

No. 2 / September 2024, Cologne  
#spogagafa

## Claudia Maurer will be the new Director of spoga+gafa

**Claudia Maurer is taking over the position of Director of spoga+gafa as of 1 November 2024. She thus succeeds Stefan Lohrberg.**

Claudia Maurer disposes of more than 15 years' experience in executive positions in global trade fair and project management. She is an expert in the sections Exhibitions, Conferences and Corporate Events and holds the title Certified Exhibition Management Professional. Maurer began her professional career at GE Healthcare and then at the Frankfurt Exhibition Centre, where she experienced the diversity of the trade fair and event business after holding various positions. The 47-year-old has lived in the USA for the past 15 years, where she gained relevant project management experience on both the trade fair organiser side as well as at agency and partner level. Most recently as Marketing Communications Event Consultant, Pharma and Personal Care, at Ecolab, a leading global supplier of technologies and services in the sections Water, Hygiene and Energy. In this role she was responsible for the more than 75 events a year the company participated in.

"We are delighted to welcome Claudia Maurer, an experienced expert, to our team. With her 360-degree overview of the sections Trade Fairs, Events, Communications and Internationality she brings valuable perspectives and experience with her. This will assist us in continuing to further develop spoga+gafa successfully in the future too," said Sebastian Rosito, Vice President Trade Fair Management.

"I am looking forward to this new, exciting challenge and to implementing my many years of expertise in trade fair and project management. Together with the team I will further strengthen spoga+gafa's position as the largest garden and BBQ trade fair in the world and set new impulses for the exhibitors and visitors," Claudia Maurer stated..

### About spoga+gafa

spoga+gafa is the world's biggest garden and BBQ trade fair. 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.



spoga+gafa  
24.06. - 26.06.2025  
[www.spogagafa.com](http://www.spogagafa.com)

Your contact:  
Karen Schmithüsen  
Tel.  
+49 221 821-2231  
e-mail  
[k.schmithuesen@koelnmesse.de](mailto: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](http://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

**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 on all trade fairs from the Living, Contract & Public Spaces portfolio: <https://www.spogagafa.com/trade-fair/spoga-gafa/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](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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**Your contact:**

Karen Schmithüsen

Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany

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Phone: +49 221 821-2231  
Mobile +49 176-12563444  
k.schmithuesen@koelnmesse.de  
www.koelnmesse.com