

No. 15 / June 2024, Cologne
#spogagafa

"A must for the green industry" - spoga+gafa 2024 confirms its top global position

Industry is taking on responsibility ++ spoga+gafa impresses a good 28,000 trade visitors from 113 countries ++ New formats and further development of contents

The spoga+gafa once again confirmed its position as the most important platform for the global garden industry. Around 28,000 trade visitors from 113 countries took part in the world's largest garden and BBQ trade fair from 16 to 18 June. Hence, the trade fair built seamlessly on the success of the previous year.

spoga+gafa succeeded in bringing the entire garden industry together once again. The presence and return of renowned exhibitors from Europe and America underlines the international significance of spoga+gafa as a central industry meeting point. In terms of the number of visitors, the trade fair particularly recorded growth in Germany, where it registered an increase of over eight percent.

"The success of spoga+gafa is proof of the trust and the support of our exhibitors and visitors. Precisely in these challenging times spoga+gafa has proven yet again to be an indispensable and reliable platform for the green industry. The positive response of the international trade visitors, the growth in the number of German visitors, and the high quality of the discussions with our partners, motivates us even more in our efforts to constantly further develop spoga+gafa," commented Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

spoga+gafa 2024 in figures:

Over 1,800 exhibitors from 66 countries participated at spoga+gafa in 2024. In total, approx. 28,000 visitors from 113 countries came to Cologne. The nations with the highest number of visitors included Germany, which recorded the highest growth, as well as the Netherlands, Italy, Belgium, the USA and Australia once again.

New value-adding contents

Together with the green industry, spoga+gafa focused intensely on the top theme "Responsible Gardens": With examples of best practice from the international garden trade, lectures in the Forum Garden Cafe as well as theme-related product presentations, the trade fair offered practical concepts and answers to urgent industry issues.

spoga+gafa demonstrated its further development of the contents of the BBQ segment again in the scope of the new theme worlds "From Budget to Luxury - BBQ for Every Wallet", "cooling world" and "Outdoor Adventure" and thus did justice to its role as the leading trade fair.

Outlook on spoga+gafa 2025



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

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Board:
Mayor of the City of Cologne
Henriette Reker

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

The next edition of spoga+gafa is being staged in June 2025 under the top theme "Design Gardens". Placing the focus on aesthetic and innovative design solutions for private green space as well as a review of past design concepts, spoga+gafa 2025 underlines the high quality and design demands of the garden and BBQ world.

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Comments from the industry

"As the industry sponsor we are fully supporting spoga+gafa, which once again this year excelled with its high quality and it was great fun too. For our members it is still an important platform for presenting oneself and engaging in an exchange with colleagues, acquaintances and important industry decision-makers. We thank Koelnmesse for the fantastic collaboration in the run-up to the fair and for the trusting cooperation. We were particularly delighted that several members were honoured this year for taking part at spoga+gafa for up to 60 times.

Anna Hackstein, Managing Director, Industry Garden Association e.V. ([IVG](#)).

"spoga+gafa grows from year to year, our international members know this too and send more and more buyers to this indispensable trade fair. We especially appreciate the good service that Koelnmesse offers our members. The breadth and depth of the offer as well as the innovative and forward-looking solutions turn spoga+gafa into a fixed date in our diary."

John W. Herbert, General Secretary of the European DIY Retail Association and the Global Home Improvement Network ([EDRA/GHIN](#))

Here at VDG, we were able to welcome many participants, members and international guests at our stand. The trade fair offered an excellent platform for inspiration and impulses that could be experienced directly on-site. With its top theme 'Responsible Gardens' spoga+gafa impressively placed the centre of attention on the different levels of responsible behaviour. In the scope of the Specialised Garden Centres special award we were able to attract additional attention to this important topic and raise the awareness of our members for sustainable garden practices."

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

"This year's spoga+gafa took place amid a world of unresolved problems. The customers are only slowly recovering from the energy price shocks and negative news of the past years. And in spite of several weather phenomena that are currently preventing an optimum turnover development in the green segments, our dealers in the markets are picking up some positive vibes: Customers love the garden and the warm first quarter enabled a good start to the year. And the DIY and specialised garden centres also provide products for difficult times. Topics such as resilient plants, irrigation and drainage, smart monitors and many others are becoming increasingly important. But the trade not only needs the appropriate products, it also needs the basic information for a top consultation. Here the exchange between the dealers and the suppliers and service providers at spoga+gafa offers the ideal network platform, which is used and highly estimated by both the visitors and the exhibitors. Conclusion: A must for the industry again this year."

Dr. Peter Wüst, Chief Executive Director, [BHB](#) - Trade Association for Home Improvement, Construction & Gardening e.V.

"spoga+gafa once again exceeded our expectations and confirmed its position as a must-attend event for the BBQ industry. Considerably more specialised BBQ dealers visited the members of the BIAG than last year. The trade fair offered an impressive variety of new products and technologies, which will shape the future of barbecuing. There were so many highlights and new products that it is difficult to accentuate any of them specifically. Furthermore, the trade fair offered a fantastic setting for live BBQ presentations and cookery courses. Experts showed the visitors the latest BBQ techniques and gave them valuable tips on the best way to use the appliances. These interactive sessions were an absolute hit and significantly contributed towards the success of the event. The innovations presented and the positive feedback of the participants show that the industry is on the right track in satisfying the growing demands of the consumers, while at the same time promoting sustainable practices."

Norbert I. Jedrau, Chief Operating Officer [BIAG](#)

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.

For further information see [spogagafa.com](https://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.

Alongside imm cologne and interzum, other event formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

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 modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include ORGATEC TOKYO in Japan and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Italy. Koelnmesse recently added a cooperation between imm cologne and an established design trade fair in Colombia to its portfolio. This event will be hosted under the name La Feria De Diseño Medellín powered by imm cologne.

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

The next events:

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

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

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

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

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