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Final Report for spoga+gafa 2011

Successful return to the annual event cycle for spoga+gafa

36,300 trade visitors from 106 countries in Cologne

The garden fair spoga+gafa in Cologne came to a close on Tuesday, 6th September, after delivering top results. The trade fair attracted 36,300 trade visitors from 106 countries, an increase of more than 40 per cent compared to the previous event in 2009 (2009: 25,350 from 89 countries). The trade visitors used the international business platform in Cologne to gain a comprehensive overview of the trends and new products from the garden market. A total of 1,774 suppliers from 57 countries presented their product ranges. The total number of products at the trade fair increased by over 50 per cent compared to 2009. "Time to grow — that was the appropriate motto for this outstanding trade fair," said Koelnmesse Vice President Metin Ergül. "In the first year following the strategic decision to put spoga+gafa back on the annual event cycle, the wealth of innovations and top-class presentations of many leading brands from all segments helped make it possible for the trade fair to display its high quality. The fact that high-ranking international decision-makers from the full spectrum of trade channels visited spoga+gafa underscored that the fair is the leading international trade fair forum for the garden and leisure market." A total of 59 per cent of the visitors came from abroad, while the corresponding figure for exhibitors was 81 per cent. The groundwork for a successful future was already laid at the trade fair: Major well-known brands including MTD/ Wolf Garten, Neudorff, Freund Victoria, Positec, Juwel H. Wüster, Heissner, Keter, Scheurich, Lechuza, EFSA, Friedola — and, from the barbecue segment, Weber-Stephen, Barbecook and many others — have already announced that they will be back in Cologne from 2nd to 4th September 2012. And top brands from the premium furniture segment, including Fischer Möbel, Rausch Classics, Weishäupl, Ego Paris, Glatz, Gloster Furniture and Resinas Olot, have already said they will take part next year. "The excellent participation



spoga+gafa Cologne
The garden trade fair

Cologne 2011
September 4 to 6

www.spogagafa.com

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figures, particularly from the new premium garden furniture segment, clearly show that we have established a strong foundation with garden unique,” said Ergül.

The trade fair experience was rounded out by the target group-appropriate supporting programme, which featured many world firsts and enhancements making their premieres at spoga+gafa. Practical, appealingly designed specialist trade concepts for retailers and large-scale stores were presented along the “boulevard of ideas”. The trade visitors’ attention was also attracted to the actors performing the “spoga+gafa furniture acts”, which showcased the new garden furniture, and the Barbecue Park, which was transferred outside along with its tryout area. The trade visitors voted Chado GmbH’s “MrFreez” the top innovation at the Barbecue Park. Rohn-Verlag/ markt in grün and BIAG together presented the Best Practice BBQ trade award to Thomas Bauzentrum, Thomas & Sohn GmbH of Trier, Germany. A special award was presented to the company Hymer-Zentrum B1 – Dhonau GmbH. Amid the flowers of the plant park, representatives of the trade publishers Haymarket, Ulmer and Dähne talked with other experts about current issues in the sector. A successful debut was also celebrated by the new “garden unique” premium segment, where international top brands and young, up-and-coming designers presented creative ideas. The jury selected Tim Kerp from Cologne as the winner of the “garden goes balcony” design competition for his balcony furniture “Sight”.

The mood at spoga+gafa was upbeat as a result of the high visitor turnout and the excellent attendance at the stands. Many exhibitors also expressed great satisfaction with the large number of visitors from outside Germany and the high level of visitor quality. This assessment was also confirmed by a visitor survey, which showed that 90 per cent of the respondents were involved with procurement decisions and 48 per cent of them were key decision-makers. A total of 78 per cent of the visitors were satisfied or very satisfied with their success in realizing their goals at the fair. More visitors were registered from Scandinavia, South America, the Netherlands, Poland and elsewhere.

The mood was also upbeat at the sector get-together, which was organized on Monday evening by the Industrial Association of Gardening Equipment Manufacturers (IVG), which is the conceptual sponsor of gafa. “The visitors at the trade fair were very international, with just the right number of customers attending,” said **IVG Managing Director Johannes Welsch**. “Koelnmesse has taken the right approach with spoga+gafa, and we will gladly continue to

accompany the event as its partner." Following an outstanding start to the season and a so-so summer, the conceptual sponsor of spoga, the Federal Association of the German Sport Goods Industry (BSI), is optimistic on the whole. "The mood at spoga+gafa was good, even though the wet summer somewhat slowed down business following the resounding start in spring," said **BSI President Désirée Derin-Holzapfel**. "Demand for the leisure and sport goods industry is stable on the whole, and the sector continues to expect turnover to rise. In addition to a high degree of quality consciousness, sustainability is becoming increasingly important for the areas of sports and games, and camping and leisure activities." The Barbecue Industry Association (BIAG) has announced that the number of barbecue enthusiasts, especially among younger people, has continued to increase in 2011. According to a study conducted by TdW in 2011 on the basis of the entire German population 14 years of age or older, more than 20 million of those over age 20 barbecue occasionally or frequently. "The purchasing behaviour of the barbecue fans continued to develop positively, compared to the situation in recent years. The trend toward high-quality products and better accessories continues to gain momentum," said **BIAG Managing Director Kurt Schlieper**.

The trade fair's importance is underscored by the trade associations, including the Federal Association of the German DIY, Building and Garden Specialist Stores (BHB). "spoga+gafa is an important trade fair meeting place where the association and its trade members can obtain information on the diverse product ranges available in the garden and leisure sectors," said **BHB Managing Director Stefan Michell**. "The high percentage of international exhibitors and the many buyers from all over the world highlight the fair's great importance. This should serve as a signal for regaining manufacturers whose product groups were still underrepresented this year." Many international large-volume buyers, including Bauhof, Bricoking, Bunnings, Castorama France, Ferritalia scarl, Multimate, TIFF and Homebase, sent representatives to Cologne from all over the world. "The buyers were impressed by the quality of the trade fair offerings, and all of them had very positive comments about the event," said **John W. Herbert, General Manager of the European DIY Retail Association (EDRA)**. The German Garden Centre Association (VDG) was also able to welcome many of its members at the fair. "Even though the turnout wasn't quite as high as in 2010, the mood was very good," said **Peter Botz, Managing Director of the VDG**.

From urban chic to green design – the outdoor trends for 2012

The Nordic maritime look with clear-cut but relaxing lines is in demand for outdoor furniture. In line with Scandinavia's coastal climate, tables and chairs are allowed to have a somewhat more rugged appearance. With regard to design, popular choices include stripes and shades of blue. Romanticism is experiencing a renaissance as well, as more and more manufacturers are creating products with a dreamy look. This trend is characterized by playful creations and gently flowing lines. Combined with this are sweet details such as floral designs and old style patterns. As a countertrend to the romantic look, the city style is becoming more widespread outdoors. This style is characterized by extravagant, design-orientated shapes, featuring lounge chairs and divans that stand out due to their elegance and clear lines. In many cases, materials are combined with stainless steel. The dominant colours in 2011-2012 will continue to be white as well as various sand-coloured and brown tones. Green is another essential colour. It had already been the trend colour of the last fashion season and is now also a familiar sight on terraces and balconies. Manufacturers are especially focusing on powerful shades such as lime green or apple green.

Outdoor decorative elements and accessories are becoming increasingly important as a means of transforming patios or balconies into harmonious outdoor living rooms. In the coming season, plant-related products will combine naturalness with a modern look. Planters, for example, will appear in elegant brown, grey and sand colour tones, combined with refreshing designs. However, more striking variants such as flower pots with a reptile look will also be in demand. And sector businesses will offer sophisticated eye-catchers such as hanging pots that are open at the bottom so that the plants grow downwards to the ground.

Barbecues are increasingly being designed for specific target groups. The right barbecue is available for every need, with products ranging from stylish models in the latest trend colours or with an iPod look to portable compact devices and exquisite outdoor kitchens. Multi-functionality is also increasingly in demand. As a result, manufacturers are now offering devices that can simultaneously be used as smoking ovens, high-performance barbecues and pizza ovens. In addition, manufacturers are expanding their product ranges by adding accessories that create an authentic barbecue feeling.

Convenience is the main concern in the "garden creation" and "garden care" segments. The focus is not only on the key issues of safety and sustainability

but also on ease of use, despite the fact that the technology is becoming more and more sophisticated and the quality of the devices is thus steadily increasing. Lawn tractors and models with rechargeable batteries are therefore becoming even more popular. The devices are also very powerful, in spite of their compact dimensions. Suppliers are also making sure their products are multifunctional. Manufacturers are offering tools, for example, that can be simultaneously used as rakes and shovels, as well as rainwater barrels with integrated watering cans.

As part of the sustainability trend, consumers increasingly want to raise their own vegetables and other food plants. Manufacturers are responding to this need with a wide range of practical ideas, including systems that allow users to quickly lay their own outdoor vegetable patch, as well as little, carton-sized "greenhouses" that can be used to grow one's own herbs indoors. Environmental protection is the main concern in the area of plant care. In addition to homeopathic products for protecting plants against insects and algae elimination solutions that contain no chemicals, the focus is increasingly on environmentally certified fertilizers that are suited for use in organic farming.

spoga+gafa 2011 in figures

A total of 1,774 (2009: 1,389) companies from 57 (49) countries took part in spoga+gafa 2011, including 81 (79) per cent from abroad. Of these, 336 (280) exhibitors and 7 (8) additionally represented companies were from Germany and 1,402 (1,075) exhibitors and 29 (26) additionally represented companies were from abroad. Including the estimates for the last day of the fair, spoga+gafa 2011 was attended by a total of 36,300 visitors from 106 (89) countries (due to the change in frequency, the comparative event was 2009, which was attended by 25,350 visitors). The proportion of trade visitors from abroad was 59 (59) per cent.*

* All figures were calculated in accordance with the guidelines of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM) (www.fkm.de).

In 2012, spoga+gafa Cologne will take place from 2nd to 4th September.

Further information is available at www.spogagafa.com.

Digital press service: Current photos from , as well as the trade fair logo, are available in our image database on the Internet (www.spogagafa.com) in the "Press" section under "Press releases". If you reprint this document, please send a voucher copy.