

No. 4 / November 2024, Cologne  
#spogagafa

## spoga+gafa: High demand in the early bird phase

**Interview with Sebastian Rosito, Vice President Trade Fair Management, and Claudia Maurer, Director of spoga+gafa, about the results of the early bird phase and the plans for spoga+gafa 2025.**

After spoga+gafa confirmed its position as the most important platform for the global garden industry in 2024, the trade fair has recorded a strong result at the end of the early bird phase. Mr Rosito, Mrs Maurer, could you tell us about the current demand and interest in spoga+gafa 2025?

**Sebastian Rosito:** The outstanding result of spoga+gafa 2024 with around 28,000 trade visitors from 113 countries has provided us with added momentum and led to a very successful early bird phase for spoga+gafa 2025. We are pleased to report that around 85 percent of the exhibition space from 2024 has already been booked, so that the halls are now already pretty full. The strong demand in all of our segments as well as from Europe is particularly pleasing. We can quite confidently say that once again next year spoga+gafa will be representative for the entire garden and BBQ world in a range and depth that will reinforce its position as the leading trade fair.

**Claudia Maurer:** In addition to this the new schedule is also going down extremely well on the market. The exhibitors and associations are reporting that staging the trade fair from Tuesday to Thursday allows a more efficient preparation and at the same time could attract more visitors to spoga+gafa. Initial feedback from all over Europe confirms that the new schedule will facilitate the trade fair visit for employees - an advantage that is often not the case at weekends.

**The new top theme is Design Gardens. This can be interpreted in two ways: as an invitation to design gardens and as an emphasis of garden products as design objects.**

**Sebastian Rosito:** That's right. With its new top theme, spoga+gafa is placing the focus on both the design of gardens as an overall concept as well as on the design of individual garden BBQ products. This not only entails the planning and creation of outdoor areas, but also the design and function of individual products: from functionality and efficiency, to comfort, aesthetics and quality, through to innovations, smart technologies and the responsibility towards users and the environment.

**Let's be a little more specific: Could you give us an insight into what you are working on at the moment? Are there any new formats, for instance?**



spoga+gafa  
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www.spogagafa.com

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District Court Cologne, HRB 952

**Claudia Maurer:** We will be sticking to the trusted hall concept for the coming event too. At the same time, we will rely on optimised stand construction formats to further enhance the attractiveness of spoga+gafa. Among others, we are planning to further expand the Outdoor Adventure section. A newly introduced format will be the Start-up Square, which offers young companies their own section where they can present their innovative products and services. Thanks to a new design, the Cooling World that was introduced in 2024 will set even stronger accents and the Outdoor Kitchen World will continue to be a key element. Furthermore, we are planning to rearrange the special zones in the garden unique and garden living segments to offer the trade visitors an even higher quality and more inspiring trade fair experience.

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#### **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 garden 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 schedule of the coming spoga+gafa has been changed, the event will be held in Cologne from Tuesday, 24 June to Thursday, 26 June 2025.**

**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:**

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/imatedatabase](http://www.spogagafa.com/imatedatabase) in the “Press” section.

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

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