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Final report

FSB 2015: growth in visitor numbers and increased internationality

Function as leading international branch meeting point confirmed: seven percent growth in visitor numbers / 26,600 visitors from 117 countries in Cologne / high level of internationality and visitor quality / strong synergy effect in the swimming pool sector with aquanale / 24th IAKS Congress: interdisciplinary exchange at the highest level

After four successful fair days, the FSB ended on 30 October 2015 with an all-round positive balance, increased internationality and a good atmosphere. Around 26,600 visitors from 117 countries experienced innovations, products and services from the fields of amenity areas, sports and pool facilities at the leading fair of the branch in Cologne. The FSB, which once again took place parallel with the aquanale, the international trade fair for sauna, pool and atmosphere, thus registered clear growth in the number of visitors with a plus of 7 percent. It registered especially strong growth with trade visitors from Asia (+19 percent) and the Middle East (+12.5 percent). However, the trade fair duo also attracted a more specialised public to the Cologne exhibition halls from within Europe and registered a strong double-digit plus in comparison to the previous event. On the whole, the trade fair duo increased its foreign share to 58 percent of visitors with another increase of two percentage points.

The FSB and the aquanale took place for the first time in the Northern Halls of the Cologne fair grounds, which was received equally well by exhibitors and visitors. The synergies in the swimming pool sector were thus ideally exploited and interlinked. "The FSB once again reinforced its significance as the leading international trade fair for the amenity areas, sports, games and pool branches in 2015. Not only the quantitative key figures corroborate this, especially the growth at the international level, but also the high level of quality of the exhibitors and visitors," summarised Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "The new hall allocation once again clearly focused the profile of the FSB."



FSB

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www.fsb-cologne.com

Your contact:

Stephanie Josst

Tel.

+49 221 821-2915

Fax

+49 221 821-3544

E-mail

s.josst@koelnmesse.de

Koelnmesse GmbH

Messeplatz 1

50679 Köln

P.O. Box 21 07 60

50532 Köln

Germany

Tel. +49 221 821-0

Fax +49 221 821-2574

info@koelnmesse.de

www.koelnmesse.de

Executive Board:

Gerald Böse

(President and Chief Executive Officer)

Katharina C. Hamma

Herbert Marner

1st Vice-Chairwoman of the

Supervisory Board:

Kirsten Jahn

Member of Cologne City Council

Headquarters and place of jurisdiction:

Cologne

District Court Cologne, HRB 952

Decision-makers, operators, architects, planners and landscape architects from both the municipal and private sectors found tailored solutions and future-orientated concepts for designing and offering space for social change at FSB.

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All of the leading companies on the market from Germany and abroad presented themselves at FSB 2015. In addition to the new hall allocation, exhibitors especially praised the strong international interest. The exhibitors also evaluated the quality of the visitors very positively. This estimation is confirmed by the initial results of the visitor survey: according to this, 90 percent of visitors are involved in purchasing decisions either directly or in an advisory fashion. The visitors also had high praise for the event. A total of around 75 percent reported that they were satisfied with the fair visit. 82 percent even reported that they had succeeded in achieving their goals at FSB in Cologne. The broad portfolio of products ensured that 80 percent rated the exhibition offering as either good or very good.

The IAKS Congress offered interdisciplinary exchange at the highest level. The 24th IAKS Congress, taking place parallel with the FSB, was this year accompanied by the festivities for the 50th anniversary of the International Association for Sports and Leisure Facilities (IAKS) and was very successful. The congress focused worldwide trends in the construction of sports and leisure facilities and presented pioneering projects. On four congress days, 51 international experts from 17 countries presented architectural and operative solutions for athletic peak performance, health consciousness and an active lifestyle. Around 900 participants from 52 countries listened to lectures on subjects such as attractive sport areas, sustainability, optimal training conditions and economical benefits, including delegations from Denmark, the United Kingdom, Honduras, Canada, Austria, Russia, Singapore and Switzerland.

IAKS President Dr. Stephan Holthoff-Pförtner summarised: "Cologne was once again the "place to be" for the international sports and leisure facilities branch". In the new environment of the Northern Halls of Koelnmesse, FSB and the IAKS Congress provided information and networking at the very highest level."

Spaces for movement for all generations

Due to the move to the modern Northern Halls, the FSB concept for the first time had with hall 9 its own hall for the themes of amenity areas, playground equipment and outdoor fitness. Here, numerous exhibitors presented their products, projects and services for the planning and designing of open spaces, specifically organised with aspects such as municipal planning and urban design, areas for play, accessibility, demographic change and mobility in mind. Numerous special events for a variety of

target groups rounded off the offering of the FSB. Together with their long-standing partners STADTundRAUM and BSFH (Bundesverband für Spielplatzgeräte- und Freizeitanlagen-Hersteller/Federal Association of Playground Equipment and Recreational Facilities Manufacturers), in addition to attractively designed theme areas, FSB also presented content-related forums with added value for municipalities, planners and landscape architects. In addition to this, events like the awarding of the SPIELRAUM Prize 2015 and the special event "Health", which was organised in conjunction with the European Waterpark Association, also took place within the framework of FSB. Traditionally, athletic activities like football, basketball, ice skating and this year aqua fitness were also part of the happenings of the trade fair.

For the first time at the FSB: forum on outdoor sports facilities

At the outdoor sports facilities forum, the IAKS and its partner associations presented current trends and information for planners and operators of sports facilities and public amenity areas. On four days of the fair, lectures were given on themes such as "New Findings from FIFA's Artificial Turf Quality Concept", the recycling of artificial turf systems, management approaches for the control of municipal open air sports facilities or safety management on sports grounds. Standardisation and technology regarding artificial turf, infill granules and artificial surfaces for sports grounds were also themes discussed in the forum.

IOC, IPC and IAKS awarded international architecture prizes

The highlight of the IAKS Congress has traditionally been the awarding of the IOC/IAKS Awards and the IPC/IAKS distinction for barrier-free sports facilities. In 2015, the jury of the IOC/IAKS Awards presented three facilities with gold, seven with silver and 14 with bronze. The IPC/IAKS award for accessible sports facilities went to four participants. The prizewinning properties are found in 15 countries around the world. In total, 130 projects from 30 countries took part in this years competition. The most successful architects of the competition are KEINGART – space activators from Denmark. They are the creative minds of the Athletics Exploratorium in Odense (Gold) and the Tornhøjhallen in Aalborg (Bronze). The Swiss architecture agency Herzog & de Meuron also received a gold medal for the planning of the Naturbad Riehen (Switzerland). The agency Zaha Hadid Architects, among others, was pleased to receive silver for the London Aquatics Centre.

In the case of the IOC/IPC/IAKS Architecture and Design Award for Students and Young Professionals, a gold medal, a silver medal and two bronze medals were presented.

Intensified synergies in the swimming pool segment

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The areas of the public and private swimming pool, wellness and sauna sectors were once again represented on one platform in clearly defined theme worlds in halls 6 and 7. "The successful bringing together of the swimming pool sectors from aquanale and FSB's 'Public pool construction' area at the last event showed that joint trade fair concepts are a guarantee for a successful future", Klaus Meinel, General Secretary and CEO of the IAKS emphasised "Every two years the FSB and the aquanale are the highlight of the private and the public swimming pool sector". The 6th Cologne Swimming Pool & Wellness FORUM, which was organised by Koelnmesse, together with the trade associations bsw (the German Association of Swimming Pools & Wellness e.V.) and IAKS (the International Association for Sport and Recreational Facilities e.V.), as well as other partners, acted as the joint umbrella for the swimming pool sectors of FSB and aquanale again this year. Over a period of four days, more than 300 participants discussed, among other things, current branch-related themes. Especially the offering in the "PlanetForum Swimming Pool Construction" was tailored to the public swimming pool sector. The focus was on themes like the sustainable renovation of public pools and water treatment.

Exhibitor statements

Peter Breuer, Head of Exports at Berleburger Schaumstoff Werke GmbH:

"This FSB once again proved that it is indispensable for the branch. We meet new specialists from all continents here every time. The FSB provides the ideal framework for this and is, from a global perspective, simply the most important branch platform. Those who don't exhibit here are simply not international players."

Karl Köhler, Managing Shareholder of Berliner Seilfabrik GmbH:

"The FSB has always been successful for us, and we had customers from all over Europe, but also, for example, from Australia at our stand. Our activities organised around the trade fair to show our products live to sales representatives were also a complete success."

Markus Profanter, CEO of engo:

"FSB 2015 convinced with both a very good visitor quality and, once again, with a high level of internationality. During the four days of the trade fair we had wonderful conversations with customers from around the world. Although the quantity of interested customers was slightly less than for the previous event, the number of trade visitors of interest to us was all the better this year."

Dr. Klaus Batz, CEO of the European Waterpark Association (EWA):

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"For us, the trade fair, with which we already enjoy a cooperation of many years, absolutely paid for itself once again. We established many new contacts here. For an international association like the EWA, trade fairs are always an important meeting point. Particularly the combination of aquanale and FSB in the swimming pool sector is very attractive for our members, because around 90 percent of them visit both trade fairs in Cologne. Our special event on the subject of health was also very well-received."

Johannes Maier, CEO of Eurotramp:

"The FSB has been the most important networking platform of the branch for years. In addition to the good frequency at our stand on all four days, the quality of the trade visitors was also higher than average. The FSB is the right place for establishing good international contacts and meeting customers from overseas. At the same time, we also use the framework of the FSB as a meeting point for our traders. In any case, our trampoline special event was well-received and resulted in good synergy effects. This concept also resulted in additional new customers for us."

Horst Huber, CEO of Hinke Schwimmbad:

"The programme of the trade fair is extraordinary and the fair visitors international. That is something that one doesn't find in this form at other trade fairs."

Ulrich Scheffler, CEO of Lappset:

"FSB 2015 went very well for us. We received a favourable response from Germany, but also especially from the international realm, and thus even surpassed the result of 2013. Customers from the whole world were at our stand, for example, from Japan, Australia, from the Arabian Peninsula, Russia and the rest of Europe. The theme of outdoor fitness is currently very much in trend, which was naturally also quite noticeable."

Thomas Kubitza, Marketing Manager at Melos:

"FSB 2015 went exceptionally well for us. In addition to our core markets, we were also able to reach target groups in the growth markets perfectly – we had noticeably increased customer contact, especially in South America and the Middle East. The new hall concept of the FSB also had the effect of considerably improving visitor guidance."

Tobias Müller, Head of Marketing and Communications Polytan:

"We are very satisfied with the FSB 2015. The internationality among the trade visitors increased once again, which plays a central role for us as a globally active company."

FSB is an important business platform for us, and we were able to present our products and solutions exceptionally well."

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FSB 2015 in figures:

624 (622) companies from 44 (44) countries took part in FSB 2015 in an exhibition space of 56,000 m² (67,000 m²). These included 202 (224) exhibitors from Germany and 422 (398) exhibitors from abroad. The share of foreign exhibitors was 68 (64) percent. Around 26,000 (25,000) trade visitors from 117 (115) countries came to the trade fair duo of aquanale and FSB. The share of foreign visitors was 58 (56) percent.

* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Seite Ausstellungszahlen, FKM) and are subject to checking by an auditor (www.fkm.de).

The next FSB is scheduled to run from 7 to 10 November 2017 in Cologne.

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, leading international fair imm cologne as well 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 fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai, furniPRO Asia in Singapore and Pueri Expo in Sao Paulo.

The next events:

imm cologne/LivingInteriors 18.-24.01.2016

CIFM / interzum guangzhou 28.03.-01.04.2016, Guangzhou, China

China International Kitchen and Bathroom Expo 2016 (CIKB) 21.-23.10.2016, Shanghai

Note for editorial offices:

FSB 2015 photos are available in our image database on the Internet at www.fsb-cologne.com in the "Press" section.

Press information is available at: www.fsb-cologne.com/pressinformation

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Your contact:

Stephanie Josst
Kommunikationsmanager
Koelnmesse GmbH
Messeplatz 1
50679 Köln
Deutschland
Tel.: + 49 221 821-3168
Fax: + 49 221 821-3544
s.josst@koelnmesse.de
www.koelnmesse.com