

# PISCINE GLOBAL

PRESS RELEASE  
NOVEMBER 2023

A YEAR AHEAD OF ITS 2024 EDITION,  
PISCINE GLOBAL IS REINVENTING ITSELF  
AND UNVEILING ITS NEW LOOK

**PREPARATIONS ARE IN PROGRESS FOR THE NEXT PISCINE GLOBAL EXHIBITION, WHICH WILL TAKE PLACE FROM 19 TO 22 NOVEMBER 2024 AT EUREXPO-LYON FRANCE. THE SHOW WILL MARK A TURNING POINT..**

Recognised as the international benchmark for new releases and innovations in the swimming pool and well-being sector, Piscine Global is reinventing itself, bringing fresh eyes to the sector and its priorities while offering exhibitors and visitors a unique trade show experience focused on the sector's transformations.

The swimming pool and well-being sector is facing several external factors affecting its development: Covid, the energy crisis, climate change, inflation... All of them present opportunities for professionals in the sector to refresh their outlook and demonstrate their creative energy in their response to these challenges. Piscine Global aims to guide and support them through this transition in order to shape the industry's future.

## A RENEWED PERSPECTIVE: **dive into the new age of swimming pools and well-being!**

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Piscine Global is more than just a trade show. It is the landmark event in the industry – a call to action for everyone who shares our desire to imagine the sector's future. As market leaders, we chart a course for the industry and its stakeholders. Acknowledging that we live in a fast-moving world, we embrace change and believe in innovation as the driver of a transformation to a more sustainable future. Join with us as we transform our industry. Come and experience the power of an industry on the move.

## FEEL THE NEW SHAPES OF WATER

With this strong new international signature and inspiring outlook, Piscine Global invites everyone to take a different view of the sector and contribute actively to change. The exhibition brings an innovative view of the sector for its own future and the future of the industry as a whole.

**Alongside this new positioning is a radically new, modern visual identity that consolidates the show's leading position. This fresh, streamlined identity embodies the bold vision of swimming pool and well-being professionals.**

# A NEW LOOK at the sector and its challenges

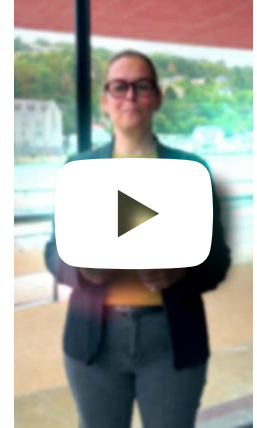
The transformation of Piscine Global 2024 reflects a strong ambition: to stake a claim for a new way of seeing and thinking about the sector's future. This ambition is shared by the exhibitors, who have already signed up for the event in large numbers: 50% of spaces have already been booked, a year in advance.

As the leader in the sector, Piscine Global charts a path for the industry and its stakeholders, enthusiastically embracing innovation as the driver of a transformation to a more sustainable future.

From this starting point, the exhibition will examine in detail the key issues facing the swimming pool and well-being industry: water management, energy consumption, innovation...

It will trial multiple avenues for reinvention, offering a refreshed exhibitor package and a unique visitor experience based on content rich in quality and originality.

Piscine Global is more determined than ever to meet the challenges of a fast-changing sector.



## Innovation and sustainable development at the heart of the showsalon

The exhibition's central themes include a focus on sustainable development, water management and innovation. Exhibitors are already working to offer innovative solutions that meet the sector's current needs while respecting the environment.

 [FOR MORE INFORMATION  
CLICK HERE](#)

COME AND EXPERIENCE THE POWER OF AN INDUSTRY ON THE MOVE  
**FROM 19 TO 22 NOVEMBER 2024**

### A PROPOS de Piscine Global

Organised by the GreenTech+ division of the GL events group and the Fédération des professionnels de la piscine et du Spa (FPP, federation of swimming pool and spa professionals), Piscine Global is the landmark international trade show in the field of swimming pools and well-being. It attracts key industry stakeholders, experts and innovators from around the world to explore the latest trends and products and the most advanced technologies. Piscine Global is determined to promote sustainable development and support initiatives to improve the swimming pool and well-being industry.

For example, Piscine Global takes concrete steps to limit its environmental impact with dedicated action plans. This includes reducing its carbon footprint, limiting the use of disposable products to maximise the circular economy and developing diversity and the region where the show takes place.



[CLICK HERE  
for the exhibition's  
key figures](#)



[WWW.PISCINE-GLOBAL.COM](http://WWW.PISCINE-GLOBAL.COM)

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