

No. 3 / November 2024, Cologne  
#spogagafa

## Brief interview with Claudia Maurer, the new Director of spoga+gafa

In her capacity as Director, Claudia Maurer has been running spoga+gafa since 1 November 2024. After 15 years in the USA, the 47-year-old is now returning to Germany and provides insights into her motivation for managing the world's largest garden and BBQ trade fair in Cologne - as well as her personal experiences and changes.

**The next spoga+gafa will take place from 24-26 June 2025.**

### What impresses you about spoga+gafa?

I find spoga+gafa's combination of themes unique and very exciting. The trade fair represents the garden industry in its entire diversity - from garden furniture and decoration, appliances and machines, through to BBQs and outdoor kitchens. That turns it into an important international meeting point for the latest trends and innovations in the outdoor lifestyle section.

Through international trade fairs like the HPB Expo in the USA, I have already gained an insight into the outdoor world and know how valuable the global exchange is. spoga+gafa offers the garden sector a central platform - a place where future-looking garden and BBQ trends and solutions take shape and new ideas arise. I am looking forward to promoting these dynamics further and strengthening the trade fair in its pioneer role.

### Which experiences from the USA will you be able to put to use here?

As a result of working together with international stakeholders for many years, I have a deep understanding for cultural differences and know how important it is to align events to meet the needs of global target groups. The close exchange with the stakeholders is decisive in integrating different perspectives and developing a strategy that are successful at both regional and international level. I will also consistently pursue this goal at spoga+gafa.

### What does your personal green space look like?

My personal green space was rather limited up until now. During my time in the USA, I used a lot of indoor plants, cut flowers and herbs to create a pleasant atmosphere and increase the living quality. However, I am hoping to have a larger balcony or terrace with comfortable furniture, a BBQ and a wet bar here in Cologne - perfect for having friends over and pampering them with culinary delights.

### 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



spoga+gafa  
24.06. - 26.06.2025  
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

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.

Page

2/3

**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 events like imm cologne and interzum, other 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 La Feria De Diseño Medellín - powered by imm cologne in Colombia, ORGATEC TOKYO in Japan, ORGATEC INDIA in Mumbai and the events in the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Italy. New to Koelnmesse's Living, Contract and Public Spaces portfolio is FSB Sports Show Riyadh in Saudi Arabia.

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:**

imm cologne - The interior business event, Cologne will not take place in 2025  
ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025  
spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

**Note for editorial offices:**

spoga+gafa photos are available in our image database on the Internet at [www.spogagafa.com/imagedatabase](http://www.spogagafa.com/imagedatabase) in the "Press" section.

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

Page  
3/3

**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](mailto:k.schmithuesen@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)