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#fsb

## FSB 2023: Sector's leading trade fair to focus on sustainability

### Digital press conference provided insights into the upcoming edition of the event

FSB, the global industry event for public space, sports and leisure facilities, sets the trends for the design of tomorrow's urban living spaces. From 24 to 27 October 2023, parallel to aquanale, the International Trade Fair for Sauna.Pool. Ambience, the halls of the Cologne trade fair grounds will once again be completely devoted to playground equipment, outdoor fitness, ice sports, sports equipment, sports surfaces and stadium infrastructure. This year's trade fair will focus on sustainability. A digital press conference on Tuesday, 20 June 2023, provided insights into the upcoming edition of the event. Representatives from Koelnmesse and the International Association for Sports and Leisure Facilities (IAKS), which acts as FSB's conceptual sponsor, discussed the current challenges facing the sector with experts from various disciplines. Together, they presented sustainable solutions and placed FSB as the sector's leading trade fair in the context of the sustainability debate.

A little under four months before FSB 2023 opens, all the early indications are excellent. The preparations are in full swing, and the organisers are very satisfied with the current level of registrations, said Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse. "We are seeing very high demand in all segments. FSB is virtually fully booked: 450 exhibitors from 40 countries will present an almost complete picture of the sector from 24 to 27 October 2023. It's a clear signal that the event is indispensable for the industry," said Pollmann. The list of companies that have already registered includes names such as Berliner Seilfabrik, CONICA AG, Eurotramp, W.M, HARO Hamberger Flooring GmbH & Co. KG, Kaiser & Kühne, Polytan GmbH, REGUPOL und SMG Sportplatzmaschinenbau GmbH. "Our target on the visitor side is 25,000 national and international visitors at the co-located events FSB and aquanale."

### Sports and leisure industry focuses on resilience and sustainability

Developments in recent years have further consolidated FSB's importance. "Sports and leisure facilities have gone through a difficult time. During the coronavirus crisis, they were closed for long periods, and when they reopened, users didn't return in the same numbers to all centres," said Dr Stefan Kannewischer, President of IAKS. Alongside the pandemic, war in Europe and the energy crisis have been significant in underscoring the immense importance of sustainable action in the sports and leisure industry, added Kannewischer. "All these crises show that it is crucial that our leisure facilities are resilient. And inherent sustainability is key to



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achieving that - facilities must be socially, environmentally and economically sustainable.” Social sustainability is currently a major focus for the sector.

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FSB will address these developments and provide impetus for the industry’s future-oriented and sustainable transformation. “Leading international trade fairs such as FSB are not merely exhibitions of the global range of products and services. We also have a responsibility to identify new issues and challenges and to present the first solutions that meet future requirements - a claim that we have already lived up to in the past,” explained Pollmann. For pressing issues such as the environment and resource conservation, energy and climate, the social dimension and participation, economic management and use, FSB will present corresponding solutions, he added. Here the event is supported by its partners, including the ESTC (EMEA Synthetic Turf Council), the TFI (German Textile and Flooring Institute at RWTH Aachen) and the DOSB (German Olympic Sports Confederation), who presented new approaches from their segments at the press conference. Insights like these make the event a unique international platform for discussions on new trends, technological innovations and sustainable concepts, said Pollmann.

### **Extensive event programme provides added value**

FSB is also staging an extensive programme of events for visitors, with a line-up that includes forums, special events, conferences and award ceremonies. The prestigious IAKS Congress, which will be hosted at FSB for what is now the 28th time, will form the centrepiece of FSB’s event programme. This year, the congress has adopted “Building resilient communities through sports and leisure facilities” as its motto. Delegates will discuss topics such as the social function and value of sport and exercise, and how sports and leisure facilities can provide social value, as well as examining methods and tools for measuring public value.

The 2nd German Sports Facilities Day is also being held as part of FSB. The event, which is being organised jointly by IAKS Germany, the DOSB, the Association of German Cities (DST), the German Association of Towns and Municipalities (DStGB) and the Federal Institute of Sports Science (BISp), will focus on the topic of “improving the situation of sports facilities and areas in Germany”. The event’s successful partnerships with the information portal Sportstättenrechner and STADTundRAUM will also be continued at the 2023 edition of the trade fair. For the fourth time, FSB will once again feature the networking area of Sportnetzwerk@FSB, an initiative by Koelnmesse and the online cost calculator for sports facilities, Sportstättenrechner. This is where decision makers from clubs, stadiums and local authorities can meet leading companies from the sports facilities industry. Financing and subsidies for sports facilities and sustainability in the construction of sports facilities will be focus topics, with Sportstättenrechner and FAIRPLAID providing live demonstrations of their services. Alongside talks and discussion panels, best cases will once again be presented by clubs and local authorities at the event. The planners’ forum, which is being organised with STADTundRAUM, the Federation of German Landscape Architects for North Rhine-Westphalia (BDLA NRW) and the Federal Association of Playground Equipment and Leisure Facilities Manufacturers (BSFH), brings together architects, designers, landscape architects and municipal decision-makers for dialogue and exchange.

One of the trade fair's new segments this year will be the Marketplace Play & Exercise, organised by the international trade journal Playground@Landscape. As a showcase for companies specialising in playground construction and facilities for emerging sports and new forms of exercise, the marketplace will provide a compact forum for communication and networking. In addition, the German Ice Hockey Federation (DEB) is teaming up with the North Rhine-Westphalia Ice Hockey Association (EHV NRW) and IAKS to organise an information and discussion event on sustainable ice rink renovation. This year, the International Basketball Federation (FIBA) will be represented in Hall 10.1, where it will host a networking and information stand.

Alongside these presentations, exciting live event areas will present industry trends and innovation areas. They will include the emerging sports parkour and padel, which will be represented at dedicated special event areas with workshops and live matches.

### **Co-located events create powerful synergies**

As in previous years, FSB will be co-located with aquanale, which is also already nearly fully booked. "The concept of staging two complementary trade fairs simultaneously at the same location has proven itself. The co-located events generate important synergies - not just for visitors, but also for exhibitors for whom both events are relevant. In particular in the B2B segment of sports and leisure facilities, FSB and aquanale have established themselves as an indispensable forum for experiencing products first-hand," explained Pollmann.

A recording of the digital press conference on FSB 2023 on 20 June 2023 is available at the following link: [www.fsb-cologne.com/press/press-releases/digital-press-conference/](http://www.fsb-cologne.com/press/press-releases/digital-press-conference/).

A media kit on the event is available for download at the following link: <https://www.fsb-cologne.com/press/participation-for-media-representatives/digital-press-kits/>.

### **About FSB**

FSB will take place in Cologne from 24 to 27 October 2023, parallel to aquanale, International Trade Fair for Sauna.Pool.Ambiente. As the industry's leading international platform, FSB is covering everything relating to public spaces, playground equipment, outdoor fitness, ice sports, sports equipment, sports flooring and stadium infrastructure. Among the companies that have already registered to exhibit are AST, Avalon, Berliner Seilfabrik, Bodet Sport, Condor Grass, Conica, Dow Europe, Dr. Wolff, Edelgrass, Engo, Espas, EFS Emsland, Eurotramp, Forbex, Gammassport, Gill Athletics, Grass Inc, Hahn Kunststoffe, Hamberger Florning, Hauraton, Herculan, Holz-Speckmann, Huck Seiltechnik, Intercom Dr. Leitner, Juta, KDF, Kaiser & Kühne, Kraiburg, Lano Sports, Lappset, Mapei, Melos, Metalu Plast, Mondo, Nurteks, Omsi, Polytan, Proludic, Regupol, Saltex, Schmitz Foam, Seilfabrik

Ullmann, Sik Holz, SMG, Sports and Leisure Group/Domo, Stauf, Stockmeier, Strabag, Synlawn, Tatamsport, TenCate, TipTipTap, Universal Sport, Vinci Group, W. M. and Zamboni. They will be joined by a national delegation of companies from France and a group showcase of international companies focusing on basketball, organised by OIKO srl. The list of exhibitors provides an up-to-date overview of the participating companies: [www.fsb-cologne.com/fsb-exhibitors/list-of-exhibitors/](http://www.fsb-cologne.com/fsb-exhibitors/list-of-exhibitors/) .

FSB 2023 will be staged in Halls 9, 10.1 and 10.2 of the Cologne trade fair grounds. Hall 9 will focus on public spaces, playground equipment, ice sports and outdoor fitness. All the offerings for sports halls, sports equipment, indoor sports concepts and outdoor fitness/playground equipment will be grouped together in Hall 10.1. Thematically linked to this showcase, outdoor sports surfaces, artificial turfs, sports protective equipment and fall protection, granulates, recycling, sports centres and stadium infrastructure will be presented in Hall 10.2.

Further information is available at [www.fsb-cologne.com/](http://www.fsb-cologne.com/) and <https://www.aquanale.com/>.

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