

No. 23/ 2100 / Cologne, 7th September 2010

Final Report: spoga+gafa 2010, 5th to 7th September

## spoga+gafa 2010: successful and flourishing!

40,800 trade visitors from 106 countries – 56-percent foreign share and high quality among the visitors – Positive response to the “boulevard of ideas” and supporting programme

On Tuesday the garden trade fair spoga+gafa closed in Cologne with satisfied faces and the best of moods. 40,800 trade visitors from 106 countries travelled to the international meeting place for the garden and leisure market in the Cathedral City to obtain a comprehensive global market overview of the trends and new products in the sectors *garden creation, garden living, garden care, garden excellence* and *garden basic*. “The international spectrum of exhibitors including numerous top brands has impressively confirmed its innovativeness”, said Oliver P. Kuhrt, Executive Vice-President Koelnmesse GmbH. “Thanks to the large presence of the decision-makers from the trade and industry, spoga+gafa has once again underlined its position as the leading business platform for the green market.” A total of 2,056 suppliers from 57 countries presented their product ranges in Cologne.

In addition to numerous worldwide new products and innovations, which were celebrating their premiere at the trade fair, the target group-orientated supporting programme with lectures, trend forums and special exhibition areas met with a great response from the trade visitors. In particular, the new feature, “boulevard of ideas”, which invited visitors on a journey through the garden year and also presented attractive specialist trade concepts for the retail trade and large retail outlets, was very well received. The trade visitors’ attention was also attracted by the special exhibition areas in the barbecue, garden furniture, beach and waters ports sectors. There, in addition to the Top Ten innovations from the respective segments, lectures, product presentations and special promotions such as live barbecuing sessions invited interested parties to an exchange and dialogue. Flowering innovations were presented by the newly designed Plant Park. Also very well frequented was the excellence



spoga+gafa Cologne  
The garden trade fair

Cologne 2010  
September 5 to 7

[www.spogagafa.com](http://www.spogagafa.com)

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sector in which the garden furniture and accessory manufacturers from the high-quality and luxury segment presented their innovations.

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#### Top visitor quality and a large number of international visitors

The quality of the visitors also contributed to the good mood at the fair. "Many key international buyers from the industry and trade came to our stand", was the message from many exhibitors' stands. This statement was also confirmed by the trade fair survey. Almost 90 percent of the visitors surveyed are involved in purchasing decisions, 48 percent even to a decisive extent. In addition to loyal, regular visitors, numerous first-time customers were also keen to walk around the exhibition halls: 41 percent were at spoga+gafa for the first time. 76 percent of the visitors were satisfied or even very satisfied with the attainment of their objectives at the fair. 86 percent said they would recommend visiting the garden trade fair to a good business friend. 56 percent of the trade visitors travelled to Cologne from outside Germany.

#### Positive mood among the associations of the green industry

Right on time for the start of the garden trade fair the late summer showed its sunny side. The fair presented innovative products for a better quality of life and more fun in all aspects of garden and leisure. Towards the end of spoga+gafa, the Federal Association of the German Sport Goods Industry (Bundesverband der Deutschen Sportartikel-Industrie e. V. – BSI), honorary sponsor of spoga, expressed its optimism in this connection: "Despite the weather getting up to its tricks in the summer of 2010, the trade is delighted with the high sales figures, which have led to a correspondingly good mood at spoga+gafa", remarked the President of the BSI, Désirée Derin-Holzappel. "This represents an outstanding basis for the 2011 season. In the area of camping and leisure along with sports and games the industry is continuing to place its faith in the desire to consume and high product quality." The German Garden Industry Association (Industrieverband Garten - IVG), honorary sponsor of gafa, emphasized: "This spoga+gafa has once again shown that Cologne is the most important specialist trade platform for international contacts within the green sector", said IVG Executive Director Michael Cuypers. "He went on to say that at the Cologne fair the trade visitors showed their appreciation of the fact that the industry is constantly further developing the green market with intelligent new product innovations. The sector is therefore looking ahead to next season with optimism." The Barbecue Industry Association Grillverband (BIAG) is delighted about the continuing boom in the European barbecue

market. "The trends towards all-year barbecuing and higher-quality appliances and accessories featuring innovative technology for even better, safer and more healthier barbecuing are continuing once again this season", said BIAG Executive Director Kurt Schlieper.

The Federal Association of German DIY Stores and Garden Centres (Bundesverband Deutscher Heimwerker-, Bau- und Gartenfachmärkte - BHB) was impressed by the innovations and new concepts presented at spoga+gafa 2010. "The international garden trade fair is thus on the right path to further consolidating its status and significance as the leading trade fair for the green industry", said BHB Executive Director Dr. Peter Wüst. He also said that it was all the more regrettable to see the absence of renowned exhibitors, for example from the motorized garden appliance sector. "It would be desirable for some of these suppliers, who are today looking at the event from afar, to reconsider their decision", said Wüst. John W. Herbert, General Manager of the European DIY Retail Association (EDRA), was pleasantly surprised by the positive response and the excellent visitor quality. "Trade fairs like spoga+gafa are the lifeblood of the industry and a crucial point for networking and doing business", Herbert said. The Association of German Garden Centres (Verband Deutscher Garten-Center - VDG) was able to welcome more members than ever before during the fair. "We have received a great deal of positive feedback, the mood at the fair was predominantly very good", said Peter Botz, Managing Director VDG. The assessment given by Elmo Keller, Managing Director, Association of Motorized Garden Appliance Retailers (Verband der Motoristen - VdM) within the Central Association of the Hardware Trade (Zentralverband Hartwarenhandel e.V. – ZHH), was also positive: "The international visitor frequency at this year's spoga+gafa was top-class. Many leading motorized garden appliance retailers were present and obtained an overview", Keller said.

### Garden and balcony open all year round – the 2011 outdoor trends

The private outdoor area as a place of convivial get-togethers and leisure fun: to ensure that the ambience is right for this, the garden is being increasingly equipped with higher quality fittings and fixtures - with stylish furniture, trendy accessories and exquisite barbecues. And to ensure that one's own greenery can be used all year round, there is a boom in weatherproof products right across all segments. The garden furniture manufacturers presented their new products

and innovations in the “garden living” and “garden excellence” sectors at spoga+gafa. The casual used-look with signs of wear and tear and unevenness is popular. In addition the manufacturers are placing their faith in the combination of tradition and progress: The classic beer garden seating appears for example in modern Loft design. Also in demand in the Outdoor-Salon are lounge models, in particular large sofa landscapes. They are increasingly in modular design so that they can flexibly adapt to every space situation. And thanks to innovative high-tech materials, the covers are suitable for all-year-round outdoor use. Currently the manufacturers are however no longer solely concentrating on producing XXL furniture. The balcony is increasingly becoming the focus of attention. For this purpose the companies are coming up with design-orientated concepts which make clever use of the limited space available. As far as the materials are concerned, in 2011 fibre-plastic composites will continue to dominate as before. Material-mix is a key theme. In terms of colour us there is no escaping white. Apart from this, there is a large diversity of beige and brown shades. In this connection, two-tone and tri-coloured wickerwork furniture along with elegantly shimmering metallic tones are asserting themselves. Accessories too are also ensuring a feel-good atmosphere: in this connection the normal plastic rain butt becomes an exquisite water container. To ensure that the garden and balcony can be enjoyed all year round, the manufacturers are offering among others innovative heaters, for example systems integrated in a table leg or models with LED illumination. The grill and barbecue sector is on the one hand dominated by compact and, at the same time, powerful, high-performance kettle and table barbecues, which are easy to transport and can be used in any application. On the other, there is continuing increased demand for luxury exquisite barbecues and chimney barbecues right up to complete outdoor kitchens which can do a lot more than just barbecue food. The manufacturers have also come up with stylish new products and innovations along with other developments in the area of sports and games appliances for the outdoor sector along with products for the beach and camping.

In the “garden creation” and “garden care” sectors the buzzwords for 2011 are: comfort and sustainability. When it comes to lawn care and care of greenery and green spaces, the customer is increasingly choosing appliances which score in terms of user friendliness and efficiency. To this end, the manufacturers are offering among others optimized grass cuttings flow, easy-start systems and innovative technology. Thanks to rechargeable battery appliances using

modern lithium-ion technology, mowing without a mass of tangled cables is popular.

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Decorative articles and accessories covering all aspects of plants ensure a more attractive outdoor environment. Current trend colours for cachepots are berry and pastel shades along with red and pink. Parallel to this the trend towards sustainability is being picked up. Here the design is organically inspired and the colours are dominated by earthy tones. Also popular in the coming season: products for orchids. Also setting the trend: home-grown vegetables and herbs. For this purpose the suppliers are creating practical solutions for own vegetable growing such as new raised beds and herb pots. Ecological awareness is now playing a major role also as far as plant care is concerned, so that sustainable solutions are becoming the focal point. The innovations include among others homeopathic pesticides and environmentally-friendly methods of weed control.

#### spoga+gafa 2010 in figures

At spoga+gafa 2010 2,056 (2,155) companies participated from 57 (57) countries, of these 79 (77) percent came from abroad. They included 425 (502) exhibitors and 6 (11) additionally represented companies from Germany along with 1,590 (1,653) exhibitors and 35 (72) additionally represented companies from abroad. Including estimates for the last day of the fair, at spoga+gafa 2010 40,800 (41,500) visitors were registered. The foreign share of trade visitors was 56 (55) percent from 106 (100) countries.\*

\* All figures have been compiled according to the guidelines set by the Society for Voluntary Control of Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen - FKM) and are subject to control by an auditor. ([www.fkm.de](http://www.fkm.de)).

In 2011 spoga+gafa will be held in Cologne from 4th to 6th September.  
Further information is available at [www.spogagafa.com](http://www.spogagafa.com).

Note for editorial offices:

You will find current photo material for spoga+gafa as well as the trade fair logo in our [image database](#) on the Internet at [www.spogagafa.com](http://www.spogagafa.com) in the press section under press releases.

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