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#spogagafa

"The industry is closing ranks!"

Interview with Stefan Lohrberg four weeks before the trade fair opens

The biggest garden and BBQ trade fair in the world is being staged in Cologne from 16 to 18 June 2024. The preparations are running at full speed. We spoke with Stefan Lohrberg, Director of spoga+gafa, a month before the trade fair opens about the current challenges and the importance of spoga+gafa.

Stefan, what distinguishes spoga+gafa and why is it a must-attend event?

The green industry has experienced challenging months. Nevertheless, it is closing ranks. The mutual exchange is equally important for everyone. Joint ideas have to be developed and solutions found. The trade fair offers exactly the right setting for this purpose, conveys security, stability and a sense of "being at home". As a platform for innovations, the trade fair defines trends, offers access to the international market and first-class networking opportunities, spoga+gafa brings industry expertise, impulses as well as supply and demand together.

Which current challenges or opportunities are you observing for the garden and BBQ industry?

To start with: The season is going better than expected. Especially the hardware segments, for example furniture and BBQs, are catching up and the figures are more positive. We are noticing this among others from the bookings for the trade fair, which are still taking place a few weeks before the trade fair, which means the halls are continuing to fill.

Nonetheless, there are still high warehouse stocks and the weather conditions are currently clearly challenging at least in the DACH region as well as in many parts of Europe. These themes are additionally causing the companies concern, but the industry is capable of using them as opportunities by pushing innovations and opening up new markets. I am convinced that the garden, balcony and terrace sector will also bring forth outstanding products in the coming years. And these will be presented at spoga+gafa in Cologne this year and in the future.

Which new trends or highlights await the visitors at spoga+gafa this year?

"Responsible Gardens" is the top theme and together with the exhibitors we aim to promote the joy in responsible gardening and present sustainable solutions. Hence, we will be addressing important themes like resource-saving gardening, fairly-produced outdoor furniture, user-friendly garden tools, efficient BBQ technologies or climate-friendly garden care and irrigation.

I would like to accentuate the BBQ section this year. This is where spoga+gafa's first Coolingworld is located, a small, special event zone for active and passive cool



spoga+gafa
16.06. - 18.06.2024
www.spogagafa.com

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boxes. There is a high demand for this theme from the specialised trade and large-surface outlets. The first major exhibitor from the "Outdoor Adventure" section is located in the direct vicinity. Petromax is presenting its interpretations of open-air adventures on space covering just under 500 m². Here, BBQs will become outdoor cooking and decorative lamps lighting that allows you to find your way at night. An area that will become significantly more relevant over the coming years. Within the trade as well as at the trade fair.

Stefan, spoga+gafa is being staged in Cologne in mid-June, but so are the European Football Championships. Joy and sorrow at the same time?

One thing is certain: The June is going to be positively intense. Of course, two major events being staged simultaneously brings with it challenges regarding the hotel situation. This means the hotel situation is particularly tense in the area close to the trade fair. However, there are enough reserves for every budget in Cologne and the neighbouring cities. Due to the first-class infrastructure of our exhibition halls, spoga+gafa can be reached fast and directly from the region per train, bus or taxi. So, Cologne is ready for the biggest garden and BBQ trade fair and one of the best sporting events the city has experienced.

And joy? Are you a football fan?

Oh yes, I am a big fan and I am looking forward to the European Championship directly on my doorstep. The colour green is thus going to be omnipresent in Cologne in June: on the one hand because of us, spoga+gafa and also on the football pitch. If anything fits together well, it is definitely BBQs, garden and football and thus there is going to be a big garden and football festival in four weeks' time.

About spoga+gafa

spoga+gafa is the biggest garden and BBQ fair in the world. As an international trade fair at the location in Cologne, it sets impulses for the entire garden world. At the leading global trade fair, the green industry talks about the line-ups and trends of the coming season and presents solutions for current and future challenges. The focus of spoga+gafa lies on trends and innovations from the sections garden bbq, garden creation & care, garden living and garden unique. The unique range of offerings turns the trade fair into the place-to-be for the purchasing managers of all trading forms. The Industry Garden Association e.V. (IVG) is the industry sponsor of spoga+gafa.

The coming edition of spoga+gafa is being staged from 16 to 18 June 2024 under the key theme "Responsible Gardens".

To learn more about the event, visit www.spogagafa.com.

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 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.

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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 and interzum forum italy.

Further information: <https://www.spogagafa.com/trade-fair/spoga-gafa-2024/industry-trade-fairs/>

The next events:

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 29.05. - 31.05.2024

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 16.06. - 18.06.2024

ORGATEC - New visions of work, Cologne 22.10. - 25.10.2024

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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