

No. 9 / May 2026, Cologne
#spoga+gafa

spoga+gafa 2026 presents a diversified event and specialised programme

Cologne will once again become the international meeting point of the garden lifestyle industry from 22 to 24 June 2026. With new special areas, stages and interactive formats, spoga+gafa 2026 is expanding its event and specialised programme. The focus lies on the current developments in Digitalisation, AI, Outdoor Living, City Gardening and BBQ.

Over the three days of spoga+gafa, exhibitors from all over the globe will present their new products and trends for the coming season. The trade fair additionally offers a wide-ranging programme comprising special areas, guided tours, networking events and interactive formats for the trade and industry.

"spoga+gafa thrives on inspiration, personal exchange and new ideas for the garden industry. With our strategic further development, we are creating additional experience formats that bring the people, brands and themes even closer together. The visitors can look forward to a vibrant combination between business, community and experience," said Claudia Maurer, Director of spoga+gafa.

New special areas place the focus on urban gardening and outdoor lifestyle
With the special area "Grow Anywhere - How city gardening transforms every living space", spoga+gafa 2026 is demonstrating how even small outdoor spaces can be transformed into green havens. Four differently decorated balcony and terrace concepts present creative solutions for urban living spaces and provide concrete inspiration for product range design and POS presentation. The spotlight is on topics like biodiversity, self-sufficiency and sustainable outdoor living. The area will be complemented by balcony talks and discussion rounds on modern city gardening.

A further new feature is the experience area "Outdoor Adventure", which emotionally showcases outdoor lifestyle and leisure activities. The emphasis is on inspiration, community and a professional exchange. The centrepiece of the area is a converted campervan under the motto "Road to Outdoor Adventure", converted in collaboration with deinraus.de. On an integrated stage, industry experts will discuss current developments in the outdoor market on the "Green Chair", complemented by international panels.

Clear the stage for future themes and entertainment

With the "Digital Garden", spoga+gafa 2026 is creating a special exhibition area for the first time for digital solutions for the brick-and-mortar trade and eCommerce. On the Digital Garden Stage, topics such as AI applications, digital sales channels, marketplaces, ads, conversion and examples of best practice take centre stage. The



spoga+gafa
22.06. - 24.06.2026
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new stage particularly addresses trading companies and brands, who are addressing the current changes in digital sales.

Page
2/4

The **Pitmaster Stage** brings well-known BBQ creators and grill professionals to the stage. The visitors can look forward to BBQ shows and talks with the BBQ community. The current line-up includes Dirk Ludwig, Jannik Vinke "Der Grilltyp" (the Grill Guy), Marcel Felix "BBQlicate", Christina Becher "Löffel & Licht" (Spoon & Light), the BBQCrew from Sauerland, Marco Greulich "BBQFlavors", Tom Heinzle, Klaus Breinig and Tommy Madel "Sir Grillalot". Camillo "Don Caruso" Tomanek is responsible for organising the programme.

New outdoor activity area unites barbecuing, sports and community

In the outdoor area between Halls 7 and 8, "**Pit & Pitch - Eat. Play. Stay.**", a new activity area for barbecuing, sports and outdoor lifestyle, is being created. Inspired by the US American tailgating concept, the area combines communal grilling with sporting activities and a community atmosphere.

Theme-based tours of the fair

In the scope of the established **guided tours**, the participants are offered a concise overview of selected trends, innovations and exhibitors at spoga+gafa 2026. The free tours offer guidance and a direct exchange with exhibitors and industry experts.

Industry events

BIAG champagne reception by spoga+gafa

The BIAG is hosting a champagne reception at spoga+gafa to celebrate its 40th anniversary.

Monday, 22.06.2026, from 12 noon, Hall 7 at the BIAG stand

Prime BBQ Night

The Prime BBQ Night that traditionally brings the first day of the fair to a close is returning to the Rheinterrassen in Cologne. This event unites networking with culinary highlights and a view of Cologne Cathedral.

Monday, 22.06.2026, from 6:00 p.m., Rheinterrassen. To gain admission a separate ticket is required.

VDG Happy Hour powered by spoga+gafa

The VDG is once again inviting industry professionals to network with the garden centre industry. The event offers scope for personal dialogues and forging new contacts, directly at the fair grounds.

Monday, 22.06.2026, from 5:00 p.m., Boulevard Area 002

APAC/EU Outdoor Living Forum

Organised by H&L Solutions GmbH, the forum brings representatives from the industry, trade and institutions from China and Europe together to discuss current industry trends, exchange new ideas and explore future business potential in the Outdoor Living section.

Tuesday, 23.06.2026, from 10:00 a.m., Congress Centre North, Room A. The number of participants is extremely limited. If you are interested, please contact the spoga+

gafa press team directly.

Page

3/4

11th BHB Garden Summit

The BHB Garden Summit offers experts and decision-makers from the garden market an opportunity for a professional exchange.

Tuesday, 23.06.2026, 2:00 p.m., Congress Centre North. Prior registration is required.

IVG & BHB Garden Party powered by spoga+gafa

This year the IVG and BHB are hosting a joint evening event, offering an opportunity for networking and a personal exchange within the industry.

Tuesday, 23.06.2026, from 5:30 p.m., Hall 6 at the IVG stand

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/

The next events:

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

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 22.06. - 24.06.2026

ORGATEC - The leading international trade fair for the modern working world, Cologne 27.10. - 30.10.2026

Note for editorial offices:

spoga+gafa photos are available in our image database on the Internet at www.spogagafa.com/imagedatabase in the “Press” section.

Page

4/4

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