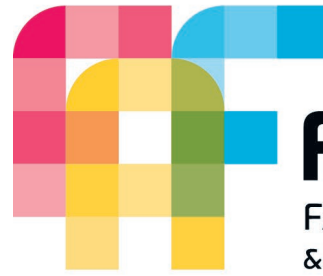


Press Release



FAF

**FARBE · AUSBAU
& FASSADE**

Leitmesse für
Fassadengestaltung
und Raumdesign

FAF 2024: Interview with Exhibition Director Bettina Reiter Securing FAF as an indispensable industry platform in the long term

Munich, 15 December 2023 – After five years, FAF FARBE, AUSBAU & FASSADE, the leading European trade fair for façade and interior design, will be launched in 2024 with a new trade fair concept. Reason enough to put a few questions to the responsible Exhibition Director Bettina Reiter from GHM Gesellschaft für Handwerksmessen.

FAF FARBE, AUSBAU & FASSADE will open its doors at the Cologne Exhibition Centre in just a few months. From 23 to 26 April 2024, almost 300 exhibitors in Halls 7 and 8 will present the latest technical developments, trends and topics relating to paints, coatings, plasters, design, building protection, façade insulation materials, fire protection and creative interior design.

Mrs Reiter, this is your first FAF. How have the past weeks and months been?

Extremely exciting, extremely intense, extremely enriching!

So the trade fair has been given a facelift?

I wouldn't call it a facelift – we did way more! Obviously, there is a new look, but above all we have sharpened up the content and concept. After all, frankly, a new concept for this very important leading European trade fair was overdue after five years and a pandemic. It had been developed in very close consultation with representatives of the industry and users and, of course, with the two sponsors of the trade fair: the Bundesverband Ausbau und Fassade (Federal Association for Finishing and Facades) and the Bundesverband Farbe Gestaltung Bautenschutz (Federal Association for Paint and Building Protection). The latter's Delphi study "Painting Trade 2040" provided significant impetus as to how markets, technology and business management for painting and decorating companies in Germany could change. From this and many other sources of information and discussions, the pressing industry challenges then crystallised in the joint strategy process: the

**23.-26.04.
2024
KÖLN**

faf-messe@ghm.de
faf-messe.de

**GHM Gesellschaft für
Handwerksmessen mbH**

**Presse- und
Öffentlichkeitsarbeit**

Postfach 82 03 55
81803 München, Deutschland
Paul-Wassermann-Str. 5
81829 München, Deutschland
T +49 89 189 149 0
F +49 89 189 149 239

presse@ghm.de
www.ghm.de

Geschäftsführung:
Dieter Dohr (Vorsitzender)
Klaus Plaschka

Registergericht München
HRB 40217
USt-IdNr.: DE 129358691



concept of the three trade fair focus topics of sustainability, digitalisation and human resources, all of which we address very emphatically at FAF.

In this way, we are continuing to secure FAF's role as the leading, unavoidable industry platform for exhibitors and visitors. And the hard facts already show us that this concept works because it is coherent and well-rounded: four months before the FAF opens, almost 90 per cent of the planned FAF exhibition space is already booked. A broad and varied range of products and services for visitors is therefore guaranteed.

What exactly is new? What specials can visitors expect?

Lots and lots! Almost everything in our supporting programme revolves around the three focus topics, which the two federal associations, our sponsoring associations, will also be covering intensively at their own stands.

One new feature is FAF FARBWERTE, a special area we have developed in collaboration with the Institute for International Trendscouting at the HAWK University of Applied Sciences and Arts in Hildesheim. It focuses on the emotional aspects of colour, colourfulness and colour design. In this way, we are making the FAF more attractive for interior decorators, floor layers, painters and upholsterers and also – focussing on human resources – for potential new recruits.

The next generation of the industry will not miss out at all! On the Wednesday of the fair, the Bundesverband Ausbau und Fassade will be organising the "Next Generation Day Stuckateure", and on the Friday, the Bundesverband Farbe Gestaltung Bautenschutz will be hosting its training day.

That was a lot about young talent and human resources – what about the other two focus topics?

Sustainability and digitalisation also happen among industry newcomers of a different kind: the exhibitors of tomorrow, FAF rookies such as start-ups and small specialists we make very competitive offers for spaces in the FAF START-UP AREA. And: one must bear in mind, that sustainability and digitalisation are also addressed in all (colour) facets at the booths of almost all our exhibitors ...

Every day, we invite our visitors to two trade fair tours which also relate to our focus topics. Master students from the Münchner Farbe Schulen (Munich Colour Schools) are dealing with them intensively in their exam projects. The graduates then place their works with thematically close exhibitors throughout the trade fair. The visitor course then leads from masterpiece to masterpiece – explanation included!

Then, obviously, there will be the FAF FORUM, being organised in part by the federal associations. It will provide condensed knowledge transfer by the means of lectures and panels on our three focus topics by and with experts and craftspeople. The FAF WERKSTATT powered by MEGA Group in Hall 8 offers manufacturers the ideal setting to demonstrate their products live and have them tested by craftsmen and craftswomen for their suitability for everyday use.

Last but not least, there will also be plenty of opportunities for socialising: the federal associations, the FAF with many participating exhibitors have already started organising the FAF FEIER Abend (FAF after-work) on Wednesday occasion across all halls – a great occasion for networking and reviewing the intensive days at the trade fair over a cosy after-work beer at the individual stands and the FAF areas.

Buzzword FAF CONNECT. How has this platform established itself so far?

To us it was very clear from the very start that we had to offer exhibitors and visitors alike something that would extend the trade fair into the digital space – with all the social interaction and information opportunities it offers. At the same time, we also were looking for a tool offering these opportunities well before and well after FAF. FAF CONNECT is very promising here and provides new added value through interactivity, among other things. We now have a versatile and forward-looking, scalable tool at the start. It is now online and has to prove itself to users.

What have been the biggest challenges for you and the FAF team so far?

First and foremost, we had to win back the trust of the market! We are making very good progress here – not least because of the constructive atmosphere with our two sponsoring organisations during the strategy phase and also thanks to many fruitful discussions with our exhibitors.

The next challenge was to bring the very heterogeneous needs of all protagonists down to the greatest possible common denominator. That really felt quite difficult at first. But to my utter delight, it all quickly turned into a dynamic co-operation of the entire market.

The current challenge now is to neatly and tidily prepare the many initiated highlights for the trade fair and to present them professionally.

Are you excited - so close to the first FAF under your management?

You could say that! A première is a première and you can't do it without stage fright – even if, like me, you've been in the trade fair business for a very long time. The excitement is offset by our great concept, which more than fulfils the needs of the markets, our exhibitors and our visitors. That's pretty reassuring!

About FAF FARBE, AUSBAU & FASSADE

FAF is the leading trade fair for façade and interior architecture. It moderates between the networking trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses neighbouring trades, such as interior decorators and floor layers, as well as architects and planners. FAF offers an outstanding customer experience in which it addresses the relevant topics on materials, techniques, trends and questions of business management and thus makes industry participants fit for the challenging daily routine and the future. Its focus is on the German-speaking market, but the proportion of foreign trade fair participants - especially from neighbouring European countries - is growing continuously.

Media contact

Bernd Degner, Press and Public Relations
bernd.degner@ghm.de
Tel.: +49 89 189 149 166

www.faf-messe.de

Publication free of charge – please send a reference copy

Note to editors:

Press releases and photos regarding FAF FARBE, AUSBAU & FASSADE can be downloaded here: www.faf-messe.de/en/presse/

Social Media

www.facebook.com/fafmessee

www.instagram.com/faf_messe/

www.linkedin.com/company/faf-farbe-ausbau-fassade/

www.youtube.com/@faf-farbeausbaufassade

www.tiktok.com/@faf.messe