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#fsb #aquanale #bettertogether

FSB & aquanale 2025: standing strong together for the future, innovation and sustainability

Trade fair duo impresses with visitor growth of over 11 per cent

After four days, the trade fair duo consisting of FSB - International Trade Fair for Outdoor Recreation, Sports and Exercise Facilities and aquanale - International Trade Fair for Sauna.Pool.Ambience. - came to a successful close on Friday, 31 October 2025. Approximately 28.000 trade visitors from over 125 countries and more than 865 exhibitors from 46 nations packed the halls and created an inspiring atmosphere at the Cologne trade fair grounds. This corresponds to an increase in visitors of over 11 per cent compared to 2023. The trade fair duo thus continued the strong growth of previous years and confirmed its position as the leading international industry platform.

“FSB and aquanale have once again highlighted the innovative strength and relevance inherent in these sectors. Both events have sustainability, energy efficiency and quality of life at their heart - issues that matter to people all around the world. With this trade fair duo, we provide a platform for these developments - proving that we’re #bettertogether,” commented **Oliver Frese, managing director of Koelnmesse GmbH**.

Under the joint motto #bettertogether, the two trade fairs presented themselves as a strong pairing and impressively demonstrated how closely the topics of exercise, leisure, health and well-being are interconnected. With the Privatoase and Stadtoase event areas, FSB and aquanale demonstrated, among other things, how individual retreats and communal meeting places can be combined to create a holistic concept of quality of life.

The trade fair duo once again attracted a high level of international visitors: around 62 percent of visitors came from abroad, mainly from the Benelux countries, Scandinavia, Italy, Spain, France, Eastern Europe, the USA, Israel and India. Key features of the dual event were the high calibre of the trade visitors and the intensive exchange of ideas between representatives from the manufacturing and retail sectors, the planning professions and local authorities.

The two trade fairs once again benefited from their similar content and the strong synergies between the target groups - including municipal decision-makers, architecture and landscape architecture firms, sports facility operators, sports clubs, landscaping companies, and players in the swimming pool, sauna and wellness construction sectors. From the audience perspective, solutions-oriented innovations for sustainable public space, sports, leisure and water environments were of particular interest.



aquanale
28.10. - 31.10.2025



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aquanale 2025: spotlight on innovation, energy efficiency and well-being

This year's aquanale showcased the entire spectrum of modern swimming pool and wellness culture, hosting about **290 exhibitors from 33 countries**. Key topics at the 2025 trade fair included energy efficiency, water and resource conservation, design trends and digital control systems. At the **11th International Swimming Pool and Wellness Forum**, experts discussed the latest challenges and solutions relating to energy saving, water quality and digital facility management.

“Energy efficiency, sustainability and well-being are the key themes at aquanale 2025 and Cologne is the place where these developments come together and generate impulses for the coming years,” explained Ute Wanschura, Managing Director of the German Federal Association for Swimming Pools and Wellness (bsw e. V.).

FSB 2025: future-focused public spaces and leisure culture

With over **575 exhibitors from 44 countries**, FSB once again offered a comprehensive overview of products and concepts from the fields of sports facilities, urban exercise areas, open space and playground design, play equipment, outdoor fitness, sports flooring, especially artificial turf and stadium infrastructure. The trade fair focused on environmentally responsible construction, inclusive public space design and digital solutions that make the planning and operation of sports and recreation venues more efficient and sustainable.

“FSB is the international gathering place for all those involved in providing opportunities for sport and active leisure - in every sense. Here, sustainability isn't just discussed - it's actually put into practice,” emphasised **Klaus Meinel, Secretary General of IAKS (International Association for Sports and Recreation Facilities)**.

One of the highlights of FSB 2025 was the 29th IAKS Congress with the motto ‘Creating strong infrastructure for an active future’ as well as the 3rd German Sports Facility Day, the planerFORUM and the SPORTNETZWERK.FSB. Numerous panels and discussions provided discussion points for the sustainable development of urban sports and exercise spaces. In addition, 11 international projects for outstanding sports and leisure architecture were honoured by the International Olympic Committee (IOC) and the International Association for Sports and Leisure Facilities (IAKS) at a festive gala event on 28 October 2025.

Positive conclusions and a look ahead to 2027

Both events made a favourable impression thanks to their high quality, the high level of international participation and a real feeling of optimism across the various sectors. The exchange of ideas and information across borders, strong networking and the close thematic connections between the two trade fairs underlined what the **#bettertogether** motto is all about: creating synergies, promoting innovation and shaping the future.

We will publish detailed final reports on each of the two trade fairs shortly.

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The next editions of aquanale and FSB will be hosted in Cologne from 26 to 29 October 2027.

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.

#bettertogether: FSB and aquanale - a powerful trade fair duo

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities and aquanale - International Trade Fair for Sauna.Pool.Ambience. will once again take place in parallel from **28 to 31 October 2025** at the Cologne exhibition grounds. Together, they form a globally unique trade fair duo that unites public and private spaces for movement, relaxation, leisure and health. While FSB focuses on sports facility construction, urban infrastructure and municipal spaces for physical activity, aquanale presents innovations in swimming pool technology, sauna, wellness and spa. Both events create valuable synergies for planners, architects, operators and decision-makers - **#bettertogether**.

Note for editorial offices:

Image material from FSB and aquanale is available in our online image database at www.fsb-cologne.com/imagetadbaze and <https://www.aquanale.de/presse/multimedia/bilddatenbank/>.

Press information is available at: www.fsb-cologne.com/pressinformation and www.aquanale.de/presse/presseinformationen

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