw materials as well as manufacturers of products for commercial horticulture. IVG currently unites around 150 member companies in the garden sector and has its core competences in the areas of information, networking, public relations and lobbying. For more information, please visit [www.ivg.org](http://www.ivg.org).

**PRESS RELEASE**

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President: Thierry Garnier

General Secretary: John W. Herbert

## **The Green Industry and Outlook for 2024 – A View from the DIY and Home Improvement Industry**

The green and garden living sector continues to play an ever more important role in our members' assortment, and in this regard our members at the European DIY Retail Association and Global Home Improvement Network (EDRA/GHIN) are eagerly anticipating the world's No1. Trade fair in this sector - spoga+gafa.

2024 has indeed seen the powerful return of the international Trade Fairs, and our visits to numerous shows in January has only solidified this belief and once again demonstrated the enthusiasm that is present from the industry to be meeting again.

Amongst our members, we have seen a growing number expanding their assortment and variety of product on offer, with a growing emphasis on outdoor living and recreation, and in turn we expect a record number of our international EDRA/GHIN Members to send a delegation to the upcoming spoga+gafa, and we will be on site each day ensuring they have the most productive and fruitful visit possible.

We also see a continuing trend in consumers desire to purchase more sustainable products, and this ties in perfectly with the central theme of spoga+gafa 2024 – "Responsible Gardens." The garden lifestyle sector is perfectly placed to play a vital role in this shift to green living, as customers strive to become more connected with the outdoor and green space around them.

Today the EDRA/GHIN Network has 229 home improvement companies as members, and we continue to see that those companies who enthusiastically visit trade fairs, looking for new and innovative products, are much more successful than those who don't.

**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 229 home improvement companies operating over 33,900 stores in 79 countries.*



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## **PRESS RELEASE**

### **BIAG at the spoga+gafa Sustainability moves the BBQ industry and the market**

In line with the overall economic development and consumer restraint, the Barbecue Industry Association Grill (BIAG) e.V. is preparing for a challenging year in 2024. However, after an already difficult previous year, the industry believes it has strengthened its resilience and is well positioned with strong brands. The barbecue and BBQ market as a whole is intact and remains attractive to consumers. Market researchers point out that in times of inflation and consumer restraint, cocooning is once again gaining in importance: people are saving out of home and treating themselves to more at home - especially when it comes to social barbecues with family and friends.

#### **The market is attractive**

Barbecuing remains one of the most popular leisure activities for Germans from early spring to late fall. This is shown by figures from Statista. The majority ring in the barbecue season as early as April. During the barbecue season, almost 40 percent of consumers then fire up the barbecue every two weeks. In total, Germans buy barbecues, accessories, charcoal and briquettes for around 1.3 billion euros per year (source: IFH Cologne). Then there is the food prepared on the barbecue. This makes it a highly attractive market for specialist and food retailers, who play up the topic of barbecues and BBQs in their sales areas.

#### **Brand strength is sustainable**

Several factors contribute to the brand strength of German and European manufacturers. Quality and sustainability are very important, also from the consumer's point of view. The two are closely linked. Product longevity, warranty promises and reliable spare parts supply, for example, not only have a monetary benefit for the customer, but also save resources. Local production minimizes the CO2 footprint and supports the local economy. In the case of barbecue charcoal, on the other hand, FSC or PEFC labels on the packaging identify wood from sustainably managed forests. These certificates are not only expected by consumers, but also by retailers and are often taken

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for granted. Sustainability also corresponds closely with the current thrifty attitude of consumers: a high-quality branded product manufactured in a resource-conserving manner can be purchased with a clear conscience.

### **Experience innovations at spoga+gafa**

The companies organized in the BIAG have been picking up on all these trends for some time now, constantly developing them further and communicating them to the consumer. The quality promises become visible at the retailers' point of sale. Every brand upgrade, every innovation and new function becomes "tangible" and tangible for the consumer. At the upcoming spoga + gafa in Cologne, BIAG and its member companies will be providing a preview of what consumers will soon be able to experience at their retailer's in the field of barbecues and BBQs. As always, BIAG is looking forward to a lively exchange of information at its booth.

RA Norbert L. Jedrau  
- managing director –

The **Barbecue Industry Association Grill (BIAG)** e.V. is a growing industry association that represents the interests of European manufacturers and resellers of barbecue products (grills, grill fuels, grill lighters and grill accessories). At present 40 enterprises from 11 European countries are united in the BIAG. With its activities the Barbecue Industry Association grill (BIAG) registered association pursues mainly the goals: Innovation, comfort, quality and safety.  
Further information can be found on our homepage: [www.biag.org](http://www.biag.org)

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