

## **spoga + gafa 2018**

### **More space, more topics, added value**

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The countdown is on: From 2 to 4 September 2018, the "green industry" will meet again at spoga + gafa in Cologne, the world's largest garden fair. Around 2,100 suppliers from 60 countries will present the entire world of the garden to 230,000 square meters of international trade visitors. The exhibition area will increase by another 5,000 square meters. The expected foreign share among the exhibitors is 84%. "The success of spoga + gafa is based on the wide range of garden products, an enormous depth of information on the green industry and unique added value through themed islands, special shows and a comprehensive event program," says Katharina C. Hamma (photo), COO of Koelnmesse GmbH, at the European press conference on May 15, in London. "The high level of internationality among exhibitors and trade visitors underlines their worldwide position as the perfect industry meeting place." As of May 2018, 98% of the planned space is booked. The theme islands successfully launched in 2017, POS Green Solution Islands and the Outdoor Kitchen World will be continued and expanded. Another highlight of spoga + gafa 2018 will be a trend show in the garden unique segment.

All segments of the garden world will be presented next September in halls 1 to 10, on the middle and north boulevard, the entire piazza and the open spaces between halls 6, 7 and 8. The established division into the four segments garden unique, garden living, garden creation & care and garden bbq exist. The garden living offer segment, at 121,000 sqm, is the largest segment of spoga + gafa in Halls 1 to 4, 5.2, 9 and 10.1. The segment offers a complete overview of life in the garden. Here you will find garden furniture, decoration and novelties in the field of sports & games as well as camping and leisure. Within garden living, the theme of lifestyle becomes more and more present in the garden and at the garden table, as evidenced by the further increase in the number of exhibitors at EFSA. The garden unique area is strongly inspired by garden living. The focus of Hall 10.2 is on exclusive presentations of premium outdoor furniture. The green lung of spoga + gafa forms the offer segment garden creation and care in Passage 4/5, the so-called Avenue of Plants, Halls 5.1 and 6. In addition to the appropriate machinery, tools, garden equipment and the necessary accessories for the installation and care of Garden and terrace, here you will find everything about "Living Green" and its cultivation and rearing. In Hall 5.1, Landgard will be presenting international trade fair visitors as well as international trade visitors with exciting concept ideas on the topic of plants and the point of sale. In the garden bbq area in halls 7 and 8 as well as their outdoor area, trade visitors will again be able to expect the world's largest range of barbecues and BBQs and, at the same time, the world's largest barbecues fair: spoga + gafa's grilling area will grow around this year 5,000 square meters, and another through a further outer area between Halls 7 and 8. The relocation of companies such as Rösle, Landman and Napoleon in Hall 8, the two halls present quality at first-class level. The product range is supplemented by cooking shows, live demonstrations, the increasing presentation of barbecue accessories and focus topics such as accessories, sauces and spices. In hall 8, the outdoor kitchen world presents the whole range of outdoor kitchens. The format shows the purist, clear and modern furniture, accessories and devices from various suppliers of outdoor kitchens from all over the world - from exclusive manufacturers to global players. At the center of the special show is an event space with interactive cooking shows.

For the first time, the spoga + gafa 2018 will be offering the furniture trends of tomorrow its own special area. On several product islands in the garden unique area, outdoor furniture will be presented that will be trend-setting and trendsetting for at least the next season. The focus is on their materiality and functionality. It's all about innovative product features, new combinations and sustainability on the one hand, and comfort and ergonomics, flexibility and multi-functionality on the other. The trend show is curated by internationally selected industry experts from the fields of design, trade, university and trend research. In the aftermath of spoga + gafa, the Trend Islands will once again be presented at the imm cologne 2019. A special show entitled "Icons of Outdoor Furniture Design" offers the perfect setting for the trend show: an emotional journey through the best-selling and style-defining garden furniture of current and former exhibitors of spoga + gafa.

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