

Press release

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spoga+gafa 2021 is postponed to August

Due to the continuing uncertain situation regarding COVID-19, Koelnmesse has responded to the call by the green garden lifestyle industries and, for one year only, moved spoga+gafa 2021 to 8 to 10 August 2021. In parallel, Koelnmesse is working on digital formats that will complement spoga+gafa in the Cologne exhibition halls.

Even though the majority of exhibitors and the market partners were optimistic, there was ultimately no choice but to reschedule the international garden trade fair from late May/early June to early August in view of the overall situation caused by the pandemic. This conclusion was reached in conjunction with the industry's decision makers, despite intensive preparations and the #B-SAFE4business package of measures designed to allow trade fairs to go ahead under coronavirus-compliant conditions.

The decision was underpinned by an international visitor and exhibitor survey conducted in February. The results revealed that the proposed August dates were strongly preferred. In August 2021, it will therefore be that time again, and spoga+gafa, the world's largest garden and lifestyle trade fair, will open its gates from 8 to 10 August 2021. The trade fair thereby offers its international partners the unique opportunity to gather multisectoral insights into the world of garden lifestyles firsthand once again.

In addition to members of the EFSA (European floral and lifestyle suppliers association), such as Capi Europe and Esschert Design, Fiskars, G.Wurm, Tel International, Hartman, Müsing, Old Com and other top global BBQ companies have already confirmed their participation at spoga+gafa in August 2021. The spoga+gafa partner associations BHB (Retailers' Association for Building, Home Improvement), BIAG (Barbeque Industry Association Grill), IVG (German Garden Industry Association) and VDG (German Garden Centre Association) will also be involved.

Because of the postponement, the exhibitors are, however, being given the option to withdraw from their contracts if they do so in writing within the next two weeks. In that case any payments already made to Koelnmesse will be fully reimbursed. The deadline for such cancellations is 24 March 2021.

This year, as part of Koelnmesse's digitalisation strategy, spoga+gafa will be held as a hybrid event for the first time. The familiar, physical product presentation and networking formats will be supplemented by new, digital concepts, thereby ensuring greater international reach.

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spoga+gafa will therefore continue to be the place for new developments, innovations and trends - for exhibitors, buyers and decision makers - in 2021. On-site and online.

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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 fastexpanding 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.

About Koelnmesse:

Koelnmesse employs around 1000 people and in 2019 had a global turnover of more than 400 million euro. As a city trade fair in the heart of Europe, it occupies the third largest trade fair grounds in Germany and, with almost 400,000 m² of hall and outdoor space, is among the top ten largest trade fair grounds in the world. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world. Its portfolio reaches over 54,000 exhibiting companies from 122 countries and around three million visitors from more than 200 nations. In the years ahead, Koelnmesse is investing more than 700 million euro in the development of the trade fair grounds and its digital infrastructure in the most extensive investment programme in its history, to allow it to cover all event formats in the future.

Photo material for Koelnmesse:

<https://www.koelnmesse.com/news/image-database/image-database.php>