



EUROPE

THE LEADING
SWIMMING POOL
AND WELLNESS EVENT

PISCINE GLOBAL EUROPE 2018, THE EXHIBITION RIDING THE WAVE OF THE THRIVING POOL AND WELLNESS SECTOR!

In France, swimming pools have become a real social phenomenon: 15% of French households are now equipped with one, and the sector's turnover increased by more than 30% in the three years up to 2017, when it exceeded 2 billion euros (source: FPP/Cabinet Decryptis 2018).

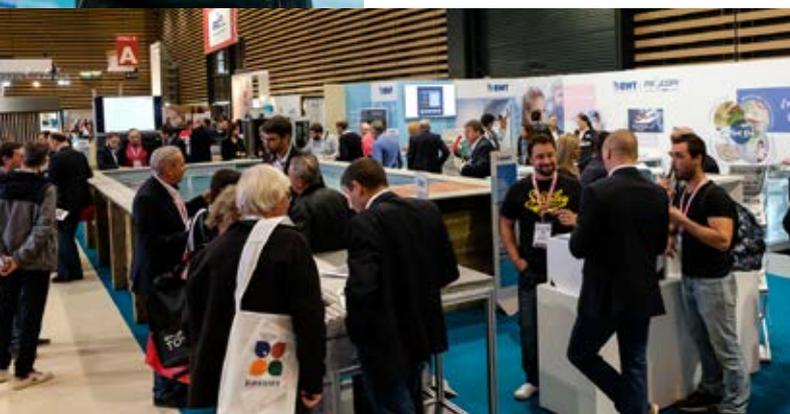
In this highly favourable context for the industry, the 2018 Piscine Global Europe exhibition took place from 13 to 16 November. For this edition, the industry-leading event decided to resolutely shift its focus towards the pool lifestyle, design and innovation. It reasserted its position as the benchmark exhibition for the pool and wellness sector and remains the biennial event many exhibitors cannot afford to miss.

PRESS RELEASE
November 2018



"I am delighted with this edition of Piscine Global Europe, both from a commercial viewpoint, with very high satisfaction regarding the calibre of visitors, and in terms of the atmosphere at the exhibition, with lots of fruitful discussions and networking. The business climate is strong. I also see a new area of focus developing around the pool renovation sector. The market trends that stood out during this year's show concern renovation but also feature-packed small pools and wellness products proposed as add-on sales.

*We organisers are delighted with the support we have received from the entire profession, particularly via the participation of our partner, the FPP, but also from the specialised press and the federations who attended the show. Last but not least, I should like to thank the exhibitors for their continuing loyalty to the sector's leading event", **underlines Noémi Petit, Managing Director of Piscine Global Europe.***



CONSTANTLY INCREASING ATTENDANCE AND VISITOR INTEREST

THE 2018 EXHIBITION IN A FEW KEY FIGURES

The 2018 edition brought together **629 exhibitors** (+5.4%) from the entire pool and spa sector in more than **28,000 net sqm** of floor space. The number of professional visitors rose 7.11% compared to the previous show, reaching **19,845**.

THE PLACE TO BE TO DISCOVER THE LATEST INNOVATIONS AND TRENDS

In its capacity as the benchmark exhibition for the whole sector, Piscine Global Europe brings together the latest innovations and trends in the industry. For the 2018 edition, 4.0 pools, eco-friendly pools, pool design, user-friendly pools and many other innovations were put in the spotlight!

66 new products were unveiled at the exhibition

The Pool Innovations Awards also gave prizes to the most remarkable innovations in the sector. As for the Pool Design Awards, they showcased architects and their finest private or public pool design or renovation projects. Visitors were also able to wander round the new Wellness Expo area and attend real-life product demonstrations at the Aquafitness Show and the Water Tests.

In addition to discussing with exhibitors, visitors had opportunities to attend a host of events tailored to meet their expectations. Close to 30 seminars were organised on topics ranging from market intelligence to the latest trends. The Pool Summit enabled federations, Majors Club members and journalists to gain some perspective and learn more about the markets in various specific countries, as well about consumer behaviour with regard to pools.





AN EVENT HAILED BY THE EXHIBITORS

We collected feedback from several exhibitors with various profiles who took part in the 2018 edition and are delighted with the results.



■ **Aquacover**, manufacturer of automatic pool covers

"It is quite simply the best exhibition in the world!"

Frédéric Poty, Managing Director of Aquacover

■ **Aquilus**, pools and spas

"We have been taking part in this exhibition since the start. We are a member of the Majors Club, and we remain loyal to this event. It gives us an opportunity to meet our industry colleagues regularly and to expand our network. We have seen the number of visitors rise year after year and we are making increasingly valuable contacts. I think the pool market is dynamic and offers great prospects for the future!"

Xavier Fourel, Managing Director

■ **Caro'styl**, bathroom fittings and natural stones

"It is the second time we have participated in Piscine Global Europe and certainly won't be the last! I would like to highlight the fact that the exhibition gave us the opportunity to meet highly qualified and interesting leads – for the French market in particular, because international markets are not our key target. We will be sure to come to the next editions with more products to display and higher-end materials, to meet the demand."

Xavier Amerio, Managing Director

■ **Fluidra**, products, services and solutions for pools and wellness

"Visitors continue to flock to Piscine Global Europe, and we were delighted to meet so many of our partners and clients at all the Fluidra Group stands this year. Customers are better qualified than ever, and these days they are very keen to find out about emerging fields such as connected devices and renovation solutions. These are two industry segments that Fluidra, Piscine Global Europe and many players in the profession are developing in their ranges, and that can be showcased at the exhibition. A major business event, a friendly atmosphere and lots of enriching meetings and experiences"

Stéphanie Morin, Marketing Director, Fluidra France





PRESS RELEASE
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 Retrouvez les exposants
 des produits et solutions
 bien-être et forme
 Find all the exhibitors proposing
 wellness and fitness products
 and solutions

■ **Hayward, pool equipment and accessories**

"Piscine Global Europe 2018 was a very successful show for Hayward: we were able to present our many new products and innovations that will be launched in 2019, in particular our new AquaVac® 6 Series robot. We noticed that attendance was very high even on Tuesday, with visitors from around the world who were very positive and optimistic with regard to the upcoming season."

Claire Point, Marketing Director, Europe

■ **Meteki, outdoor innovator**

"This is the first time we have taken part in an exhibition, and hence Piscine Global Europe. We are a young brand that pays particular attention to marketing: we try to tell a story and have a disruptive brand identity. We feel the exhibition was a real success for us. We managed to meet more than a hundred excellent quality leads from all over Europe... Thanks to this exhibition, we can now consider deploying our brand and our products on a European level!"

Julie Vinot and Stéphane Noiret, co-founders



■ **Syclope, experts in analysis and regulation for water treatment processes**

"We have been attending the Piscine Global Europe exhibition for many years, and we note that we made considerably more new contacts this year than in 2016! For us, it is a key industry event because it allows us to meet our clients and prospects in a relaxed, friendly atmosphere, and also gives our teams a real opportunity to bond. We can showcase our existing and new products developed by the entire "Syclope" team: R&D, production, technical department and sales".

Nahéma Gouffé, Communication Manager

■ **Zodiac, pool equipment**

"This year again the exhibition was a real success for us, with many visitors and highly qualified leads as usual. All Zodiac's sales and support service teams attended the exhibition to be as close as possible to our clients, who were able to discover our new connected products and share their expectations with us. The show also enabled us to network with new prospects, in particular from outside France, whom we don't often get to meet in other contexts. Piscine Global Europe has definitely confirmed its position as the leading exhibition for the industry."

Alexia Petitjean, Marketing Manager, France & Export



INCREASING DRAWING POWER ON AN INTERNATIONAL LEVEL

The success and glowing reputation of Piscine Global Europe lie in particular in the quality of the networking between visitors, delegations, federations and ambassadors from the different countries involved. Whether they were formal or informal, these meetings allowed professionals from the world over to share their personal experience, find things they had in common, exchange their views and take part in discussions in order to look to the future with a broader perspective.

The international scope of the exhibition was confirmed once again, with 65% of exhibitors and 42% of visitors from outside France. Twenty international federations also made the trip to Lyon for the Pool Summit. Several international delegations attended the exhibition (from Brazil, Greece, Israel and Senegal). Around ten Ambassadors who represent the exhibition around the world were also present.

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Piscine Global Europe will be back at Lyon-Eurexpo from 17 to 20 November 2020

An extended and revamped approach will be adopted for the next show, based on a new sectorial layout organised around five sectors:

- **Construction**
- **Protection / Safety**
- **Maintenance / Equipment**
- **Wellness / Outdoor Living**
- **Services**

Press contacts

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