

## **spoga + gafa 2018**

### **More visitors, more internationality**

Wednesday, 05.09.2018



Photo: Koelnmesse/spoga + gafa

*Spoga + gafa closed its doors after three successful trade fair days with a visitor plus. The trends and theme worlds around the world of the garden brought about 40,000 trade visitors including the top decision makers of the green industry from 114 countries to Cologne.*

The growth came mainly from abroad, which can be attributed to the newly introduced VIP program of spoga + gafa. Among other things, 400 trade visitors from Australia visited the fair. "Overall, the international trade visitor share increased again by four percent to 64 percent. This plus from abroad impressively underscores the strong international significance of spoga + gafa. At the same time, both the specialized trade and the large area had a strong international presence," says Katharina C. Hamma, Managing Director of Koelnmesse GmbH. "The positive response of the trade visitors and their quality shows that the path we have taken in terms of content and concept with new topics and added value is the right one." A total of 2,152 exhibitors from 61 countries (85% foreign share) presented the trends on 230,000 sqm and highlights for the upcoming season in the garden.

### **Even more theme depth - even more satisfaction**

Spoga + gafa presented the entire world of the garden in Halls 1 to 10 and also opened the outdoor areas between Halls 6 and 7 as well as 7 and 8 for the exhibitors of the garden bbq segment. The range of exhibitor products was further enhanced by the fair, which included theme worlds such as the Outdoor Kitchen World in the area of garden bbq, the Smart Gardening World, the IVG Power Place Battery, the IVG Power Places Green in the area of garden creation & care and the POS Green Solution Islands Added value added. Highlights in the garden unique segment included the trend show Outdoor Furniture and the special show Icons of Outdoor Furniture. The guided tours to the segments garden unique, garden living and garden bbq, which received a great deal of popularity from trade visitors and the trade press, also provided further impetus.

## **The spoga + gafa 2018 in numbers**

2,152 exhibitors from 61 countries took part in spoga + gafa 2018, 85% of them from abroad. Among them were 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 international share of trade visitors was 64%.

Spoga + gafa 2019 will take place from 1 to 3 September.

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### **Links**

- [spoga + gafa](#)