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#spogagafa

spoga+gafa 2023 - significant increase in attendance

Successful trade fair focusing on "Social Gardens"

The entire diversity of the garden united in Cologne: spoga+gafa 2023 closes after three successful trade fair days and draws an extremely positive. Around 30,000 trade visitors from 122 countries took part in the world's largest garden lifestyle trade fair this year. In total, over 1,800 exhibitors from 58 countries presented the trends and highlights of the coming garden and BBQ season from 18 to 20 June. Hence, the show almost matched the record figures of the year 2019. The next spoga+gafa is scheduled to take place in Cologne from 16 to 18 June 2024.

The gardens of the future are sustainable, promote the social exchange and offer more potential than ever as extended living and working space. That is the overriding conclusion of spoga+gafa, which further consolidated its position as the leading global trade fair. The trade fair is on the pulse of time with its key theme "Social Gardens - Places of encounter" and has raised awareness for the positive effects of gardens as social meeting places.

"We are delighted that we were able to follow on from the fantastic results of the year 2019 with spoga+gafa 2023. The exhibitors and the international trade audience were above all extremely pleased with the quality of the discussions and the products. The fantastic atmosphere in the exhibition halls underlined this impressively. With a strong increase in the number of visitors from Germany and at the same time around 70 percent of foreign trade visitors, spoga+gafa once again confirmed its relevance as the industry's most important international trade and networking platform," stated Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

spoga+gafa 2023 in figures:

1,853 exhibitors from 58 countries participated at spoga+gafa in 2023. The increase in the number of European exhibitors and intercontinental growth above all from Asia and the USA was notable. In total, around 30,000 visitors from 122 countries came to Cologne. As such, spoga+gafa achieved a 20 percent increase in attendance and extended its international reach by 10 nations. In addition to Germany, the countries with the most visitors were in particular Great Britain, Italy, Spain, France and the Netherlands. Great Britain, Italy, the USA and Canada experienced the strongest growth in the number of trade visitors.

High satisfaction among the manufacturers and the trade

The exhibitors of spoga+gafa particularly emphasised the significance of the leading



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

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Headquarters and place of
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Cologne
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global trade fair as an important personal exchange platform and were convinced about the quality of the international trade audience. "spoga+gafa went very successfully for us and our exhibiting members again this year. It has shown that encounters in such a setting are simply not replaceable. One meets up with colleagues, acquaintances and all of the industry's important decision-makers. It is of huge importance especially for the manufacturers to present their products on such a platform live - so they are experienceable and tangible. We are already looking forward to next year's spoga+gafa," stated Anna Hackstein, Managing Director of the Industry Garden Association e.V. (IVG).

In terms of the visitors, the top decision-makers as well as important multipliers of the industry were also extremely satisfied with spoga+gafa. John W. Herbert, General Secretary of the European DIY-Retail Association & Global Home Improvement Network commented: "spoga+gafa is the most important trade fair for our members. The fact that the big brands have flocked back to spoga+gafa proves that the trade fair is indispensable and a must-attend date for the industry. spoga+gafa has gained increased significance as an ordering show and as a means of direct exchange. It serves as a barometer for how the business of the DIY stores is developing and reflects the atmosphere of the market. Here at EDRA/GHIN, we are thus convinced by the relevance of trade fairs and especially by that of spoga+gafa."

spoga+gafa 2024 will be staged from 16 to 18 June once again at the fair grounds of Koelnmesse.

Further statements from industry members.

"The significance of the personal contact was confirmed once again at spoga+gafa. Business deals are still always transacted by people. Being able to look each other in the eyes during conversations, but also being able to see and touch the new products and innovations is of great significance. In our capacity as an association, we were able to welcome many participants, members and international guests at our stand. The interest and curiosity is unabated again in 2023, which I am delighted about for the industry."

- Martina Mensing-Meckelburg, President, German Garden Centre Association e.V. (VDG) -

"We were relatively sceptical about how the trade fair would go because of the economic framework conditions - what the mood of the visitors, exhibitors and buyers would be like. However, the enthusiasm for the industry, the season, turnovers and innovations of all those involved positively surprised us. The message is clear: Everyone found it important to take enough time for discussions and the mutual exchange. We totally stand behind the trade fair. It was of high quality, very aesthetic and we had great fun. Taking part was extremely worthwhile for us again and we are convinced that spoga+gafa is on the right track. We are very satisfied."

- Dr. Peter O. Wüst - Managing Director of the Retailers' Association for Home Improvement, Building and Gardening e.V. (BHB) -

"Even more exhibitors from the international grill and BBQ industry are represented at spoga+gafa 2023 than in the previous years. I am impressed by the high quality of

the discussions and exchanges over the three days of the trade fair. Significantly more visitors were interested in new and traditional ways of preparing meat as well as in ways of cooking vegetables and other side dishes. The demand for grill accessories is very high. The technical development among the classics, the charcoal grills, also continues to be unabated. Here, the BIAG is accompanying its member companies on the way into the future."

Page

3/4

- Norbert Jedrau, General Manager, Barbecue Industry Association Grill e.V. (BIAG) -

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces.

At the trade fair hub of Cologne, in addition to imm cologne and interzum, other trade fair formats such as LivingKitchen, ORGATEC, spoga+gafa, FSB and aquanale are among the internationally renowned and established industry meeting places. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as public space, sports and leisure facilities and also sauna, pool and ambiente.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe like with the successful shows ORGATEC TOKYO in Japan, interzum bogota in Colombia and interzum guangzhou in China.

Further information can be found as well here: www.imm-cologne.com/trade-fair/interzum-home/industry-sectors or here www.orgatec.com/trade-fair/orgatec-2024/industry-trade-fairs/.

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

The next events:

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 24.10. - 27.10.2023

EXPONATEC COLOGNE - International Trade Fair for Museums, Conservation and Heritage, Cologne 16.11. - 18.11.2023

imm cologne - The interior business event, Cologne 14.01. - 18.01.2024

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.

Press information is available at: www.spogagafa.com/pressinformation

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Page

4/4

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