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#spogagafa

All-year-round, worldwide and digital: spoga+gafa 365, spoga+gafa's new matchmaking platform for the green industry

In addition to the annual trade fair in Cologne, spoga+gafa also provides an all-year-round, digital offer: The innovative B2B matchmaking platform, spoga+gafa 365. Alongside extensive networking options, the platform also enables different product placement, supplier and new customer scouting offers as well as simple trade fair preparation and follow-up options. The platform that kicked off last year as a pilot project is going online on 30 March 2023 with a new alignment and a new design. Access is possible with a free Koelnmesse customer account.

International, diverse, relevant

spoga+gafa has been impressively demonstrating its standing as the world's largest lifestyle trade fair for the garden for over 60 years. This is where garden enthusiasts, decision-makers and top players from the green industry engage in an exchange about new ideas, innovations and new products.

"The digital platform will bring the supply and demand, challenges and solutions together all-year-round in future. We are thus expanding the reach and increasing the benefit for the industry by creating a platform that provides added value 365 days a year for both the buyers and the suppliers," commented Stefan Lohrberg, Director of spoga+gafa. All of the players of the green industry are invited to become part of spoga+gafa 365. 15,000 active users have already registered.

spoga+gafa 365 provides cross-target group benefit

The matchmaking platform offers the industry participants the benefit of all-year-round, efficient product, supplier and new customer scouting using AI-supported recommendations. In this way, not only relevant contacts are suggested that can be addressed via digital communication tools, searching for product and industry trends is also simplified.

"spoga+gafa 365 gives buyers and suppliers a fast overview of relevant new products, trends, newcomers and competitors and they can expand their own network in a targeted manner in connection with the annual industry get-together at the trade fair here in Cologne," added Lohrberg. Because the platform can also be utilised for the preparation and follow-up of the trade fair. The digital format features a digital product and exhibitor search as well as a personal trade fair calendar, which supports more efficient appointment scheduling with integrated lead tracking.

Curated B2Buyer events round off the overall offer

Curated B2Buyer events on product segments such as Grills and BBQs, Outdoor



spoga+gafa
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Furniture or Decoration and Garden Tools are staged several times a year. In the scope of these digital, focused events, spoga+gafa 365 brings selected buyers together with audited suppliers. Stefan Lohrberg added, "Furthermore, they can also inform themselves in advance about new products by studying product videos and the Showrooms. Suppliers on the other hand can directly address the buyers thanks to detailed search filters and ensure the attractive presentation of their products in virtual showrooms."

The participants are brought together via a matchmaking algorithm that is based on previously stated preferences. For instance, the Business-Speed-Dating brings matching business partners together so they can engage in an exchange about products and orders.

spoga+gafa 365 is thus the first industry-specific digital platform of the garden lifestyle industry.

Registering on the digital matchmaking platform, spoga+gafa 365, is free of charge and one can log in at [spogagafa.com](https://www.spogagafa.com) via one's personal Koelnmesse customer account.

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, idd 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/>

Note for editorial offices:

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