

No. 7 / September 2025, Cologne  
#aquanale

## Registration numbers strong for industry's leading international trade fair

**Top exhibitors, exciting theme areas and a high-calibre programme await visitors**

With less than two months to go, aquanale 2025 - International Trade Fair for Sauna.Pool.Ambience. is on track for success. From 28 to 31 October 2025, the international who's who of the pool and wellness industry will gather in Cologne. aquanale is a must-attend event for anyone who wants to succeed in the pool, sauna, wellness and ambience sectors. Only here can all market partners get a comprehensive overview of the latest technologies, innovative products, sustainable processes and visionary planning. The conceptual sponsor of aquanale is the German Association for Swimming Pools and Wellness (bsw/ Bundesverband Schwimmbad und Wellness e.V.).

The upcoming aquanale 2025 will take place in Halls 7 and 8 of the Cologne fair grounds, spanning around **40,000 square metres of exhibition space**. More than **280 companies from 36 countries** have already registered, with roughly **60 percent from abroad**. The countries with the strongest participation are Germany, the Czech Republic, Belgium, France, the Netherlands, Poland, Finland, Switzerland, Italy and the UK. The event will showcase the full spectrum of the latest products and designs for modern, sustainable and innovative swimming pool and wellness facilities.

As a communication platform, the trade fair allows all market partners to get a complete overview of the latest technologies, smart concepts and product innovations. It also creates opportunities for in-depth discussions that help forge business relationships and generate new leads. This is reflected in the strong presence of market-leading companies that use aquanale as an important source for new ideas. Among them are Aito Sauna, bsw, BWT, Speck Pumpen, Grando, Fluidra, Rollo Solar, Behncke, Aqua Solar, Fluvo Schmalenberger, Renolit, Binder, CF Group, Riviera Pool, Huum, Pollet Group, Sawo, Carropool, Compass Pool, Softtub World, Sopra, WDT, Hugo Lahme, Niveco, T & A Group, UWE, Klarer, Maitec, Superior Wellness, Butenas, Wiegand Maelzer, Hayward, Ikono, Aquarena, Beco, Roigk, Wedi, eccos pro, Eichenwald, Elbtal, and many others.

"We are eagerly looking forward to the upcoming event. At this point, we can again confirm that aquanale is unrivaled as the leading international trade fair and most important business and networking platform for the pool, sauna, wellness and ambience sectors," says Bettina Frias, Director of aquanale.

**Theme worlds - swimming pools, spas and more**

aquanale 2025 presents the full spectrum of the private and public pool, wellness,



aquanale  
28.10. - 31.10.2025  
[www.aquanale.com](http://www.aquanale.com)

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sauna and spa segments in **six clearly defined theme worlds**. The event offers a comprehensive range of products for both domestic and international visitors, including pool construction companies, municipalities, leisure and water parks, architecture and planning firms, hotels, spas, gyms, and the sanitary, heating and air conditioning sector. Premium private visitors also benefit from the short walking distances and clearly organised selection of offerings.

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### **International Swimming Pool and Wellness Forum (ISWF)**

In 2025, ISWF will be the core of aquanale for the eleventh time. Over three days in Hall 7.1, trade visitors will gain practical insights into technological, ecological and organisational trends shaping the future, such as energy-efficient pools, decarbonisation, digital solutions for water and visitor management, and securing skilled staff. The forum is 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), with additional support from the International Academy for Swimming Pool, Sports and Leisure Constructions in Germany (IAB) and the German Society for Natural Bathing Waters (DGfNB).

- **Partner country Belgium:** Following Switzerland in 2023, Belgium will serve as partner country in 2025. It will showcase its expertise in the swimming pool and wellness sector - with a dedicated session in the forum, a joint pavilion with bsw in Hall 7 and a festive Belgian evening.
- **Sauna experience: Sauna from Finland** - Finnish sauna culture will once again be a highlight at aquanale. The multi-sensory Finnish Sauna Lounge creates an immersive atmosphere, with visual and acoustic elements that transport visitors into Finnish summer and winter landscapes - right in the middle of the trade fair . This signature feature delivers a genuine feeling of well-being and high-quality sauna experience.
- **Partner network as a driver of success:** Special thanks go to the event's partners, and especially to bsw as conceptual sponsor. Together with other associations and institutions, the partner network plays a key role in ensuring the high quality of the content and global relevance of the trade fair.
- **Congress: 11th International Swimming Pool and Wellness Forum (ISWF)** - the heart of the professional programme, this forum is organised by the bsw in partnership with the IAKS and BDS. The shared exhibition area includes the bsw stand on one side and the ISWF on the other, with partner country Belgium also represented within the same space.
- **Partner country Belgium: The congress programme - the International Swimming Pool and Wellness Forum** - will feature a session on the Belgian pool market. Belgium will also share a joint stand with bsw in the heart of Hall 7 - the perfect place to meet experts, exchange ideas and network with international industry peers. Topping it off is a festive Belgian evening where everyone can celebrate together and experience the country's hospitality at its finest.
- **Digital Waterpark** - a special exhibition by the European Waterpark Association (EWA): The digital journey of waterpark visitors.
- **Sauna from Finland:** Finnish companies will enjoy increased visibility and export assistance in a dedicated exhibition area.

- **Swimming in Atmosphere by 4A Architekten:** Photo exhibition on pool architecture, including a seating area and info display.
- **Aquanight:** Exclusively for aquanale exhibitors, this year's event will take place in Hall Gate 2.
- **Private Oasis (Boulevard) - focus on water:** In partnership with DGfNB. This area will feature selected exhibits from participating companies.

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#### Trade fair duo with aquanale - #bettertogether

FSB - the International Trade Fair for Public Space, Sports and Leisure Facilities will take place alongside aquanale. These two events together make up the international trade fair duo in Cologne. The unifying theme **#bettertogether** creates a platform that highlights synergies, explores the connections between theme worlds and brings together **the three megatrends of urbanisation, health and sustainability**. Visitors benefit from short walking distances, a comprehensive overview and a wide range of networking opportunities. At the same time, FSB addresses the growing importance of physical activity and exercise as key components of healthy, inclusive and climate-resilient public spaces with its products, concepts and best practices.

aquanale 2025 is the international highlight for the swimming pool and wellness industry. Get your ticket now and be part of it: [www.aquanale.de/tickets](http://www.aquanale.de/tickets)

#### 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.

#### The next events:

ORGATEC WORKSPACE Saudi Arabia - Saudi Arabia's Premier Trade Event for Workspace Solutions, Riyadh 16.09. - 18.09.2025

La Feria De Diseño Medellín powered by imm cologne - The Meeting Point for the Interior Design, Architecture and Lifestyle Scene in Latin America and the

Caribbean, Medellín 18.09. - 20.09.2025

interzum jakarta - The Premier Gateway to Indonesia's Furniture Innovation and Supply Industry, Jakarta 24.09. - 27.09.2025

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### **#bettertogether: FSB and aquanale - a powerful trade fair duo**

**FSB - International Trade Fair for Public Space, Sports and Leisure Facilities and aquanale - International Trade Fair for Sauna.Pool.Ambience.** will once again take place in parallel from **28 to 31 October 2025** at the Cologne exhibition grounds. Together, they form a globally unique trade fair duo that unites public and private spaces for movement, relaxation, leisure and health. While FSB focuses on sports facility construction, urban infrastructure and municipal spaces for physical activity, aquanale presents innovations in swimming pool technology, sauna, wellness and spa. Both events create valuable synergies for planners, architects, operators and decision-makers - **#bettertogether**.

#### **Note for editorial offices:**

Image material from FSB and aquanale is available in our online image database at [www.fsb-cologne.com/imagedatabase](http://www.fsb-cologne.com/imagedatabase) and <https://www.aquanale.com/press/multimedia/image-database/>.

**Press information** is available at: [www.fsb-cologne.com/pressinformation](http://www.fsb-cologne.com/pressinformation) and <https://www.aquanale.com/press/press-releases/press-releases-of-aquanale/>  
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