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#spoga+gafa

## growing forward: spoga+gafa presents conceptual further developments

spoga+gafa, the leading global trade fair for garden lifestyle and BBQs, will present itself with a revised concept in Cologne from 22 to 24 June 2026. Under the title "growing forward", the trade fair is bundling the innovations with which it is responding to the dynamic market developments, changed consumer behaviour and the demands in modern trade fairs. The concept was drawn up in close cooperation with the industry.

"growing forward represents the consistent further development of spoga+gafa in the interests of the garden industry," said Claudia Maurer, Director of spoga+gafa. "We are addressing key outdoor trends, creating clear structures and promoting the exchange between our theme worlds - to ensure a trade fair experience that provides orientation and opens up targeted business opportunities. In this way, spoga+gafa will also underline its role as a central business platform and source of inspiration for the international garden lifestyle."

### New theme worlds and experiential areas

The trusted focal themes Living (Decoration & Furniture), Creation&Care (Equipment and technology for garden design, plants and plant care) and BBQ remain to be the central pillars of spoga+gafa. They will be enhanced by new sections in 2026, which address the current market trends and additional target groups.

#### - Outdoor Adventure

The new theme world Outdoor Adventure reflects the growing design in everyday life for exercise, nature and adventure. Whether camping, hiking, fishing or games and sport in the garden: Outdoor Adventure unites products for small adventures directly on one's doorstep, a modern outdoor lifestyle and functional leisure solutions for young and old. As such, spoga+gafa targets a wide trade audience: Dealers from the sports, camping, travel and outdoor lifestyle segments as well as DIY stores, discounters, department stores and eCommerce stores and many more.

#### - Object.Europe - 100% design. 100% selected.

In the scope of Object.Europe a new curated section is being created, which showcases top-level European outdoor design. Object.Europe stands for high quality standards, sustainable production, fair working conditions, predominantly short supply chains as well as for transparency, design tradition and innovation - a platform where design becomes a lifestyle. The area is being developed and curated by and with Angelika Müller, Editor and Publishing Director of the premium magazine, H.O.M.E. The new section targets architects, interior designers as well as



spoga+gafa  
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decision-makers from the hospitality, property business and premium trade segments.

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#### - Flavour Market

As of 2026, spoga+gafa will enhance the offers of its BBQ hall every two years to include the Flavour Market. Flavour Market - an experiential area focusing on enjoyment and exchange. Product presentations meet tastings here. For example, the focus lies on sauces, marinades, spices and beverages as well as on meat and sausage, stationary cooling solutions and fresh herbs.

Connecting BBQ, food and lifestyle themes creates new cross-selling potentials and among others addresses the specialised trade and buyers from the grilling, BBQ, food & beverage, delicatessen, outdoor lifestyle sections, the retail and DIY trade as well as from the food service area.

#### - Garden Sourcing Hub

The new Garden Sourcing Hub offers Asiatic exhibitors with high-volume or low-priced products a dedicated section. Corresponding group participants will also be represented here in future. Buyers will thus be able to find a clear overview of competitive sourcing solutions from the garden lifestyle, BBQ and Outdoor Adventure sections here. Established and internationally known brands with larger and more individual stand areas will continue to exhibit in the other theme worlds.

#### **spoga+gafa growing forward - together with the industry, market and people**

With clearly structured theme worlds, an optimised hall layout and improved visitor guidance, spoga+gafa 2026 is betting on orientation, efficiency and experiences. The targeted address of new target groups and sales channels strengthens its role as an international business platform. Emotionally engaging experiential areas and interactive formats create additional attractions, inspiration and promote the sense of community within the industry.

spoga+gafa 2026 is being staged in Cologne from 22 to 24 June. For further information see [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. Alongside the trade fair duo imm cologne and idd cologne (interior design days cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa 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.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family now includes imm india and La Feria De Diseño Medellín - powered by imm cologne in Colombia. The ORGATEC brand has

established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo.

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 20.01. - 23.01.2026

imm india - The Business Platform for Furniture and Interiors in India, New Delhi 11.03. - 14.03.2026

interzum guangzhou - Asia's Most Comprehensive Woodworking and Upholstery Machinery, Furniture Production and Interior Décor Trade Fair, Guangzhou 28.03. - 31.03.2026

interzum bogota - International Trade Fair for Technology and Components for Furniture Manufacturing and Wood Processing, Bogotá 12.05. - 15.05.2026

**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.

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