

No. 11 / September 2021, Cologne
#aquanale

aquanale 2021: all set for the re-start

The event's website and the special offers available from the trade fair's cooperation partners provide helpful information and support with travel planning

aquanale, the International Trade Fair for Sauna.Pool.Ambience, which kicks off in Cologne in less than eight weeks, is all set to go. The leading international trade fair for the industry will play a key role in successfully relaunching the market, and is a must for anyone wanting to achieve success in the pool, sauna, wellness and ambience sectors. Only in Cologne do all industry players get a comprehensive overview of what's new: the latest technologies, product innovations, process optimisations and visionary planning. The #B-Safe4Business hygiene concept and the new 3-G concept, CH3CK, which requires all attendees to be fully vaccinated, or have recovered from an infection within the last six months (but at least 28 days ago), or test negative for Covid, will ensure that all participants are completely safe. Attendees can find useful information and assistance for planning their travel to Cologne on the aquanale website. aquanale will take place from 26 to 29 October 2021 in co-location with FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities.

Around 180 companies from 25 countries will be exhibiting at aquanale, which this year will cover approximately 24,000 sqm in Halls 7 and 8 of the Cologne trade fair grounds. 58 per cent of the exhibitors are from abroad. The strongest international presences come from France, Belgium, Italy, the Netherlands, Spain, Portugal, Poland, Turkey, the Czech Republic, Great Britain, Austria and Switzerland. The exhibiting companies will be showcasing every aspect of the latest products and designs for modern, sustainable and innovative construction of pools and spa and wellness facilities.

A trade fair is the ideal communication platform to give all market players an excellent and comprehensive overview of new technologies, smart concepts and product innovations. It's also the only context in which it's possible to have discussions and dialogue that are intensive enough to ultimately generate business and new leads. This is reflected in the strong presence of market-leading companies, which take vital inspiration from aquanale. Companies that will be represented at the event in Cologne include Fluidra, Riviera Pool, Speck Pumpen, Grando, Hugo Lahme, WDT, Fluvo Schmalenberger, Chemoform, Dinotec, Pentair, Hayward, Büniger & Frese, Maytronics, B&B Pool Systeme, Niveko, Alukov, Whirlcare Industries, Diamant Unionpool, Passion, Whitewater, BeWell Canada and Superior Wellness.

All aspects of the public and private pool, wellness, sauna and spa sectors are now comprehensively represented at aquanale in Cologne, on one platform and in six,



aquanale
26.10. - 29.10.2021
www.aquanale.com

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clearly defined themed worlds. This is where German and international trade fair visitors from specialised pool construction companies, local authorities, water parks, architect's and planning offices, hotels, day spas, gyms, sanitary, heating and air-conditioning companies as well as premium private visitors can convince themselves of the comprehensive and innovative spectrum of products, conveniently and with short walking distances. In addition, this year's specialised event programme is guaranteed to provide international trade visitors and experts with added value and an edge in industry knowledge once more.

The connection between the private and public pool segments is to be the International Swimming Pool and Wellness Forum once again, which will take place for the ninth time in Cologne. On all four days of the trade fair the bsw (Association of Swimming Pools & Wellness e.V.) as aquanale's conceptual partner will offer an informative and topical specialised programme in collaboration with IAKS (the International Association for Sports and Leisure Facilities). The programme is aimed at the target group of public pool operators but will also address technical and trending topics for pool construction companies, hoteliers, planners and architects. The diverse topics range from "Sustainability and digitalisation: innovation for public pools" and "Examples of best practice from the IOC IPC IAKS Architecture Prizes 2021" to "Development of healthier and more sustainable pools" and "Pandemic plan / re-opening public swimming pools safely". The BDS (German Federal Association of Swimming Pool Professionals) will also be represented once again in the "Training/Advanced Training/Continuing Professional Development" section of the programme.

In Hall 8, the European Waterpark Association (EWA) - the quality association for European leisure pools and thermal baths - will be presenting its EWA Village in collaboration with Koelnmesse GmbH, and showcasing the strengths of its member companies. Among those present will be Aquarena, Roigk, Beco Beermann Plettenberg, Klafs, Lutz-Jesco and other supporting members of the EWA. The focus this year is on dialogue with and among industry members, with the primary aim of discussing relevant issues for operators of leisure pools, water parks and public pools, and advancing ground-breaking concepts.

The award ceremony for the winners of the EUSA AWARDS 2020 will also be held at aquanale 2021 to celebrate the most attractive private outdoor and indoor pools, jacuzzies, spas and pools with canopies and covers. The awards have been presented every year since 2013 by the European Union of Swimming Pool and Spa Associations (EUSA) in cooperation with the bsw (German Association for Swimming Pools and Wellness) and other European swimming pool associations. The award ceremony, which will be hosted by Bert Granderath, President of the EUSA and Vice-President of the bsw, will take place on Thursday 28 October 2021 at 5.15 p.m. in Hall 7.

Surfing the wave - in the smallest of spaces. In Hall 8, aquanale will be exhibiting an indoor surf wave for the first time. Expert surfers will be demonstrating what can be done indoors, but guests can try it out for themselves too, under the guidance of Surf Days provider, Brand Guides.

Note for editorial offices:

Aquanale photos are available in our image database on the Internet at www.aquanale.com/imagedatabase

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Press information is available at: www.aquanale.com/pressinformation

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