

Press kit to the digital press meeting aquanale 2023, 28.06.2023



aquanale
24.10. - 27.10.2023
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Digital Press Meeting

aquanale 2023
28 June 2023, 11:00 a.m., MS Teams



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24.10. - 27.10.2023
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Remarks

Matthias Pollmann

Vice President Trade Fair Management, Koelnmesse GmbH

Ute Wanschura

Managing Director, Bundesverband Schwimmbad und Wellness e. V. (German Swimming Pool and Wellness Association)

Anneli Wilska

Landscape architect and garden designer, member and sauna auditor of Sauna from Finland

Bettina Frias

Director, Koelnmesse GmbH

Stand: 28.06.2023

Kürzel: khe

No. 5 / June 2023, Cologne
#aquanale

aquanale 2023: positive outlook for leading trade fair

International trade fair will offer solutions, inspiration and networking opportunities for the industry

When aquanale - International Trade Fair for Sauna.Pool.Ambience - returns from 24 to 27 October 2023, Cologne will once again be the epicentre of the international swimming pool and wellness world. The event, which will be held in parallel with FSB - International Trade Fair for Public Space, Sports and Leisure Facilities - will focus on innovative technologies and new products from the pool, sauna, spa and wellness sectors. An online press briefing on Wednesday, 28 June 2023, offered a look ahead to the upcoming edition. Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse, Ute Wanschura, Managing Director of the German Federal Association for Swimming Pools and Wellness (bsw), aquanale's conceptual partner, and Anneli Wilska from the Sauna from Finland initiative, which has entered into a strategic partnership with aquanale this year, discussed the latest issues, trends and challenges affecting the industry and highlighted aquanale's role as the primary industry gathering in this context.

aquanale 2023 is due to open in around four months' time, and preparations are in full swing. As Matthias Pollmann reported, the response from exhibitors has been extremely encouraging: "We expect aquanale to be very successful and to follow on seamlessly from the strong events that have gone before. More than 90 per cent of the space is already booked up, with 280 exhibitors from 30 countries covering almost all aspects of the industry. It's a clear sign that the event is a vital business platform for the sector." The exhibiting companies already registered include Aquasolar, Behncke, BWT Procopi, Chemoform, Grando, Fluidra, Riviera, Schmalenberger, Niveko, Speck Pumpen, Binder, Renolit, Rollo Solar, Hayward, Compass Pool, Techno Alpin, WDT, Hugo Lahme and Whirlcare. "We've set a target to attract 25,000 visitors from Germany and around the globe to the aquanale/FSB trade fair duo," Pollmann continued.

As the world's largest industry event, aquanale aims to keep pace with changing wants and needs by embracing innovation. "Leading trade fairs like aquanale aren't just a showcase of the products and services available around the globe. They also have a responsibility to identify new issues and challenges and to highlight potential solutions as they emerge. We've already successfully lived up to that aspiration for the last 20 years," noted Pollmann. aquanale offers a comprehensive overview of products, strategies and solutions designed to address current challenges such as energy efficiency and water management, as well as issues like digitalisation and managing shortages of skilled workers.



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Water and energy: focus topics for the industry

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Ute Wanschura agreed that water and energy are topics of particular concern to the swimming pool and wellness industry at the moment. “Water is a vital resource - one that a pool cannot function without. With supplies under threat due to climate change, conserving this resource is now all the more important. For example, we can take pre-emptive action against droughts in midsummer by filling up pools earlier, in the spring.” The bsw’s Managing Director also commented on the industry’s need to find a way to respond to the energy crisis. “To further increase awareness of the importance of energy efficiency, the industry has created the first European environmental standard for private swimming pools. And even before this voluntary agreement, the introduction of technologies and products designed to save water and energy has shown that the industry has been acting responsibly.” The market is also being influenced by other social and political developments such as the increased need for safety, growing health awareness, demographic change and inflation. “As a key industry event, aquanale provides a unique opportunity to find out about all of these topics, discover innovative solutions, be inspired and, above all, exchange ideas and network with colleagues from all over the world. And that’s where the true strength of an in-person trade fair lies,” explained Wanschura.

Diverse event programme

Visitors can look forward to an attractive and informative programme of events, congresses and workshops. Taking centre stage will be the tenth International Swimming Pool and Wellness Forum (ISWF), organised by the bsw in cooperation with the International Association for Sports and Leisure Facilities (IAKS) and the Association of German Swimming Supervisors, Lifeguards and Pool Attendants (BDS). On all four days of the trade fair, the latest industry topics, including the new energy standard and the shortage of skilled workers as well as issues relating to sustainability, will be presented in Hall 7 in line with the needs of the target audience. The 2023 EUSA Award will also be integrated into the forum. Another subject covered at the ISWF will be how Switzerland, the partner country of this year’s aquanale, is addressing new challenges. With the projects shortlisted for the aqua suisse Award on display, there will be an opportunity to be inspired by dream bathrooms “Made in Switzerland”.

In the EWA Village in Hall 8, the European Waterpark Association (EWA) will be presenting its member companies’ capabilities in line with the Green Waterparks theme. The focus here will once again be on dialogue with the industry in order to discuss current topics of interest to operators of fun and leisure pools, water parks and public pools and to promote forward-looking concepts. “A large number of EWA member companies will also take part this year, including Wiegand Mälzer, Roigk, Aquarena, n-tree, Beco Beermann, entervo-access, Vertigo and Klarer,” added Matthias Pollmann.

Strategic partnership with Sauna from Finland

For the upcoming event, aquanale has entered into a strategic partnership with the Finnish sauna industry network Sauna from Finland in order to raise the visibility of

participating companies from Finland and increase support for their export activities at the leading international industry trade fair. As Anneli Wilska explained: “Our aim is to preserve and promote Finland’s unique sauna culture and make it accessible to an international public. Together with Finnish manufacturers, we would like to give visitors to aquanale a taste of our lifestyle.” There will be a lounge located at the centre of a special exhibition area organised by Sauna from Finland, which will serve as a relaxation space as well as being a networking hub. Visit Finland, with the theme Travel & Sauna Destination Finland, will be among the members and partners of the network presenting their products and services around the lounge area. A guided sauna tour will run twice a day to give visitors an opportunity to discover more about Finnish sauna practices and the manufacturers’ products. The tour will finish at the Sauna Truck in the outdoor area between Halls 7 and 8, where “löyly” - the traditional Finnish method of throwing water onto hot rocks to create steam - can be tried out, making for a relaxing sauna experience amidst the hustle and bustle of the trade fair. Each day, the programme in the lounge will feature a different additional theme related to the Finnish way of life.

Strong trade fair duo anticipated

Matthias Pollmann is optimistic that the trade fair duo of aquanale and FSB 2023 will regain its former strength after the challenges of recent years. Worldwide, trade fairs are operating at almost the same level as before the coronavirus, in terms of both exhibitors and visitors. That’s restoring planning certainty for all participants and, with it, confidence in the power of trade fairs as drivers of trends and business. We are 100 per cent optimistic that we will enjoy a strong trade fair duo - aquanale and FSB will live up to their claim to be the leading trade fairs for their sectors. I’m already looking forward to exciting, inspiring days at the trade fair as well as a wealth of new ideas and contacts,” commented Pollmann.

The **digital press kit for the briefing** is available for download via the following link:

<https://www.aquanale.com/press/participation-for-media-representatives/digital-press-kits/>

About aquanale

As the leading international trade fair for the industry, aquanale will present all topics related to the latest products and designs for modern, sustainable and innovative swimming pool and wellness construction from 24 to 27 October 2023. Already registered exhibiting companies include Alukov, Aqua Solar, Aquarena, B+B, Behncke, Bieri Tenta, Binder, BWT Procopi, CF Group, Compass Pool, Diamant, Eichenwald, elbtal, Fluidra, grando, Hayward, Herborner Pumpen, Herget, Hugo Lahme, Klarer, Maitec, Meranus, Midas, Narvi, Niveco, n-tree, OSF, Peraqua, Renolit, Riviera Pool, Rollo Solar, SCP, Softub World, SPECK Pumpen, T & A, TechnoAlpin, Tintometer Lovibond, Trendpool Weinmann, WDT, Whirlcare, Wibre, Wiegand Waterrides and others. The exhibitor list provides an up-to-date overview: <https://www.aquanale.com/aquanale-exhibitors/list-of-exhibitors/>.

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Topics and trends

Saving energy and providing energy: the swimming pool and wellness industry is set to showcase itself as a revitalising, sustainable and confident sector

Energy and water – two topics that are the focus of attention in the swimming pool and wellness industry. But other social and political developments are also influencing the market: the growing need for safety, greater health awareness, demographic change as well as inflation and changes in the energy markets. The trend for warmer weather is also having an impact on the market for private pools and wellness facilities. But as the swimming pool, sauna and wellness industry is predominantly made up of medium-sized companies, it is able to respond flexibly and quickly to new operating conditions. At aquanale, which will be hosted in Cologne from 24 to 27 October 2023, the sector will demonstrate how it is able to achieve this. Pool experts have their finger on the pulse with their sophisticated products and technologies – they've got plenty of solutions to challenges.

Home is where the heart is

The tougher the outside world is, the greater the need to create a safe, private sanctuary of well-being. This simple formula sums up a development known as “cocooning”, to use the buzzword. The post-corona era continues to be marked by a sense of crisis and uncertainties, which is why the home remains an important sphere of life. But now people are aware that they can do much more than just live in their homes.

Their private space can also be a workspace, gym and place of relaxation. It's no wonder, then, that the management consultancy Accenture predicts in its study “Decade of the Home” that investments will continue to shift to the domestic sphere. We're moving in the direction of “barbecue and pool party in the garden” and away from “dining out in a restaurant and then heading on to the club”.

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Outdoor living in a private green oasis

New Work makes mobile working possible – and anyone who spends more time inside their own four walls is likely to spend money on their home. By the same token, having “a little bit of green” is becoming more and more important. The desire to be close to nature is palpable – including in the home. And outdoor living is booming with the general trend for hotter weather.

A garden that’s used intensively needs an inviting atmosphere. Instead of seeing house, garden and pool as separate entities, they are merging into one overall concept best summed up as “life on the water”. But it’s not just about swimming – people want this space to be revitalising, a place where they can enjoy nature and meet up with friends. The garden is becoming an oasis of green with a range of water-based attractions and activities. And with today’s holistic mindset, the outdoor area is given a finishing touch with suitable plants, outdoor furniture and design elements. An outdoor kitchen or a grill station can also be a part of it. All this creates a little paradise, perfect for getting away from everyday life.

The staycation – the no-fly holiday alternative

A pool outside brings the South Seas to the back garden, creating a holiday idyll that can be reached without travelling. And it can be enjoyed for much longer than a 14-day long-haul trip. Staycationing is the no-fly alternative way to holiday. But simply not flying isn’t enough for today’s environmentally conscious consumers. A home swimming pool should also consume as few resources as possible.

The first European environmental standard for private swimming pools

To further increase energy awareness, the industry has drawn up EN 17645, a European standard that regulates energy efficiency classifications for private pools. But even before this voluntary obligation was introduced, the sector had already shown that it was acting responsibly with its sophisticated product developments: Technologies and products that save energy and water dominate the market.

Conserving resources and looking stylish

However, “just” conserving resources wouldn’t be enough for players in the pool industry. Even a pool cover – the number one device for saving energy and reducing evaporation – should look stylish and be convenient to use. Available in a selection of colours, it glides over the water on a

remote-controlled roller that lowers to the bottom of the pool when it is in use. Pumps are not “just” energy-efficient. They offer “relaxation for the ears” because they run quietly. The desire to be as close as possible to nature is reflected throughout the sector’s entire product range – even when it comes to pool linings. They are now available with natural stone-look films. The industry has succeeded in visualising nature. Not only that: It has also succeeded in making it tangible – for instance with counter-current units that recreate a river’s current.

Customers don’t just want their own pool to be eco-friendly. They also expect pool companies to follow a resource-efficient strategy. This gives companies that focus on this aspect a considerable advantage – businesses that use alternative energy sources in their production process, for example, expand the recyclability of their products, make a point of sourcing their materials locally or work with regional suppliers. Think global – act local.

Open to the world – and open in design

The swimming pool market has become more global – international is normal. This development is prompting people to be more open – more open to new ideas, different approaches and alternative perspectives. This openness can also be seen in design. Light shades, transparent surfaces, natural materials, a purist aesthetic and open concepts – this is what 2023 calls for. And it is reflected in stunning pool and wellness facilities with straight lines and clear shapes. They are simple and unpretentious, but classic and chic at the same time.

But ultimately, the individualisation megatrend is pervading all design trends. Anyone who has an appetite for wellness can have their facility designed to suit their personal preferences. Design freedom instead of fixed templates – this is what it all comes down to in the end.

International is the order of the day

The same trends and design movements can be seen all over the world. And to prove it, aquanale will host not only national and international exhibitors and visitors, but also the annual gathering of the World Alliance of Pool and Spa Associations (WAPSA) and the prize-giving ceremony for the EUSA Award, which honours excellence in swimming pool and spa construction.

In addition, the congress programme at the event, the International Swimming Pool and Wellness Forum, will address topics such as energy, sustainability and the shortage of skilled workers that affect the entire

swimming pool and wellness industry. What's more, this year's edition of aquanale has a partner country: Switzerland. And under the banner of "Sauna from Finland", the Scandinavians will present the art of sauna building.

Strengthening body and soul – flexibly and safely

Today, leading a healthy, active life means more than just ploughing away on the treadmill and doggedly slogging your way through your training programme. Enjoyment instead of achievement – that's what people want now. Doing natural sequences of movements in the fresh air, finding yourself and tuning out the constant newsreel of global crises – these desires are best met with a private pool that is part of an open-air living room. As an always-open gym, it guarantees that the residents will work out regularly. And it meets the desire for flexibility, too.

Some people still have the pandemic in their minds. They remember how crucial having a personal retreat is to feeling safe. If they feel like it, they can invite their friends to join them in their sanctuary. What's more, any pool owner can control the hygiene parameters themselves.

There's time, money and potential

The harder you work, the more luck you'll have? That may have been the case back in the 1800s. Today, we spend just 19 per cent of our lifetimes working. That leaves 30 per cent to spend how we like – plenty of time to enjoy a pool. And what about the financial side of things? There's some upbeat data on that from the German Federal Statistical Office: Personal savings in Germany have reached around 7 billion euros. Despite the pool boom in 2020 and 2021, almost 14 million out of a total 16 million owner-occupied houses in Germany still do not have a pool. This was one of the findings in a study conducted by the German Association for Swimming Pools & Wellness (bsw) and the market research institute B+L Marktdaten.

Another point worth noting: Research by the property portal immowelt has found that a swimming pool increases the value of a house by 13 per cent on average. So, investing money doesn't always have to be a "dry topic". Given the high rates of inflation, investing money in material assets is a smart move – and if it's invested in a pool, it will pay health dividends, too.

Nevertheless, some obstacles remain: The energy crisis, price rises and political decisions – these were the top responses from pool experts when they were asked about their biggest concerns for the latest bsw

economic barometer. aquanale is an excellent opportunity to demonstrate that pools and wellness facilities can be energy-efficient and environmentally friendly – and a profitable investment, too. Innovative products presented under the banner of green swimming will show the private pool and wellness industry for what it is: genuinely committed to combining responsibility with pleasure.

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aquanale 2023 X Sauna from Finland: an interview with Carita Harju



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The Finnish sauna is probably the best-known type of sauna - an ancient tradition of rustic wooden huts where visitors are made to sweat by a wood-burning stove. Finns regard the sauna as a place not only to cleanse the body, but also to calm the mind and relieve stress. A place for health, relaxation and socialising. Founded in 2010, the "Sauna from Finland" initiative is dedicated to promoting and spreading the authentic Finnish sauna and wellness culture, as well as its related products and services, worldwide. For the upcoming event from 24 to 27 October 2023, aquanale, International Trade Fair for Sauna.Pool.Ambience., has agreed on a strategic partnership with "Sauna from Finland". The aim is to provide participating Finnish companies with additional visibility and support for their own export efforts on a special display area. An interview with Carita Harju, founder and managing director of "Sauna from Finland".

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Ms Harju, you founded the "Sauna from Finland" initiative in 2010. What is the idea behind this brand?

Carita Harju: "Sauna from Finland" is a community of leading Finnish companies offering sauna products and services, from traditional wooden saunas to modern infrared saunas and spa treatments. We - which today are already about 200 member companies - all share one goal: to preserve and promote the unique and authentic Finnish sauna culture and thus make the associated knowledge and skills of Finnish experts accessible to an international audience. We want to spread the Finnish sauna experience to the world and help make hectic lives easier and everyday life more enjoyable. Just as we Finns do it.

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What makes the Finnish sauna culture so unique?

Carita Harju: The temperature of a Finnish sauna is moderately high if compared to other saunas in the world. It alters between 70 to 100 degrees Celsius. Finnish sauna is heated up with an electric or a wood-burning stove with rocks piled on top. The main practice of the Finnish bathing is throwing water on the rocks to create steam (löyly in Finnish) and to add temporary soft heat. The typical humidity inside the sauna varies from 40% to 60%. Finnish steam increases the feeling of heat and makes you sweat. All these elements - wood, water, air, fire - create a unique atmosphere and also unite one thing: the connection to nature.

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However, the Finnish sauna is not only a place for relaxation and recreation, but also an important part of social life in Finland. People meet with family or friends to

sweat together and spend time together. Rules don't play a role here, it's all about the individual feel-good experience. The sauna is an important part of our identity and a symbol of the Finnish way of life. Fun Fact: It is such an important part of our culture and everyday life that there are even more saunas than cars in this country.

What are the health benefits of regular sauna visits?

Carita Harju: Over the past few decades, Finnish sauna bathing has spread around the world and has become a popular method of self-care. There is nothing dangerous about sauna bathing - on the contrary. It is good for our health and promotes not only physical, but also psychological and social well-being in many ways. Even an occasional visit to the sauna is refreshing. Regular sauna bathing, however, is amazingly helpful for maintaining health thanks to all the holistic benefits - which can lead to a better quality of life and even lengthen life.

How does "Sauna from Finland" help promote Finnish sauna culture?

Carita Harju: At "Sauna from Finland" we see ourselves as an important ambassador for Finnish identity and culture. We actively work to spread Finnish sauna culture and expertise, giving everyone in the world the chance to have the best sauna experience by, among other things, sharing information about the benefits of sauna or offering training and certification. To do this, we work closely with Finnish manufacturers and suppliers to ensure that the highest standards of sauna production and equipment are always maintained. The "Sauna from Finland" label stands for quality, authenticity and sustainability. To obtain it, products and services must meet certain criteria, such as using Finnish materials, following sustainable practices and, of course, providing an authentic Finnish sauna experience. We also support our members in their marketing activities and provide networking opportunities. "Sauna from Finland" also promotes research and development of Finnish saunas and sauna products and cooperation between companies and research institutions.

You entered a strategic partnership with aquanale this year. How does this contribute to your goals?

Carita Harju: A partnership with aquanale, the leading international trade fair for the pool and sauna industry, offers us a good opportunity to sustainably develop the network's activity and thus bring the purpose and charm of the "Original Finnish Sauna Experience" closer to a broad, international audience. During the cooperation with aquanale, we can quickly and easily address all relevant players on the market - visitors, exhibiting companies and the press -, communicate our topics and concepts and point out possible new potentials. Of course, we also see the opportunity for member companies to develop new customers and markets. We see great potential here, especially with the target group of operators of leisure pools, thermal spas and water parks, to demonstrate our innovative concepts for the sauna and wellness area in their facilities.

And finally: What can visitors expect in Cologne from 24 to 27 October?

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Carita Harju: Visitors to aquanale will have the chance to experience Finland's unique sauna culture up close in October. Our joint stand is designed by a landscape architect and reflects the values of the Finnish sauna experience - with natural materials, greenery and a clear focus on sustainability. The focal point is the lounge "SAUNA FROM FINLAND", the networking and at the same time relaxation area for our participating companies and of course our fair guests. Our members and partners will present themselves around the central lounge area, including "Visit Finland" with the theme "Travel & Sauna Destination Finland". From here we will also start our "GUIDED SAUNA TOUR" twice a day, followed by a visit to a sauna truck in the outdoor area between Halls 7 and 8, where interested visitors can test the Finnish sauna experience live. Our daily programme at aquanale also includes small talk sessions and on 25 October 2023 we invite you to the 'Löyly' workshop in the sauna truck and the Happy Sauna Hour after the fair closes.

We look forward to presenting Finland's unique sauna culture and sharing our passion for the sauna with visitors!

Ms Harju, thank you very much for the interview!

More information at <https://saunafinland.com>

About aquanale

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