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#fsb

## Preparations underway for FSB 2021

### A new hall layout concept for a clear structure

Like all international trade fairs, FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, will also play a decisive role in the post-corona era in showing the industries involved the solutions and trends for resumed future success. Production, logistics, sales and communication will change. Connecting stakeholders, reactivating commercial relationships and establishing new business will be more important than ever before. These activities are crucial for all market participants that are taking the time now to prepare actively for the time after corona. The preparations for FSB from 26 to 29 October are therefore already underway. With the introduction of a new layout concept, FSB is continuing to improve the event's structure. Online registration for the event is due to open in August 2020. The usual top-quality and international event programme is also taking shape early: the IAKS-Congress 2021 is already at the thematic concept stage.

Following the exceptional results in 2019, FSB 2021 wants to pick up seamlessly from where it left off. The 2019 event yet again achieved further impressive growth in its international reach and a further improvement in quality on both the supply and demand sides. FSB also recorded a significant rise in decision makers working in architecture, local authorities, planning and sports in Germany as well as from domestic clubs and associations. Nearly 28,000 visitors from 128 countries saw for themselves the exceptional capacity for innovation of the 565 exhibiting companies from 43 countries. FSB, which was once again co-located with aquanale, the International Trade Fair for Sauna, Pool, Ambience thereby registered clear growth in the number of visitors with a strong increase of more than 6 per cent. The events also saw a significant increase in terms of the internationality of the trade visitors, with the proportion of visitors from outside Germany rising to 67 per cent (2017: 62 per cent). The trade fairs recorded especially significant rates of increase in trade fair guests from Belgium (+22 per cent), Italy (+19 per cent) and the UK (+16 per cent). A rise of 37 per cent was recorded from Eastern Europe. Growth from outside Europe came in particular from Central and South America (+46 per cent) and Asia (+17 per cent).

According to a representative survey, exhibitors were correspondingly satisfied with the international character, as well as the high-quality visitor profile of the event. Praise was also given for the increased presence of decision makers from municipalities, of architects and of sports and leisure infrastructure operators. According to the survey, two thirds of exhibitors met the goals they had set out to achieve at the trade fair. 86 per cent said that they had been able to make new business connections, over 70 per cent used the event as an opportunity for international networking and 68 per cent of businesses were able to open up new



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markets and new market partners.

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These evaluations correlate with the results of the visitor survey, according to which 86 per cent of visitors to FSB said they were directly involved in purchasing decisions or were advising on a purchase. Visitors, for their part, also had high praise for the event, particularly for the high quality of its offering. More than three quarters of trade visitors are generally satisfied to very satisfied with it. 81 per cent even reported that they had succeeded in achieving their goals at FSB in Cologne well to very well.

The decision to move FSB's public swimming pool area to the co-located aquanale event was welcomed both by exhibitors (93 per cent) and visitors (97 per cent) of both trade fairs, as this means that the trade fair's specific topics can be communicated more effectively and synergies can be exploited more fully.

#### FSB's new hall structure

The clear spatial and thematic distinction between the co-located trade fairs - FSB and aquanale - will be further consolidated for the events scheduled for October 2021. The new FSB halls 6, 9 and 10.1 are at ground level and are interconnected to make it as easy as possible for visitors to circulate. FSB is introducing a new, clear layout and structure for the halls, which rearranges its various exhibition segments while also bringing together related topics. The areas dedicated to public spaces, urban living spaces, STADT und RAUM, playground equipment and outdoor fitness will be bundled in Hall 6, where they will be joined by sports and gym equipment, sports hall equipment and trend sports. The goal is to showcase innovative solutions, particularly targeting visitors from municipalities, schools and the amenity area planning sector, while making exhibiting companies aware of the new business opportunities on offer. The "School playgrounds as spaces for movement" segment is perfect for achieving this goal. FSB partners BSFH (Federal Association of Playground Equipment and Leisure Facilities Manufacturers), Playground & Landscape, BSI (German Sports Equipment Industry Association) and the German division of IAKS (International Association for Sports and Leisure Facilities) have been successfully presenting this area at the trade fair for several years. In a similar layout plan, all sectors that are important for sports facilities, stadiums and leisure sport facilities will be located in halls 9 and 10.1. These include planning, building, upgrades, sports facilities fitting, ice sports, indoor and outdoor sports surfaces, stadium infrastructure, cleaning, maintenance and sports and leisure facility recycling. Long-standing partners of FSB, such as the German Olympic Sports Federation (DOSB), the International Basketball Association (FIBA), Sportnetzwerk.FSB and other German and international associations will also be there again and will be represented in the various themed areas.

As a result of the changes to FSB, the structure of aquanale will also be adapted. From now on the International Trade Fair for Sauna, Pool, Ambience will occupy Halls 7 and 8. aquanale will include the topics of private swimming pools, public pool construction, swimming pool technology, saunas and spas (both public and private) and green living.

Alongside the innovations, products and services from the sectors of amenity areas,

playgrounds, sports and leisure facilities, FSB also offers an innovative event programme focused on these three key areas. In 2021, as in previous years, renowned congresses, exciting talks, informative workshops and top-quality award and prize-giving events will provide a tailor-made, complete programme for successful networking on a global level. One example is the IAKS Congress, which runs at the same time as FSB and offers interdisciplinary exchange at the highest level. Trends and visions for the architecture and planning of future public spaces, sports and leisure facilities will be presented and discussed with internationally renowned experts. This makes FSB a must for operators, architects, municipal authorities, developers, investors, planners and landscape architects from the municipal, public and private sectors.

Preparations for the recycling forum, the special “Modern Ice Rinks” show, the Sportnetzwerk networking area and the “School playgrounds as spaces for movement” themed areas are already underway.

Further information is available at: [www.fsb-cologne.com](http://www.fsb-cologne.com)

**Koelnmesse - Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: [www.global-competence.net/interiors/](http://www.global-competence.net/interiors/)  
Further information about ambista: [www.ambista.com/](http://www.ambista.com/)

**The next events:**

Pueri Expo - International Trade Fair for Baby & Childcare Products, Sao Paulo  
04.08. - 07.08.2020

spoga+gafa - The garden trade fair, Cologne 06.09. - 08.09.2020

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 17.09. - 20.09.2020

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