

No. 7 / September 2023, Cologne
#aquanale

20 years of aquanale: all the signs point to success

International who's who of the industry due to participate

Six weeks before the start of aquanale, International Trade Fair for Sauna.Pool. Ambience., all the signs point to it being a success. The international event is primed to bring the who's who of the industry together in a single location once again. The world's leading industry event is a must for everyone wanting to make a splash in the pool, sauna, wellness and ambience sectors. This is the only place where all market partners get a comprehensive overview of what's new: the latest technologies, product innovations, process optimisations and visionary planning. aquanale will take place in Cologne from 24 to 27 October 2023 in co-location with FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities. The event has been held since 2003 and takes place every two years. Its conceptual sponsor is the German Federal Association for Swimming Pools and Wellness (bsw/Bundesverband Schwimmbad und Wellness e.V.).

Around 280 companies from 31 countries will exhibit at the upcoming aquanale, which will extend over approximately 28,000 sqm in Halls 7 and 8 of the Cologne trade fair grounds this year. Around 50 per cent of the exhibitors are based abroad. The largest contingents from outside Germany come from France, Belgium, Italy and Poland. aquanale will present a full range of topics relating to the latest products and designs for modern, sustainable and innovative swimming pool 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 also facilitates in-depth discussions that generate new leads and establish business relationships. This is reflected in the strong presence of market-leading companies, which take vital inspiration from aquanale. For example, Aquasolar, Behncke, BWT Procopi, Chemoform, Grando, Fluidra, Riviera, Schmalenberger, Niveko, Speck Pumpen, Binder, Renolit, Rollo Solar, Hayward, Compass Pool, Techno Alpin, WDT, Hugo Lahme, Whirlcare and many other companies are due to participate.

Six theme worlds dedicated to swimming pools, spas and other industry segments

All aspects of the public and private pool, wellness, sauna and spa segments are represented at aquanale in six, clearly defined theme 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 gain in-depth insights into the comprehensive spectrum of products, conveniently and within short walking distances.



aquanale
24.10. - 27.10.2023
<https://www.aquanale.com>

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Anniversary of the International Swimming Pool and Wellness Forum

The specialised event programme is guaranteed to provide international trade visitors with added value and an edge in terms of industry knowledge. Once again, the link between the private and public pool segments will be provided by the International Swimming Pool and Wellness Forum (ISWF), which is being staged for the tenth time at aquanale. In collaboration with the International Association for Sports and Leisure Facilities (IAKS) and the Federal Association of German Swimming Pool Professionals (BDS), bsw will offer an informative and topic-focused specialised programme in Hall 7 on three congress days.

The congress will cover subjects of interest to the public pool operators target group as well as many technical and topical matters relevant to swimming pool construction companies, planning agencies and firms of architects. It will address issues ranging from planning low-carbon pools to the new European energy efficiency standard all the way through to the question of staff shortages. The BDS will contribute to the programme with sessions on “Further education and training for swimming pool supervisors, lifeguards and pool attendants” and “Modernisation of the profession”. Visitors will also learn more about how Switzerland, the partner country of aquanale 2023, is dealing with current challenges such as energy efficiency, water management, digitalisation and the recruitment of skilled workers.

EWA hosts special exhibition on Green Waterparks

In Hall 8, the European Waterpark Association (EWA) will be presenting a special exhibition on the topic of sustainability entitled “Green Waterparks”. The focus will be on innovations that can reduce the energy consumption and carbon footprint of public pools. In addition, the quality association for European leisure pools and spas will highlight the outstanding performance of its member companies, among them Wiegand Mälzer, Roigk, Aquarena, n-tree, Beco Beermann, entervo-access, Vertigo and Klarer.

The 2023 winners of the EUSA European Pool and Spa Awards will also be announced at aquanale. The swimming pool industry prizes have been awarded annually since 2013 by the European Union of Swimming Pool and Spa Associations (EUSA) in cooperation with bsw and other European swimming pool associations. The awards recognise the most beautiful domestic indoor and outdoor pools, hot tubs, spas, pools with an enclosure, and pools with an automatic cover. The prize-giving ceremony, hosted by EUSA President Bert Granderath, will take place at 4.30 p.m. on 24 October 2023.

Sauna from Finland brings Finnish sauna culture to Cologne

For the upcoming event, aquanale has entered into a strategic partnership with the Finnish sauna industry network Sauna from Finland. For the first time, a dedicated exhibition area will raise the visibility of companies from Finland and increase support for their export activities. A lounge located at the centre of the area will serve as a relaxation space as well as being a networking hub. Members and partners

of the network will present their products and services on the periphery of the lounge area. Through workshops, inspiring tours and live sauna experiences, Sauna from Finland also aims to give visitors a taste of the Finnish way of life.

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Further information and the complete event programme can be found at: aquanale.com

About aquanale

aquanale is the leading trade fair for the swimming pool and sauna industry. As an international business platform, the Cologne-based event turns the spotlight on the construction of modern, sustainable and innovative swimming pool and wellness facilities. aquanale is traditionally co-located with FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, at Koelnmesse's fairgrounds. The trade fair duo turns Cologne's exhibition centre into the most important international meeting place for everything relating to public and private pools, the planning and design of public spaces and amenity areas, sports facilities and playgrounds, sports equipment, and exercise and recreational facilities. aquanale's conceptual sponsor is the Association for Swimming Pools and Wellness (bsw/ Bundesverband Schwimmbad und Wellness e.V.).

Note for editorial offices:

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