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## Final report: aquanale 2017 presents itself in top form

**The trade fair duo registered around 26,600 visitors - high level of internationality and visitor quality - the trends and variety of themes impresses the industry**

aquanale, the International Trade Fair for Sauna.Pool.Ambience, which closed its doors in Cologne on Friday, 10 November 2017 after four days recorded an outstanding result. In conjunction with the International Trade Fair for Amenity Areas, Sports and Pool Facilities (FSB), aquanale once again recorded around 26,600 visitors. They informed themselves about the trends and innovations of 282 exhibiting companies from 30 countries on exhibition space covering 20,000 m<sup>2</sup>. "That was an aquanale in top form. The high participation of exhibitors and the very good response in terms of the number of visitors is a clear signal from the industry that aquanale holds a strong position in the concert of global industry trade fairs. The further increase in the amount of foreign visitors and above all the high visitor quality, which was particularly praised by our exhibitors, underlines this emphatically. The close interlinking with the public swimming pool sectors of FSB turns Cologne into the unique industry meeting point," summed up Katharina C. Hamma, Chief Operating Officer of Koelnmesse. The level of internationality of the trade fair was impressive this year: 56 percent of the exhibitors and 62 percent of the visitors travelled to Cologne from abroad.

Nearly all of the market leaders from the swimming pool, sauna, spa and wellness segments were present in Cologne armed with an array of products and new products that attracted great interest among the trade visitors. The industry was thus extremely satisfied with the outcome of the trade fair: "aquanale continues to swim on a wave of success," commented Dietmar Rogg, President of the Association for Swimming Pools and Wellness (bsw) and Executive Director of Schmalenberger GbmH & Co. KG. "The exceptionally high quality of the visitors from home and abroad is remarkable. And the synergies between aquanale and FSB provide additional impulses and business networks at both national and international level."

On the initiative of the bsw, the first global summit of the swimming pool industry associations was held during aquanale. In addition to the EUSA members, also association representatives from Argentina, Australia, Brazil, Canada, Mexico, New Zealand, South Africa, Turkey and the USA were present in Cologne. In an extensive exchange possible joint quality and safety standards were discussed as well as new technologies or standards for vocational and further training.



aquanale 2017

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www.aquanale.com

Your contact:

Volker de Cloedt  
Tel.  
+49 221 821-2960  
Fax  
+49 221 821-3540  
E-mail  
v.decloedt  
@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
info@koelnmesse.de  
www.koelnmesse.de

Executive Board:  
Gerald Böse  
(President and Chief Executive Officer)  
Katharina C. Hamma  
Herbert Marner

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

One of the reasons for the high level of satisfaction among the visitors was without doubt the host of new products and the fact that aquanale focused on the right trend themes. Sustainable, energy-efficient solutions were as much in demand as multifunctional and "smart" operating systems together with the possibility for individual adaptations. The emphasis lay on comfort and high quality. This was further underlined by the fact that high-quality materials such as stainless steel, natural stone or glass were extensively implemented.

The highlight of the specialised event programme in 2017 was the International Swimming Pool and Wellness FORUM. Once again the forum proved its international appeal as a trend, contact and business platform and hosted hundreds of experts and decision-makers, planners and operators. "Just like aquanale, the forum has developed into the international meeting point for the world of experts for swimming pools, saunas and wellness," was the conclusion of Dieter C. Rangol, Executive Director of the Association for Swimming Pools and Wellness (bsw). The cooperation with the leading associations and organisations from the USA, which gave an overview of the US swimming pool market and exciting "made in USA" design trends in the course of the forum, contributed towards this. This year the four-day forum, organised by the industry sponsors bsw and IAKS (International Association for Sports and Leisure Facilities), focused on apprenticeships and continuing professional development, employee training, standardisation and safety aspects, build-operate-transfer models, thermal baths as a tool for developing tourism as well as on architecture, design and materiality.

The special event "Materiality - Immateriality" in Hall 7 that was staged by Koelnmesse in cooperation with the European Waterpark Association (EWA) also proved extremely popular. Examples demonstrating how public pools and sauna facilities can be transformed into real experience destinations for the guests by employing innovative materials were presented. Amid this setting the coveted EWA Awards were conferred again to three leisure pools and thermal baths that are particularly innovative and quality-oriented with regards to the arrangement of their offers.

The social highlight of aquanale was one again the AQUANIGHT, a top event in a class of its own. Accompanied by live music, around 1,600 guests celebrated into the early hours of the morning in the unparalleled ambiance of Halle Tor 2.

The next aquanale is scheduled to take place from 5 to 8 November 2019 in Cologne.

**Exhibitor statements:**Page  
3/4**Dr. Klaus Batz, CEO of the European Waterpark Association (EWA):**

"The trade fair, which we have maintained a long-standing cooperation with for years already, went superbly for us. We established many new contacts here. My personal highlight was most definitely our special event "Materiality - Immateriality", which we organised jointly with Koelnmesse. Numerous architects and planners closely examined the exhibits presented there. We are already looking forward to the cooperation with Koelnmesse in 2019."

**Jens Müller, Sales Director, FLUIDRA Deutschland GmbH**

"For us it was the most successful aquanale since the aquanale was founded. The stand was full from the first day onwards, we certainly hadn't expected quite this format. The feedback from the customers regarding our new joint stand was also very positive. As such, we are leaving aquanale 2017 with a really good feeling."

**Armin Herger, CEO SPECK Pumpen Verkaufsgesellschaft GmbH**

"We are very satisfied with the outcome of aquanale 2017. Especially the level of internationality of the visitors here is outstanding: from the USA to Australia, they are all represented. The fantastic mood of the past days is a good indication that we can look forward to a sunny 2018 season."

**Stephan Kortus, Deputy CEO, Bieri Alpha Covers GmbH**

"The Wednesday was good, the Thursday was phenomenal. We held many discussions with customers and colleagues, the mood was relaxed and optimistic. That was no doubt also due to the overall good organisation of the trade fair. We felt very much at home at aquanale 2017."

**Cedrik Mayer-Klenk, Executive Board, Chemoform AG/waterman GmbH**

"Aquanale is a very interesting, international trade fair. We established a high number of new contacts and held many good discussions. Overall, we are very satisfied with this year's aquanale."

**Facts and figures**

282 (263) companies from 30 (30) countries took part in aquanale 2017 on gross exhibition space covering 20,000 m<sup>2</sup> (20,000). These included 125 (133) exhibitors from Germany and 157 (130) exhibitors from abroad. The share of foreign exhibitors was 56 (49) percent. Around 26,600 (26,600) trade visitors from 114 (117) countries came to the trade fair duo of aquanale and FSB. The share of foreign visitors was 62 (58) percent.\*

\* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Self-Control of Trade Fair and Exhibition Statistics (Gesellschaft zur Freiwilligen Selbstkontrolle von Messe- und Seite Ausstellungszahlen, FKM) and are subject to checking by an auditor ([www.fkm.de](http://www.fkm.de)).

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More information can be found at: [www.aquanale.de](http://www.aquanale.de)

**The next events:**

imm cologne, Cologne, 15.-21.01.2018

ZOW, Bad Salzuflen, Germany, 06.02.-08.02.2018

Feria Mueble & Madera, Bogota, Columbia, 07.03.2018-10.03.2018

**Note for editorial offices:**

aquanale photos are available in our image database on the Internet at [www.aquanale.com](http://www.aquanale.com) in the "Press" section.

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**Your contact:**

Volker de Cloedt  
Communications Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Tel +49 221 821-2960  
Fax +49 221 821-3544  
[v.cloedt@koelnmesse.de](mailto:v.cloedt@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)