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#aquanale

aquanale 2025: innovations for pools, saunas and well-being

**The line-up for the International Trade Fair for Sauna.Pool.
Ambience - from 28 to 31 October 2025 in Cologne**

When the international water, sauna and wellness industry gathers in Cologne for aquanale from **28 to 31 October 2025**, the trade fair will once again be devoted to sustainable innovations, intelligent technology and the wellness culture experience. As one of the world's leading industry platforms for the private and public pool, sauna and spa markets, aquanale brings future topics, major brands and trends together at a single event.

Four months before the trade fair opens, demand is already above average: **Around 300 companies from 35 countries** have confirmed their appearance at the event - including almost all the significant key players in the sector. "The fact that we already have so many registrations at this point in time is a reflection of the industry's firm commitment to aquanale and proof of the sector's trust in our platform," says **Matthias Pollmann, vice president trade fair management at Koelnmesse**.

International industry network at the highest level

aquanale's international reach continues to be a key feature for the 2025 edition of the event: Nearly 50 per cent of exhibitors will travel from outside Germany to attend. This year, the largest international contingents will come from the Czech Republic, Belgium, France, the Netherlands, Poland, the United Kingdom, Italy, Switzerland, Finland and Austria - clearly demonstrating how firmly established aquanale is in the European and global markets.

The trade fair's line-up of topics for 2025 is also diverse. Addressing both the public and the private segments, the programme will cover everything from energy-efficient swimming pool technology to digitalisation in water treatment to holistic wellness concepts and contemporary sauna design.

Strong brands, strong topics: aquanale set to be a showcase for innovations

Almost all the major industry leaders have confirmed that they will be appearing in Cologne to present their latest products, technologies and solutions. The list of confirmed exhibitors includes names such as:

Alukov, Aqua Solar, Aquarena, Aquaviva Iberspa, BAC, BB Systems, Beco Beermann, Behncke, Binder, Bluedrops, bsw, Butenas, 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, n-tree,



aquanale
28.10. - 31.10.2025
www.aquanale.com

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Headquarters and place of
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Cologne
District Court Cologne, HRB 952

Pentair, Pollet Group, Polyfaser, Renolit, Riviera Pool, Roigk, Rollo Solar, Sawo, SCP, Softtub World, Sopra, Speck Pumpen, Steinbach, T&A, UWE, U4PPP, WDT/Hugo Lahme, Wedi, Weinmann, Wibre, Wiegand.Waterride - and many more besides.

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Six theme worlds present a holistic experience

In 2025, aquanale will once again be structured around a clear concept based on six theme worlds. This will allow the event to cover the sector's full spectrum - from technology to design, from private swimming pool construction to public pool architecture. The six themed showcases will present a consolidated overview of solutions and condensed expertise in the following key areas:

- Private Pools & Technology
- Public Pools & Water Treatment
- Saunas & Wellness
- Spas & Lifestyle
- Outdoor Living & Design
- Digital Solutions & Control Systems

All the areas of the trade fair will be within easy reach of each other. Combined with the event's clear structure and targeted networking spaces, this makes aquanale an efficient and inspiring experience for trade visitors, whether they are planners, architects, or local authority representatives, from the skilled trades or the hotel, spa and leisure industries.

International Swimming Pool and Wellness Forum - a driver of sector expertise

The key format for knowledge exchanges at the event remains the International Swimming Pool and Wellness Forum (**ISWF**), which will take place in Cologne for the eleventh time in 2025. The forum will bring experts from the fields of engineering, planning, operation and public policy together in **Hall 7**. Jointly organised by the German Association for Swimming Pools and Wellness (bsw), the International Association for Sports and Leisure Facilities (IAKS) and the Federal Association of German Swimming Pool Professionals (**BDS**), the ISWF will present three days of stimulating specialist talks, discussions and best practices - for both the private and the public pool segments.

The spectrum of topics covered will include:

- Energy-efficient pools and new EU standards
- The shortage of skilled workers in the area of swimming pool operation
- Carbon reduction and sustainable modernisation
- Digitalisation in water and visitor management

The Digital Waterpark special event at aquanale: leisure reimaged - digital, smart and experience-focused

What is a digitally enhanced visit to a leisure pool or thermal bath like? The **EWA's special event for 2025** will provide exciting answers to this question and reveal how digital services and AI-based solutions can improve the experience for both visitors and operators. The interactive special event is an invitation to try out and discover new technologies.

Sauna from Finland - experience Scandinavian well-being

Following a successful launch in 2023, aquanale is continuing its partnership with Sauna from Finland. The network is returning in 2025 to present Finnish sauna culture in a dedicated event area with a lounge, live experiences, design exhibits and inspiring talks. For trade visitors, the special event area will offer valuable input for developing well-being concepts that draw on cultural traditions as well as insights into international product trends.

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Exhibition on swimming pool architecture

The exhibition **SWIMMING IN ATMOSPHERE** by **4a Architekten** will be presented at aquanale for the first time. Having appeared at the **Aedes Architecture Forum** in Berlin and the **State Academy of Fine Arts Stuttgart**, the exhibition will once again reach a broad audience when it is displayed at the event in Cologne.

SWIMMING IN ATMOSPHERE presents thirteen selected projects from the portfolio of Stuttgart-based architects' practice **4a Architekten**. Drawing on **models, plans and photos**, the projects convey the complexity and many different facets of contemporary swimming pool construction - **from school pools to thermal baths**, from sports facilities to wellness centres, from energy self-sufficient swimming pools to the first indoor pool built in modular timber construction.

Belgium to follow Switzerland

It is almost a tradition for aquanale to further strengthen its international reach by inviting a partner country to enrich each edition of the trade fair. Following Switzerland's showcase in 2023, the swimming pool industry is looking forward to Belgium's appearance in 2025. Germany's neighbour - situated close to aquanale's location in Cologne - has lots to offer, and a selection of Belgian products will be on display at the event.

Beer, waffles and chocolate are three culinary highlights typically associated with the Benelux nation. But swimming pool and wellness experts know that Belgium is also famous for its water-based amusement parks. The trade fair will also present a session on the Belgian pool market in its congress programme, the International Swimming Pool and Wellness Forum. And an appearance by the land of good beer and good food wouldn't be complete without a Belgian evening for trade fair participants to enjoy.

aquanale and FSB: #bettertogether for a healthy society

By staging aquanale and FSB at the same time, Koelnmesse creates a unique platform devoted to exercise, health and well-being. The topics addressed at the two trade fairs complement each other and provide forward-looking answers to the major challenges of our time: urbanisation, climate protection, demographic change and social participation.

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 the new trade fair duo **imm cologne** and **interior design days cologne** (idd cologne), other formats hosted at the trade fair hub of Cologne such as **ORGATEC**, **interzum**, **FSB**, **spoga+gafa** 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, the shows of the ORGATEC brand family with ORGATEC TOKYO in Japan, ORGATEC India in Mumbai and ORGATEC WORKSPACE Saudi Arabia in Riyadh, as well as the trade fairs of the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Bergamo. The "Living, Contract and Public Spaces" portfolio also includes the FSB Sports Show Riyadh in Saudi Arabia.

Further information: <https://www.fsb-cologne.com/trade-fair/fsb/fsb-worldwide/>

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