

No. 12 / May 2024, Cologne
#spogagafa

spoga+gafa 2024: These event highlights wait for you

++ Practical formats ++ First-class speakers ++ Plenty of room for networking ++ Industry parties ++

As the biggest garden and BBQ trade fair in the world, **spoga+gafa** is bringing the global green industry together in Cologne from 16 to 18 June 2024 under the top theme "Responsible Gardens".

In a few weeks' time, around 1,850 exhibitors from just under 60 countries will present the entire diversity of garden and BBQ products at spoga+gafa in Cologne. The event programme and the special zones with lectures, practical formats, theme-based guided tours of the trade fair and several industry parties promise to be exciting.

Lectures

The **Garden Café Forum** (Hall 6, E19/D18) is the central stage for interviews, lectures and talks and is being held in close cooperation with TASPO and the TASPO Gartenmarkt. Industry experts will address the current themes of the global garden and BBQ industry here.

Here a few of the highlights:

"Ecological gardening", a lecture by Tom Hartley

Your customers want to grow fruit and vegetables in their garden, and ideally keep everything ecological and natural? Here it is good to get advice on which ecological resources are authorised. Which materials are suitable, for instance, if dogs are out and about in the garden? How can the ladybirds and diverse other animals continue to survive despite the pesticides? Tom Hartley, Senior Certificate Officer at the Soil Associations provides well-founded information about responsible, ecological gardening, has tips and tricks in store as well as keeping an eye on the line-up.

"What's staying? A glance at the next generation of sustainable consumption," lecture by Theresa Schleicher

What's staying is an important question in a world where the younger consumers are expecting 20% less products, retailers and locations in many sections of the retail trade and manufacturing sector. When city concepts, types of housing and family models change, when climate demands turn into social values and fear into solutions. What are the new demands in the green industry and what questions should the distributors and manufacturers ask themselves regarding new offers? What's staying? A glance at the coming generations of consumer worlds.

"In three steps to the urban jungle (dream) room," lecture by Igor Josifovic-Kemper and Judith de Graff



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

Your contact:
Karen Schmithüsen
Tel.
+49 221 821-2231
e-mail
k.schmithuesen@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Three large steps on the balcony and what is waiting: A view of the side of the next house? The jungle bloggers, Igor Josifovic-Kemper and Judith de Graaff's answer to this is no. They turn the grey city balcony into a flourishing urban jungle with a view of more. In an interview they came up with solutions for gardening in enclosed spaces. Whether vertical flower beds, stylish balcony furniture or urban gardening in the practical balcony garden. This is how plant diversity arises on the balcony.

Special areas

On the **Boulevard of Ideas** the trade visitors gain a compact overview of the new products of the participating exhibitors from all exhibition sections. The trend highlights for outdoor living are presented in the **Outdoor Lifestyle Trend Show** exhibition. The top theme "Responsible Gardens" forms the content thereof.

The **POS Green Solution Islands** show concrete examples of application for the point of sale based on examples of best practice from the international specialised garden trade. They also pick up on the top theme and the focus lies, among others, on the responsible approach towards resources, the integration of different generations, location-suitable plants as well as nutrient and waste recycling.

On the **Outdoor Kitchen World** special area, manufacturers present the latest outdoor kitchens with all the trappings. The show kitchen is the centrepiece: Here grill masters will demonstrate their skills and the trends that are shaping the market in the scope of different BBQ shows. This year, among others, Diva Q from the USA will be behind the grill on every day of the trade fair. The grill and BBQ digital creator, Camillo Tomanek, will also be demonstrating his expertise in the OKW. Furthermore, two master butchers will be making their way to Cologne and alternative meat products can also be tested and sampled in Hall 8.

Theme-based tours of the fair

Participants will see spoga+gafa through different eyes if they take part in the 45-minute guided tours through the exhibition halls and round the POS Green Solution Islands. During the **Guided Tours** "Responsible Gardens" and "Outdoor Furniture and Decoration Trends 2024/2025" our experts will give exclusive insights into innovative products and trends.

Industry events

VDG Award of the Specialised Garden Centres followed by the **VDG Happy Hour**
The VDG is once again presenting itself to the industry at spoga+gafa. On the first day of the trade fair, the association will confer an award to the first Specialised Garden Centres. The Happy Hour of the Garden Centres begins straight after the award. Here it will be possible to engage in an in-depth exchange and establish new contacts.

Sunday, 16.06.2024 from 4:45 p.m. at the stand of the VDG (Boulevard 010)

6 o'clock Prime BBQ Night

Bringing the first day of the trade fair to a joint close in a relaxed atmosphere against the backdrop of the Rhine and the Cologne Cathedral, accompanied by a buffet including BBQ specialities.

Sunday, 16.06.2024, from 6:00 p.m., Rheinterrassen

Ticket required.

Page

3/4

IVG Garden Party

The Garden Industry Association e.V. (IVG) traditionally organises the IVG Garden Party on the second evening of the trade fair. Bringing the day at the fair to a joint close and relaxed networking.

Monday, 17.06.2024, 5:30 p.m., at the stand of the IVG (Hall 6)

BHB Garden Summit

The BHB is inviting guests to the learning and networking event of the green industry again: Compact half-day programme followed by a gourmet BBQ.

Tuesday, 18.06.2023, 2:00 p.m., Congress Centre North

It is necessary to register in advance.

EM@spoga+gafa

On 16 and 17 June 2024, spoga+gafa will be broadcasting the EURO 2024 games live on the Piazza in the spoga+gafa Beer Garden. The Beer Garden will stay open until 8:00 p.m. on these days for the live broadcast.

There is a limited number of places and it is not possible to make reservations.

The full event programme can be found [here](#).

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.

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.

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/

Page

4/4

The next events:

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

imm cologne - The interior business event, Cologne 12.01. - 16.01.2025

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

If you publish this document, please send us a sample copy or link.

spoga+gafa in the Social Web:

Facebook:

<https://www.facebook.com/spogagafa>

Instagram:

<https://www.instagram.com/spogagafa/>

LinkedIn:

<https://www.linkedin.com/showcase/spoga-gafa>

Your contact:

Karen Schmithüsen

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Phone: +49 221 821-2231

Mobile +49-176-12563444

k.schmithuesen@koelnmesse.de

www.koelnmesse.com