

No. 9 / April 2024, Cologne  
#spogagafa

## Garden trends and industry insights - available now in spoga+gafa's new online magazine

**++ Exclusive insights into the green industry ++ Expert interviews  
++ Well-founded specialised articles ++**

spoga+gafa, the biggest garden and BBQ trade fair in the world, is launching a new online magazine. Diverse formats such as interviews, videos and specialised articles examine the current developments, innovations and trends and grant exciting insights into the market and its players.

With a special emphasis on the main focuses of spoga+gafa - garden unique, garden creation and care, garden bbq, garden living - and this year's key theme "Responsible Gardens" - with immediate effect the magazine offers valuable; industry-specific information and inspiration for professionals of the green industry and interested parties.

### Highlights of the new magazine:

- 1. Expert interviews:** Leading industry experts give insights into the latest developments, strategies and future visions of the garden and BBQ industry.
- 2. In the garden with...:** The TV format "In the garden with..." takes a broader view of things. In a detailed spoga+gafa Talk, the Director, Stefan Lohrberg, speaks with alternating and inspiring guests.
- 3. Specialised articles:** In exclusive articles industry experts report about the current market trends, innovative technologies and give practical tips and tricks for the garden and barbecuing.

As such, in its capacity as an added value and theme platform, the new magazine also takes a look behind the scenes of the world's largest garden and BBQ trade fair and invites the readers to expand their knowledge and gain inspiration.

### First TV highlight online

The first spoga+gafa expert talk with the leading trade and future researcher in the DACH region, Theresa Schleicher, is already online. In the first part of the TV series "In the garden with...", the Trade Fair Director, Stefan Lohrberg, holds an in-depth discussion with Theresa Schleicher about the influence of global trends and the changed consumer behaviour and customer needs on the garden industry.

The online magazine of spoga+gafa is available free of charge on the official website of spoga+gafa with immediate effect.



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

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Click [here](#) to view the magazine.

Page  
2/3

#### **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".

Further information is available at [www.spogagafa.com](http://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.

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](http://www.spogagafa.com/imagetdatabase) in the "News" section.

Press information is available at: [www.spogagafa.com/pressinformation](http://www.spogagafa.com/pressinformation)

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spoga+gafa in the Social Web:

Page  
3/3

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