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#aquanale #fsb

## aquanale and FSB 2021: around 450 exhibitors from 40 countries

**Strong national and international participation underscores the events' crucial importance as industry gatherings for the sports, pool, leisure and public space sector**

On 26 October 2021, the moment will finally have arrived once again: German and international trade fair participants will gather for the co-located events aquanale, the International Trade Fair for Sauna.Pool.Ambience, and FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities. For four days, the two trade fairs will be devoted to repositioning the entire international sports and leisure industry, and they will play a decisive role in a successful relaunch for the sectors involved. After more than one and a half years of digital meetings, the message from all the industry partners is that a face-to-face gathering in Cologne is essential. "The co-located events aquanale and FSB will certainly be different this year, but the important thing is that both leading industry trade fairs will provide lasting impetus for future development. And that is exactly what everyone wants and needs. We aren't waiting for the good old days to come back. We're actively designing a new era," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse.

At aquanale, around 180 companies from 25 countries will present the latest products and designs for modern, sustainable and innovative swimming pool and wellness facilities. They will be joined by the leading member companies of the bsw (German Association for Swimming Pools and Wellness), which oversees aquanale's event programme for industry professionals as the trade fair's conceptual sponsor. Key international industry players will also appear at the trade fair to showcase their innovative products to visitors from Germany and abroad. Both the private and public pool sectors will be well represented. In addition, the EWA Village will provide an additional attractive networking platform for all industry participants in the entrance area to Hall 8. The halls have been carefully planned to incorporate all the aquanale theme worlds into a clearly structured layout. aquanale will occupy the modern north halls (Halls 7 and 8) of the Cologne trade fair grounds in 2021.

Around 270 companies from 35 countries will exhibit at FSB, occupying roughly 35,000 square metres of gross exhibition space in Halls 10.1 and 9. They will present the full spectrum of issues in the fields of public space, playground equipment, outdoor fitness, sports equipment, sports surfaces and stadium infrastructure. FSB's conceptual sponsor and most important partner is IAKS, the International Association for Sports and Leisure Facilities. This year, the organisation will once again host the internationally renowned IAKS Congress as part of the trade fair. Further key partners include FIFA and ESTC (the EMEA Synthetic Turf Council), who are looking



aquanale  
26.10. - 29.10.2021



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forward to meeting their members and partner organisations at the trade fair in Cologne, as well as the BSFH (Federal Association of Playground Equipment and Leisure Facilities Manufacturers), STADT und RAUM (a publisher and events organiser focusing on urban planning and open spaces), the German Olympic Sports Confederation (DOSB), IAKS Germany and the Deutsche Eishockey Verband (German Ice Hockey Federation). Together, all the partners are working to prepare a varied event programme and ensure coverage of a diverse range of issues at FSB 2021. Together with the sports network @ FSB, the trade fair will once again this year transform the indoor stadium into a platform for stimulating face-to-face networking with leading representatives from sports, local authorities and the industry.

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Both trade fairs have excellent connections to local public transport and the network of motorways around Cologne via Entrances East and North. All the halls are linked via a straightforward route, thereby ensuring an even distribution of visitors across the trade fair halls. The existing restaurant and resting areas in the halls are being extended with additional space to ensure the social distancing rules can be adhered to. The hall planning accommodates all necessary measures and official requirements for the protection of exhibitors and visitors. Koelnmesse has created the best prerequisites for an interesting and safe trade fair experience with its safety and hygiene concept, #B-SAFE4business.

**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, Kind + Jugend ASEAN in Bangkok, ORGATEC TOKYO in Tokyo and Pueri Expo in São 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: [www.koelnmesse.com/current-dates/all-trade-fairs/#2](http://www.koelnmesse.com/current-dates/all-trade-fairs/#2)

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**Note for editorial offices:**

Aquanale/FSB Cologne photos are available in our image database on the Internet at [www.aquanale.com/imagedatabase](http://www.aquanale.com/imagedatabase) or [www.fsb-cologne.com/imagedatabase](http://www.fsb-cologne.com/imagedatabase)

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