

Press release

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#spogagafa

spoga+gafa 2024: Strong growth in the number of European exhibitors

++High level of internationality among exhibitors ++ Exhibition halls almost sold-out ++ 96 percent of exhibition space already booked ++

The biggest garden and BBQ trade fair in the world, spoga+gafa, is reporting a high level of internationality among the exhibitors and 14 almost fully-booked exhibition halls for 16 to 18 June. With around 96 percent of the exhibition space booked and a high rebooking rate, spoga+gafa is carrying on the success of last year.

With over 1,850 exhibitors from 58 countries, the leading global trade fair already recorded an increase in both the number of intercontinental exhibitors and in the exhibiting companies from Europe and the DACH region in 2023. Figures that will also be achieved again in 2024. Particularly the share of companies from Europe and North America has increased significantly compared to last year: Numerous national and international companies have confirmed their participation, including many big players and renowned brands, but also newcomers and start-ups.

In the face of the challenging circumstances that prevail within the industry, Stefan Lohrberg, Director of spoga+gafa, considers the booking status of the garden lifestyle trade fair to be an important, positive sign: "With their clear commitment to spoga+gafa the companies are sending out a strong signal in spite of the in some cases challenging market conditions. spoga+gafa is the industry's most important meeting point and opens up new and unique business opportunities - ultimately the entire green industry profits from a successful spoga+gafa."

Key theme dominates the trade fair programme

This year's key theme "Responsible Gardens" is arousing widespread interest among the industry and is playing a major role in the design of the fair grounds. International experts will address the theme in depth in the scope of lectures and talk formats in the "Forum Garden Cafe". In addition, a diversified event programme with special areas like the "Boulevard of Ideas", the "POS Green Solution Islands", the Outdoor Lifestyle Trend Show" and theme-based tours await the visitors. Here the emphasis lies on the challenges of the industry as well as solutions for the future of the trade.

About spoga+gafa

spoga+gafa is the meeting point for experts and decision-makers of the green industry from all over the globe and as an order and networking trade fair provides important impulses, innovations and solutions for the current challenges of the



spoga+gafa
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www.spogagafa.com

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garden and BBQ industry. The green industry discusses the line-ups and trends of the coming season at the leading trade fair and 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.

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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 and interzum forum italy.

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

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.

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