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#spogagafa

spoga+gafa 2023: More area, more exhibitors, more trends

The largest garden lifestyle trade fair in the world is fully booked

Three months before its starts, the leading global trade fair of the green garden lifestyle industry is fully booked apart from a few small, remaining places. Suppliers from all continents will meet up with decision-makers from the specialised trade and worldwide large-surface outlets at the Cologne fair grounds from 18 to 20 June. spoga+gafa begins two days after the Global DIY Summit, which is being staged in Berlin in 2023.

spoga+gafa already welcomed over 1,000 exhibitors from 52 countries last year. Figures that will be topped in 2023 with 14 halls in total after the opening of four additional halls.

"We are very satisfied with the current developments. The new venue date in June that was already introduced last year is going down very well with the industry. This is also reflected in the overwhelming response from the exhibitors. The visitors can thus look forward to an even bigger and more international spoga+gafa 2023," said Stefan Lohrberg, Director of spoga+gafa.

Returnee exhibitors and expansion of the areas

There are manifold reasons for the trade fair's growth: On the one hand, intercontinental exhibitors, i.e. from North America and Asia are seeking contacts to the global and national trade at spoga+gafa again. At the same time, the number of participants from the DACH region, the Benelux countries and Europe have increased significantly compared to last year.

Together with its exhibitors, the trade fair has once again expanded the contents of the four product segments "garden unique", "garden creation & care", "garden bbq" and "garden living". The success of this continual further development of spoga+gafa is underlined by the growth in the number of exhibitors and the related positive development regarding the exhibition space.

"If one looks at the individual segments, we can proudly say that the largest offer worldwide for outdoor decoration, games in the garden, garden furniture and sunshades, as well as BBQs awaits the visitors. Not only is the exhibition increasing in terms of pure size, our visitors can also look forward to an even more intensive trade fair experience. For example, the number of exclusive BBQ show areas and live cooking stations will be further expanded in the BBQ halls," added Stefan Lohrberg, Director of spoga+gafa.



spoga+gafa
18.06. - 20.06.2023
www.spogagafa.com

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Positive visitor effects are expected as a result of the Global DIY Summit of EDRA/GHIN being staged in Berlin shortly before.

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The temporal and spatial proximity to the congress of the worldwide DIY industry that is being staged in Berlin this year promises the exhibitors of spoga+gafa positive synergy effects at the trade fair. The DIY Summit is taking place from 14 to 16 June and thus a few days before spoga+gafa.

Areas of added value and a diversified programme across the whole of the grounds

This year's key theme "Social Gardens - places of encounter" is playing an important role in the design of the trade fair grounds. The domestic garden, the balcony or the terrace are gaining increased importance and once again serve as the meeting point for families, friends and neighbours. The manufacturers and the trade are supporting this social function of the garden with new products and solutions. With its focus on "Social Gardens - places of encounter", spoga+gafa 2023 is picking up on the significance of the garden and is sustainably underlining the worldwide social relevance of private green spaces.

Lectures and talk formats with international experts from the green industry will elaborate on the key theme and throw light on other industry challenges. Whether on the trade fair's own stage in Hall 6 or at the BHB Garden Summit that is being staged parallel to the trade fair (on Tuesday, 20 June 2023), this year's motto of which is "climate fit and full of value".

This year's POS Green Solution Islands concept is also full of new contents, added value and messages. It not only shows solutions for improving floor-space turnover, but also takes a look at other industries and the future of the trade. The supporting programme of the trade fair is enhanced by attractive special zones such as the Boulevard of Ideas, the Outdoor Furniture Trend Show, Decoration and BBQs as well as diversified, theme-based tours of the fair grounds.

spoga+gafa 365 Matchmaking Platform

In addition to an annual meeting point in Cologne, spoga+gafa also offers the green garden lifestyle industry a virtual home at the end of March. The matchmaking platform spoga+gafa 365 brings supply and demand, people and products together all year round. The AI-controlled matchmaking, the simple opportunity for preparing and following up the trade fair as well exciting B2buyer events extend the offer of spoga+gafa into the digital world. "We are experts in B2B matchmaking for the international garden lifestyle industry and we bring buyers and suppliers together. Our innovative matchmaking platform spoga+gafa 365 now enables us to offer this added value beyond our leading global trade fair. All year round, worldwide and digitally," explained Stefan Lohrberg, Director of spoga+gafa.

spoga+gafa 2023 is being staged in the exhibition halls in Cologne from 18 to 20 June 2023.

Koelnmesse - industry trade fairs for the interior, outdoor and design sector:

Koelnmesse is the world's top trade fair organiser in the fields of interiors, furnishings, design, home living, garden lifestyle and modern work environments. At the trade fair grounds in Cologne/Germany, the leading international trade fairs imm cologne, LivingKitchen®, spoga+gafa and ORGATEC showcase the latest trends,

products and innovations, serving as international, central gatherings for the global industry. In addition to the events at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: The inaugural ORGATEC TOKYO will be hosted in 2022. It will be the first trade fair in Japan to focus on professional and hybrid work environments. As the satellite event for imm cologne and ORGATEC, imm shanghai provides European companies in the premium and luxury segment of the interior design industry with a unique platform for showcasing exclusive, design-driven products.

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

The next events:

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 26.04. - 28.04.2023

imm Spring Edition - The interior business event, Cologne 04.06. - 07.06.2023

spoga+gafa - The garden trade fair, Cologne 18.06. - 20.06.2023

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.

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