

No. 2 / February 2025, Cologne  
#aquanale

## aquanale 2025: nearly all market players have already registered

### More than 80 percent of the area is booked up

Around nine months before the opening of aquanale, the International Trade Fair for Sauna. Pool. Ambience, the event can report outstanding interim results. Almost all important market players have already applied. In addition, more than 80 percent of the exhibition area is currently already booked up, also through sometimes expanded area bookings. A total of around 320 exhibiting companies from more than 25 countries are expected in Cologne. The trade fair is especially pleased at strong growth this year from Germany, the United Kingdom, the Netherlands, Poland, Finland, Austria, Switzerland, Spain and the Czech Republic. aquanale will take place in Cologne from 28 to 31 October 2025 parallel with FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities.

In 2025 too, aquanale will once again be located in exhibition halls 7 and 8 of Koelnmesse - clearly divided into the six familiar theme worlds. Trends for private swimming pool and wellness facilities with saunas and spas as well as innovations and management concepts for operators of public swimming pools, water parks and thermal baths will be shown here. National and international trade visitors from the areas of public swimming pools, leisure parks, thermal baths, specialised pool companies, hotels, architecture, landscaping and planning agencies as well as from the fields of sanitary, heating and air-conditioning companies, spa and fitness, gardening and landscape gardening gain a comprehensive overview of the entire spectrum of products over short routes.

### High level of participation by leading companies

Nearly all the relevant market players have provided early confirmation of their participation in aquanale 2025. The following companies from the swimming pool, swimming pool equipment, water treatment, sauna, spa and wellness sectors will be exhibiting their product portfolios in Cologne: Alukov, Aqua Solar, Aquarena, Aquaviva Iberspa, BAC, BB Systems, Behncke, Binder, Blue Drops. bsw, Carro Pools. CF Group, CGT Alkor, Compass Pool, eccos pro, Eichenwald, Elbtal, EMEC, EWA, Fluidra, Grando, Hayward, Herborner. Pumpen, HUUM, Klarer, Maitec, Midas, Narvi, Nextpool, Niveko, Novacommet, n-tree, Pentair, Pollet Group, Polyfaser, Renolit, Riviera Pool, Rollo Solar, Sawo, Nordic, Schmalenberger/Fluvo, SCP, Softtub World, Sopra, Speck Pumpen, Steinbach, T&A, UWE, U4PPP, WDT/Hugo Lahme, Wedi, Weinmann, Wibre oder Wiegand.

"We are very pleased at having already received so many applications at the present



aquanale  
28.10. - 31.10.2025  
www.aquanale.com

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District Court Cologne, HRB 952

time from international exhibitors. It is not only a clear commitment on the part of the industry to aquanale, but also reinforces its position as one of the world's leading trade fairs for the future-oriented swimming pool, sauna and wellness market", says Matthias Pollmann, Vice President Trade Fair Management Koelnmesse.

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### **Varied supporting programme revolving around sauna, pool and co.**

In addition to a comprehensive overview of innovative products and designs, aquanale 2025 offers the usual high quality programme, formulated together with the German association for swimming pools and wellness (bsw) as industry sponsor and the International Association for Sports and Leisure Facilities (IAKS). Particularly the 11th International Swimming Pool and Wellness Forum is providing impulses for continuing industry development. Renowned industry experts here discuss themes that are currently relevant both for the public and for the private swimming pool market.

Together with its partner "Sauna from Finland", Finnish sauna culture is being made experienceable for the second time on location and up close. Further partnerships with the Federal Association of German Swimming Pool Professionals (BDS) and the European Waterpark Association (EWA) will provide additional content that is guaranteed to appeal to every target group.

### **#bettertogether: Strong synergies through trade fair duo**

Due to the parallelism of aquanale and the FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, strong synergies also arise for exhibitors and visitors. Together, the two leading trade fairs create a platform for the sports, playground, swimming and exercise industry that is unique in the world. The Boulevard will also be incorporated into the event planning for the trade fair duo in 2025. Under the banner of "Innovation & Sustainability", companies that have been awarded funding under the German Federal Government's Young Innovators programme will appear at a group stand, accompanied by related themed and sponsored areas. This joint showcase will shed light on the latest innovations and industry topics, with a focus on the core fields for both trade fairs.

**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. Alongside events like imm cologne and interzum, other formats hosted at the trade fair hub of Cologne such as ORGATEC, spoga+gafa, FSB 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. To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include La Feria De Diseño Medellín - powered by imm cologne in Colombia, ORGATEC TOKYO in Japan, ORGATEC INDIA in Mumbai and the events in the interzum brand family: interzum guangzhou in China, interzum bogota

in Colombia, interzum jakarta in Indonesia and interzum forum italy in Italy. New to Koelnmesse's Living, Contract and Public Spaces portfolio is FSB Sports Show Riyadh in Saudi Arabia.

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**The next events:**

ORGATEC TOKYO - SHIFT DESIGN - The leading international trade fair in Asia for the modern workspaces, Tokyo 03.06. - 05.06.2025

FSB Sports Show Riyadh - Saudi Arabia's Largest Trade Fair for Sports Build, Leisure Facilities and Public Spaces, Riyadh 16.06. - 18.06.2025

spoga+gafa - The world's biggest garden and BBQ trade fair, Cologne 24.06. - 26.06.2025

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 28.10. - 31.10.2025

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 28.10. - 31.10.2025

ORGATEC - The leading international trade fair for the modern working world, Cologne 27.10. - 30.10.2026

**Note for editorial offices:**

Aquanale photos are available in our image database on the Internet at [www.aquanale.com/imagedatabase](http://www.aquanale.com/imagedatabase)

Press information is available at: [www.aquanale.com/pressinformation](http://www.aquanale.com/pressinformation)

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