

No. 1 / 2026, Cologne  
#fsb #bettertogether

## FSB a hit with exhibitors and trade visitors - positive feedback fuels optimism for 2027

In 2025, FSB - International Trade Fair for Public Space, Sports and Leisure Facilities - emphatically reinforced its status as the world's leading platform for the industry. A recent survey of exhibitors and visitors reports high levels of satisfaction, exceptionally strong willingness to recommend the event and encouraging prospects for the success of FSB 2027.

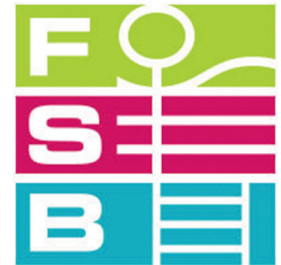
Overall, the survey paints a picture of a trade fair that has further consolidated its role as an international industry leader. More than 80 per cent of exhibitors surveyed gave their experience a positive overall rating. The recommendation rate is particularly high, with 92 per cent of exhibitors stating they would not hesitate to recommend FSB. Trade visitors were likewise impressed by the trade fair's offering, atmosphere and relevance. At the same time, the survey also revealed strong support for greater integration of the central theme #bettertogether and for leveraging synergies with the co-located aquanale event, highlighting these as topics with real future potential.

"With the Urban Oasis at FSB, we will once again demonstrate in 2027 how combining innovative water management solutions, interactive water features and smart shading concepts can make cities and sports and leisure facilities climate-resilient, green places in which people can thrive. By presenting practical ideas for the development of water-wise sports and leisure facilities, FSB enables visitors to experience sustainable urban and green space planning concepts," explains Bettina Frias, Director of FSB and aquanale.

### A highly regarded international industry gathering with genuine business potential

One key finding to emerge from the survey is the importance of FSB as a trade forum. Exhibitors and visitors alike cited establishing new professional relationships and reinforcing existing connections as their primary reasons for attending. The opportunity to network was seen as a source of significant added value, particularly given the high level of international participation in the event. A 12 per cent increase in visitor numbers compared with 2023 and the fact that 62 per cent of attendees came from outside Germany are further evidence of FSB's relevance both nationally and globally.

The calibre of the trade audience was also rated highly. Over 70 per cent of



FSB  
26.10. - 29.10.2027  
[www.fsb-cologne.com](http://www.fsb-cologne.com)

Your contact:  
Paul Schubert  
Tel.  
+49 17612563104  
e-mail  
[p.schubert@koelnmesse.de](mailto:p.schubert@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
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exhibitors expressed satisfaction with the quality of the visitor profile, with more than 80 per cent of visitors reportedly involved in purchasing and investment decisions. This meant that, in addition to very high levels of decision-making authority, concrete business opportunities could be found at FSB 2025. The increasing variety of target groups attending FSB also plays a role here. In 2025, visitor diversity rose even further: municipal or commercial sports facility operators, local authorities and urban planning, and architecture, planning and engineering were each represented by just under a fifth of visitors. This broad base of professional expertise reinforces the interdisciplinary dialogue that is one of the trade fair's hallmarks.

### **A successful event programme: from the exchange of ideas to collaboration**

The wide-ranging and engaging concept for events and special areas was very well received. Formats such as SPORTNETZWERK.FSB, the inclusive zone, the Urban Oasis and the Skate Area scored satisfaction ratings of around 90 per cent. These attractions gave visitors the opportunity to experience key industry topics such as sustainability, inclusion and quality of life in urban areas at first hand. The plannerFORUM and its adjoining plannerLOUNGE were highly appreciated venues in which to gather and discuss important developments relating to public spaces and playground equipment. The 29th IAKS Congress attracted over 500 participants from 40 countries and also promoted knowledge sharing and interdisciplinary dialogue. The IOC IAKS Architecture Prize was presented to nine innovative projects and two future-oriented concepts by students, all of which demonstrated outstanding vision and expertise.

### **FSB set to continue its successful run in 2027**

With its clear focus on business, networking and future-ready solutions for public spaces, sport and leisure facilities, FSB 2027 will again provide a strong platform for business. From 26 to 29 October 2027, the industry will gather in Cologne to discuss and refine sustainable concepts for attractive, inclusive and sustainable sports and leisure facilities.

Online registration is open now. And with less than a year to go before the early-bird offer ends on 31 January 2027, the trade fair is seeing strong demand. It's clear from past experience that the active community is already very much looking forward to October 2027 and making plans to attend FSB.

### **Expansion of #bettertogether**

The trade fair duo joins forces at the wellspring of the future: when FSB and aquanale combine their strengths, synergies are created that extend far beyond the exhibition halls. As a central theme running through both trade fairs, water stands at the confluence of public and private projects. In urban settings, water is becoming a vital design element for future-ready cities, where it is collected and stored, helping to cool the environment and support biodiversity. In private contexts, meanwhile, sustainable water concepts such as sponge gardens, natural swimming ponds and green roofs contribute towards conserving resources in

everyday life. The joint special exhibition area Urban Oasis vs. Private Oasis presented a compelling and successful showcase of these visions in 2025. Efforts are underway to further expand the #bettertogether concept for 2027.

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By bringing together different target groups, this trade fair duo highlights market opportunities arising from the megatrends of urbanisation, health and sustainability. In 2027, FSB and aquanale will once again team up to demonstrate how carefully considered sustainability, focused on the use of water, can help make our living spaces - whether urban or domestic - resilient and fit for the future.

### **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

#### **Note for editorial offices:**

Image material from FSB and aquanale is available in our online image database at [www.fsb-cologne.com/imagedatabase](http://www.fsb-cologne.com/imagedatabase) and <https://www.aquanale.com/press/multimedia/image-database/>

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#### **Your contact:**

Paul Schubert

Public and Media Relations Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Mobile +49 17612563104  
[p.schubert@koelnmesse.de](mailto:p.schubert@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)