

## spoga+gafa 2019

### City Gardening and more - the trends in the green industry

Thursday, 16.05.2019



Around 80 participants were informed on 15 May at the press conference in Lisbon about the highlights of the upcoming spoga + gafa. Photo: Merkel

*The whole world of the garden: International trade visitors from all over the world can expect these and more from 1 to 3 September 2019 at the spoga + gafa in Cologne. Around 2,100 suppliers from 60 countries present everything that the green sector currently has to offer on 230,000 square meters. As of May, almost 98% of the planned space is already occupied. As the largest garden fair in the world, spoga + gafa scores with its internationality (expected foreign share of exhibitors 85%), a unique exhibition offer and an enormous depth of topics. Spoga + gafa not only offers innovations, inspiration and impulses through its breadth and depth of offers, but also through numerous theme islands and special areas that are constantly being developed further. The focus of the fair this year is on the topic of City Gardening.*

"The industry is not moving much as intensively as gardening in an urban environment," says Catja

Caspar, Business Area Manager Koelnmesse GmbH. "Spoga + gafa reflects this trend in all its diversity and thus creates great added value for international exhibitors and trade visitors." City Gardening will be a priority at spoga + gafa 2019. On its own theme-focused area in Hall 6, the Power Place City Gardening, international exhibitors will present trend products from the fields of irrigation, planting and multifunctional furniture. Specialist lectures on various stages such as the garden café or the theme stage in Hall 6, special communication tools for routing to exhibitors with city gardening products or balconies, on which products that can be used in urban areas are highlighted, carry the trend theme in its entirety through the entire exhibition.

## **City Gardening at the POS - the POS Green Solution Islands**

Presenting the trends in the green industry in an inspiring way - just how this is done is demonstrated for the third time by the POS Green Solution Islands, who are also taking on the number one trend theme: City Gardening has its own POS Green Solution Island. With clear implementation examples for the large area and the specialized trade to increase the demand and the turnover, they offer a real added value in the end consumer communication. In addition to 'City Gardening' as its core theme, this year's POS Green Solution Islands will be titled 'Wellness in Nature', 'Kids Garden', 'Flower Power' and 'Living with plants - My Tiny Coffee Shop'.

## **The Power of Plantbrands**

"Transforming plants into heroes, reducing interchangeability, creating own brands, achieving sustainable market success" are some of the goals pursued by plant and flower growers 'and manufacturers' initiatives to bring their products through their own brand and specific competencies in an increasingly competitive environment Strengthen the market. Due to its new strength, the plant as a brand on its own segment for co-operations with other established brands and topics interesting. For the first time, spoga + gafa is dedicating its own theme area to these Power of Plantbrands. The most important actors at the fair will be brought together in one place as part of a focused lecture program and an exclusive networking event. Topplayers like Added Value Support, Beekenkamp, Gentile Breeding Kramer, Riplant / Cultivaris, Selecta One and Zu Jeddelloh on the special area are already presenting themselves for the premiere.

## **Theme depth: Outdoor Kitchen World, Smart Gardening and Battery**

The successfully launched thematic islands of the last spoga + gafa will find an even more exciting reiteration in 2019: in Hall 6, the theme islands IVG Power Place Akku and Power Place Smart Gardening will again be presented. It offers innovative technologies and smart solutions for outdoor lighting, lawn care and irrigation. Following a successful premiere last year, exhibitors from the fields of soil, peat, fertilizers, substrates, plants and crop protection will present themselves on the Passage 4/5 under the umbrella of the IVG Power Places Green.

The Outdoor Kitchen World in Hall 8 offers even more product diversity through even more exhibitors - from puristic, clear and modern furniture, accessories and devices from various suppliers of outdoor kitchens from all over the world to exclusive manufacturers and global players in the industry. In addition, a first-class partner was won with the BEEF !, the food and lifestyle magazine for men. In the BEEF! Arena trade visitors are given specialist lectures and interviews every day as well as show cooking at the highest BBQ level.

## **More trends than ever**

After last year's successful implementation of the "Trendshow Outdoor Furniture", an internationally used platform for the presentation of the latest garden furniture trends, this will be extended in 2019 with the

theme of decoration. Curated by the brandherm + krumrey interior architecture office, this trend show shows furniture and decoration garden trends, which are derived from the megatrends that move society around the world. The trend show will be framed by the special exhibition "Icons of Outdoor Furniture Design", in which the best-selling and style-defining garden furniture by current and former exhibitors of spoga + gafa will be shown.

## **Hall plan 2019: signpost for the whole garden world**

In Halls 1 to 10, the international trade visitors will find the four segments garden living, garden unique, garden creation & care and garden bbq. There are further presentation areas on the central and northern boulevard, the entire piazza and the open spaces between halls 6, 7 and 8.

Traditionally, the largest segment is garden living, which can be found in Halls 1 to 4, 5.2, 9 and 10.1. Among other things, the segment includes garden furniture, garden equipment, decoration, camping and leisure, as well as sports and games, and presents products that turn gardens, balconies or terraces into green living spaces. In the garden unique segment in Hall 10.2 visitors will find exclusive presentations of high-quality outdoor furniture. In the garden creation & care segment on Passage 4/5 and in Hall 6, the fair offers a comprehensive range of machines, tools and accessories, garden equipment and garden sheds, water and lighting technology and earth. By integrating the Landgard Plant Order Days in Hall 5.1, the world's leading trade fair for the gardening industry is once again flourishing and is once again becoming an attractive hot spot in the plant business. Once again, the garden bbq segment in halls 7 and 8 offers a superlative as the largest barbecue fair in the world. From novice to luxury models, cooking shows, live demonstrations, barbecues, sauces and spices, numerous novelties are presented.

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### **Links**

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