

No. 7 / September 2019, Cologne
#spoga+gafa

spoga+gafa 2019 - successful trade fair focusing on City Gardening

More garden is not possible: After three successful days, spoga+gafa 2019 came to a close on an extremely positive result and with an increased number of visitors on Sunday, Monday and Tuesday. Good 40,000 trade visitors, top decision-makers and multipliers from 124 countries and a 65% share of international guests underlined the international significance of spoga+gafa. In total, 2,281 exhibitors from 67 countries (foreign share: 86 percent) presented the trends and highlights for the coming garden season on 230,000 square metres. This year the focus of the world's largest garden trade fair was City Gardening - gardening without a garden.

The omnipresence was demonstrated in the product offer of the exhibitors and the interest of the international trade visitors for the globally relevant trend theme. Multifunctional furniture, high-quality fabrics, accessories for the well-being effect in the outdoor living room, smart irrigation solutions or even grills for the bicycle basket underlined the theme across the fair grounds. There were no limits to the diversity. At the same time, the trade was offered solutions for the implementation of the topic on the sales area in the scope of five POS Green Solution Islands and diverse lectures. "spoga+gafa has hit the nerve of the industry with City Gardening and spanned its the trend-setting, communicative bow across all of the segments of spoga-gafa," commented Catja Caspary, Vice President Trade Fair Management. "In 2020 the industry can look forward to our new key theme 'spoga+gafa 2020: Sustainable gardens'."

spoga+gafa 2019 in figures:

2,281 companies from 67 countries, 86 percent of which were from abroad, participated at spoga+gafa 2019. These included 330 exhibitors from Germany and 1,951 exhibitors from abroad. Including estimations for the last day of the fair, a good 40,000 visitors from 124 countries attended spoga+gafa 2019. The share of foreign trade visitors was 65 percent.

Above all the quality of the international trade visitors, who were particularly strongly represented from the Netherlands, Italy and France, was of great importance to the exhibitors of spoga+gafa. **John W. Herbert, European DIY-Retail Association (EDRA) / General Secretary** also confirmed that the top decision-makers and important multipliers of the industry were also extremely satisfied with the outcome of spoga+gafa. "We are very satisfied with spoga+gafa 2019. We have received a thoroughly positive feedback from our more than 200 international top buyers. Especially the presence of strong brands like Fiskars, but also the ambiance



spoga+gafa
01.09. - 03.09.2019
www.spogagafa.com

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District Court Cologne, HRB 952

of spoga+gafa overall was assessed very positively. The trade fair became even more attractive this year. The quality and the design of the products presented was very high-quality, industry trends such as City Gardening for example were realised in an innovative and creative manner. "Once again this year spoga+gafa confirmed its position as the leading international garden trade fair."

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spoga+gafa 2020 will be staged from 6 to 8 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 idd Shanghai, interzum bogotá in Bogotá, 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 19.09. - 22.09.2019

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne 05.11. - 08.11.2019

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 05.11. - 08.11.2019

The spoga+gafa 2019 is open to trade visitors on 1 and 2 September from 09:00 a.m. to 06:00 p.m. and on 3 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 on the Internet at www.spogagafa.com/imagetdatabase in the "News" section.

Press information is available at: www.spogagafa.com/Pressinformation

If you reprint this document, please send us a sample copy.

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