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#spoga+gafa

## spoga+gafa strengthens industry ties: New date in September from 2027

**spoga+gafa is strategically realigning its exhibition dates: As of 2027, the leading global trade fair for garden lifestyle and BBQ will take place in September. In this way, Koelnmesse is responding to key feedback from the industry and strengthening the event's market alignment. This year, spoga+gafa 2026 will take place as planned in Cologne from 22 to 24 June.**

By announcing the new exhibition dates early, Koelnmesse is ensuring the international garden lifestyle and BBQ planning security. This decision is based on intensive discussions with exhibitors, market partners and associations, a high-quality industry survey as well as a detailed market analysis of spoga+gafa's core target segments.

"The move to September from 2027 onwards is a response to key feedback from the industry and supports a more reliable scheduling and product range planning," stated Sebastian Rosito, Vice President Trade Fair Management at Koelnmesse GmbH. "The new date also creates better conditions for effectively presenting innovations and new products. Our aim is to create optimal framework conditions for successful business deals and well-founded market decisions as well to further strengthen the role of spoga+gafa as the leading international industry platform."

### Clear market orientation and additional growth potential

With the new date in September, spoga+gafa is orienting itself more strongly towards the actual business and seasonal trends of the garden industry. By this time, the garden and BBQ season is largely over so that reliable market data, sales figures and demand trends are already available. Companies can directly incorporate these insights into their product range and order planning for the following year. At the same time, the date falls outside the peak operational period for many retail and industry companies, creating as such better conditions for strategic discussions, well-founded purchasing decisions and international business initiation at the trade fair.

The individual theme worlds of spoga+gafa also benefit from this: New growth opportunities for plant-related ranges, particularly in the plants and care section arise for "Creation&Care". The "BBQ" industry can plan its product ranges more precisely once the results of the season are available. Companies from the "Living" section can present new outdoor furniture and decorations that match the development and ordering cycles of the specialised trade. Extra added value is also created for the "Outdoor Adventure" section: Suppliers can directly integrate the season's experiences into the further development of their leisure, play and outdoor



spoga+gafa  
22.06. - 24.06.2026  
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product ranges.

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### **Exhibition dates set until 2029**

As a partnership-like gesture to the industry, the prices for exhibition space in 2027 will remain at the same level as in 2026. The dates for the upcoming events have also already been set and are scheduled for the first two weeks of September, which ensures planning security and reliability.

- 07.-09.09.2027 (Tuesday to Thursday)

- 05.-07.09.2028 (Tuesday to Thursday)

- 04.-06.09.2029 (Tuesday to Thursday)

### **spoga+gafa 2026 is just round the corner**

Parallel to this, the attention is focused on spoga+gafa 2026, which is being staged in Cologne from 22 to 24 June 2026, as planned. It brings manufacturers, the trade and industry experts from all over the globe together. With its strategic development "growing forward", the trade fair is consistently orientated towards the future of the garden industry and sets new impulses for trends, innovation and the international order business.

Tickets for spoga+gafa are available via the official ticket shop: [www.spogagafa.com/trade-fair/tickets/buy-tickets/](http://www.spogagafa.com/trade-fair/tickets/buy-tickets/).

### **Further testimonials from industry members**

"spoga+gafa is and remains to be a significant leading trade fair for the garden industry and is very important to us. The move to September is a good compromise and an opportunity to further develop the trade fair and keep it fit for the future," said Christoph Büscher, Chairman of the Industry Garden Association (IVG).

"In our capacity as an industry association we understand the reasons for the renewed rescheduling of spoga+gafa to September. The trade fair organisers are thus responding to the wishes of numerous exhibitors. If their presence and commitment further increase the appeal and relevance of the leading trade fair, the buyers of our trade members will also derive significant benefits," stated Dr. Peter Wüst, Chief Executive Director, BHB - Trade Association for Home Improvement, Construction & Gardening e. V.

"Moving spoga+gafa to September is a strategically important step for the barbecue industry. After the end of the grilling season, manufacturers and retailers are able to evaluate market developments more accurately and make well-informed decisions for the next season. This strengthens the market relevance of the fair and reinforces its role as the key international platform for the BBQ sector," explained Norbert L. Jedrau, Chief Operating Officer of the Barbecue Industry Association Grill e. V. (BIAG).

"The new exhibition date in September fits in very well with the decision-making processes of the garden centre trade. Once the season is over, companies have a clear overview when planning the coming year and can make sound ordering decisions. At the same time, spoga+gafa remains to be an important industry meeting point - because business is done where people meet up in person," said

Martina Mensing-Meckelburg, President of the German Garden Centre Association (VDG).

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"The decision to schedule spoga+gafa in September from 2027 onwards is a carefully considered and conscious step being made following feedback from our international members as well as key manufacturers. September is the perfect time for spoga+gafa to welcome the world of garden lifestyle and BBQ in Cologne as this is the time to look forward to the following year," explained Oliver Ginestier, Director of Communications EDRA/GHIN.

"We see trade fairs as the central location where retailers and suppliers from the garden and DIY industry meet up and inspire each other. By staging spoga+gafa in September and deciding to schedule the fair on set days, we are aligning better with the market timing. At the same time, this creates more scope for topicality in the collections, which in turn offers new opportunities for both retailers and suppliers," according to Frank van der Heide, Managing Director of EFSA.

### **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. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne. 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 includes imm india and IFFINA+ powered by imm cologne in Indonesia. 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. Furthermore, the portfolio features La Feria De Diseño Medellín powered by idd cologne in Colombia

Further information: [www.spogagafa.com/trade-fair/spoga-gafa/portfolio-worldwide/](http://www.spogagafa.com/trade-fair/spoga-gafa/portfolio-worldwide/)

#### **The next events:**

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

ORGATEC TOKYO - SHIFT DESIGN - The Leading International Trade Fair in Asia for

the Modern Workspaces, Tokyo 02.06. - 04.06.2026  
interzum forum italy - The Networking Event in Italy for Suppliers of the Furniture  
Industry and Interior Design, Bergamo 04.06. - 05.06.2026

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**Note for editorial offices:**

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