

No. 4 / February 2021, Cologne  
#aquanale

## Early-bird pricing for FSB and aquanale still available until 28 February 2021

### Build-up to the opening of the global industry platform begins

FSB and aquanale are excellently prepared as the build-up to the trade fair duo begins, and they get set to present the solutions and trends for resumed future success in the post-corona era to the sectors involved. The #B-SAFE4business safety and hygiene concept developed last year incorporates all the relevant protective measures that are necessary and vital to ensure the well-being of exhibitors and trade visitors while hosting trade fairs and events during the coronavirus outbreak. The co-located trade events FSB and aquanale, which will be held in Cologne from 26 to 29 October 2021, will play a crucial role in the development of the participating sectors because there is now an intense need to revive commercial relationships, network personally with all stakeholders and establish new business after a long period of uncertainty. And the need to exchange ideas and gather information is enormous: A good eight months before the trade fair duo opens, demand from Germany and abroad is excellent, both in terms of definite registrations and enquiries. Due to the challenging operating environment, potential exhibitors at FSB and aquanale 2021 still have time until 28 February 2021 to secure key benefits by registering early: Exhibitors applying now can already reserve their preferred size of stand area and stand location in the trade fair halls.

The clear spatial and thematic distinction between the co-located international trade fairs is being rigorously further developed with a view to the scheduled dates of the events at the end of October 2021 and will further enhance safety in relation to visitor flow management in the current coronavirus situation. FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, will occupy Halls 6, 9 and 10.1, with all the showcases located on the ground level and linked to each other via an easy route for greater convenience for visitors. Individual themed areas will be restructured, and related themes brought together. In parallel to FSB 2021, adjustments are also being made to the hall structure for aquanale: The International Trade Fair for Sauna.Pool.Ambience will now occupy the attractive Halls 7 and 8, directly next to the Entrance North to Koelnmesse. This will enable optimal management of visitor flows through aquanale's themed areas covering the entire spectrum of swimming pools, saunas and wellness. Further information on the hall structure and the individual focus themes can be found at: [www.fsb-cologne.de](http://www.fsb-cologne.de) , [www.aquanale.de](http://www.aquanale.de) .

**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



aquanale  
26.10. - 29.10.2021  
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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 fastexpanding 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.

Page

2/3

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Page  
3/3