

No. 9 / September 2018, Cologne
#spoga+gafa

spoga+gafa 2018: More internationality, more depth in themes

After three successful trade fair days, spoga+gafa had achieved increased attendance when it closed its doors. The trends and theme worlds focusing on the world of the garden attracted around 40,000 trade visitors from 114 countries to Cologne including the top decision-makers from the green industry. The growth predominantly came from abroad, which is also attributable to the newly introduced VIP programme of spoga+gafa. For example, among others 400 trade visitors from Australia attended the trade fair. "In total, the share of international trade visitors rose once again by 4 percent up to 64 percent overall. This growth from abroad impressively underlines the strong international significance of spoga+gafa. Whereby both the specialised trade and large-scale retailers of international quality were strongly represented," stated Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "The positive response of the trade visitors and their quality demonstrates that the course we have taken both in terms of content and the concept with new themes and added value, is the right one." In total 2,152 exhibitors from 61 countries (foreign share: 85 percent) presented the trends and highlights for the coming garden season on 230,000 square metres of space.

In addition to the increased numbers, spoga+gafa 2018 also convinced through the enormous quality of the trade visitors. "All of the members were very pleased with spoga+gafa and our expectations were exceeded. spoga+gafa is more international than ever. More members from the association took part in this year's event from all over the world. For instance, we had a company from Japan that travelled to the fair for the first time ever for two days. We support several trade fairs, but this is without doubt one of the best with regards to innovations and trends in the lifestyle and furniture section for example. Overall, I can say that the quality of the visitors, the diversity of the products as well as the organisation of the event were excellent," confirmed John W. Herbert, European DIY-Retail Association (EDRA) / General Secretary. Particularly the buyers from smaller specialised stores and garden centres contributed towards a record Sunday, whereas the decision-makers from the large-scale retail outlets principally visited the trade fair on the Monday and Tuesday. The quality of the trade visitors was also noticeable from the outcome of the independent visitor survey. In total, 68 percent of the visitors interviewed stated that they are involved in procurement decisions in their companies, 39 percent are even decisive in the decision-making process.

Even more depth in the themes - even more satisfaction

spoga+gafa presented the entire world of the garden in Halls 1 to 10 and



spoga+gafa
02.09. - 04.09.2018
www.spogagafa.com

Your contact:
Sarah Becker-Kraft
Tel.
+49 221 821-3513
Fax
+49 221 821-3544
e-mail
s.becker-kraft@
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
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Katharina C. Hamma
Herbert Marner

Chairwoman of the Supervisory
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jurisdiction:
Cologne
District Court Cologne, HRB 952

additionally opened the outdoor areas between Halls 6 and 7 and between Halls 7 and 8 for the exhibitors from the garden bbq segment. The diversity of the exhibitors' offers was enhanced by the theme worlds of the fair such as the Outdoor Kitchen World in the garden bbq section, the Smart Gardening World, the IVG Power Place Akku and the IVG Power Places Green in the garden creation & care section and through the POS Green Solutions, all of which provided added value. The Outdoor Furniture Trend Show and the Icons of Outdoor Furniture special event were highlights in the garden unique segment. The Guided Tours on the segments garden unique, garden living und garden bbq, which not only went down very well with the trade visitors, but also with the trade press, provided further impulses.

The extensive offer certainly paid off for the trade visitors. The level of satisfaction was extremely high. 79 percent of the trade visitors interviewed were satisfied or even very satisfied as far as achieving the goals of their visit were concerned. As such, the recommendation rate was correspondingly high: Around 90 percent would recommend a good business acquaintance to visit spoga+gafa.

spoga+gafa 2018 in figures:

2,152 companies from 61 countries, 85 percent of which were from abroad, participated at spoga+gafa 2018. These included 322 exhibitors from Germany and 1,830 exhibitors from abroad. Including estimates for the last day of the fair, around 40,000 visitors from 114 countries attended spoga+gafa 2018. The share of foreign trade visitors was 64 percent.*

* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM). (www.fkm.de).

spoga+gafa 2019 will be staged from 1 to 3 September. Further information is available at www.spogagafa.com

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, the 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 CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/
Further information about ambista: www.ambista.com/

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018

CIKB - The platform for the Kitchen Industry in China, Shanghai 10.10. - 12.10.2018
China Kids Expo - China International Baby Articles Fair, Shanghai
16.10. - 18.10.2018

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The spoga+gafa 2018 is open to trade visitors on 2 and 3 September from 09:00 a.m. to 06:00 p.m. and on 4 September from 09:00 a.m. to 05:00 p.m. Further information is available at www.spogagafa.com.

Note for editorial offices:

spoga+gafa photos are available in our image database at www.spogagafa.com in the "Press" section. Press information is available at www.spogagafa.com/Pressinformation

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Your contact:

Sarah Becker-Kraft
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-3513
Fax +49 221 821-3544
s.becker-kraft@koelnmesse.de
www.koelnmesse.com

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