

# PISCINE GLOBAL

PRESS KIT **JUNE 2024**

TOGETHER, LET US SHAPE  
THE FUTURE OF THE  
INDUSTRY OF SWIMMING  
POOLS AND HEALTH SPAS!

FEEL THE NEW SHAPES OF WATER  
**19 - 22 NOV. 2024**  
**EUREXPO LYON | FRANCE**

UN RENDEZ-VOUS  
**greentech+**



Partenaire officiel



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



## PISCINE GLOBAL, THE LEADING TRADE SHOW OF THE EUROPEAN AND INTERNATIONAL SWIMMING POOL AND HEALTH SPA INDUSTRY

Organised by the GreenTech+ division of the GL events group in partnership with FPP (Federation of pool and spa professionals), Piscine Global is the landmark international trade show in the field of swimming pools and health spas. The next show will be

**THE 19<sup>TH</sup> TO 22<sup>ND</sup> NOVEMBER 2024 AT EUREXPO-LYON.**

It attracts key industry stakeholders, experts and ground breakers 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 health spa industry.

Recognised as the international benchmark for all new products and innovations in the swimming pool and health spa sector, Piscine Global would like to be an effective tool that serves the industry, with representativeness of the French and European range of products and services on offer and unparalleled leaders in the sector.

Consequently, the exhibition will examine in detail the key issues facing the swimming pool and health spa industry: water management, energy consumption, innovation, etc., issues that concern both private and community swimming pools, and more than ever public swimming pools.

A wide range of exhibitors, new devices, a unique visitor experience backed by enriched, high-quality content with new features...

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





FEEL THE NEW  
SHAPES OF WATER \*

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\* Find out about the new forms of water

# PISCINE GLOBAL 2024 is taking shape

Piscine Global confirms their international and European positioning. In fact, to date, over 65% of the exhibitors at the show are from Europe, and for them the show is both a business opportunity and a place to find answers to the major challenges facing the sector. It is a consolidating event that shouldn't be missed, where professionals can learn more about European and international markets.

Five months before the event, Piscine Global already has:



**31** An international offering with exhibitors from countries



A strong commitment from the European industry at the show, with more than **65%** European exhibitors including France



**30%** new exhibitors enrolled to date

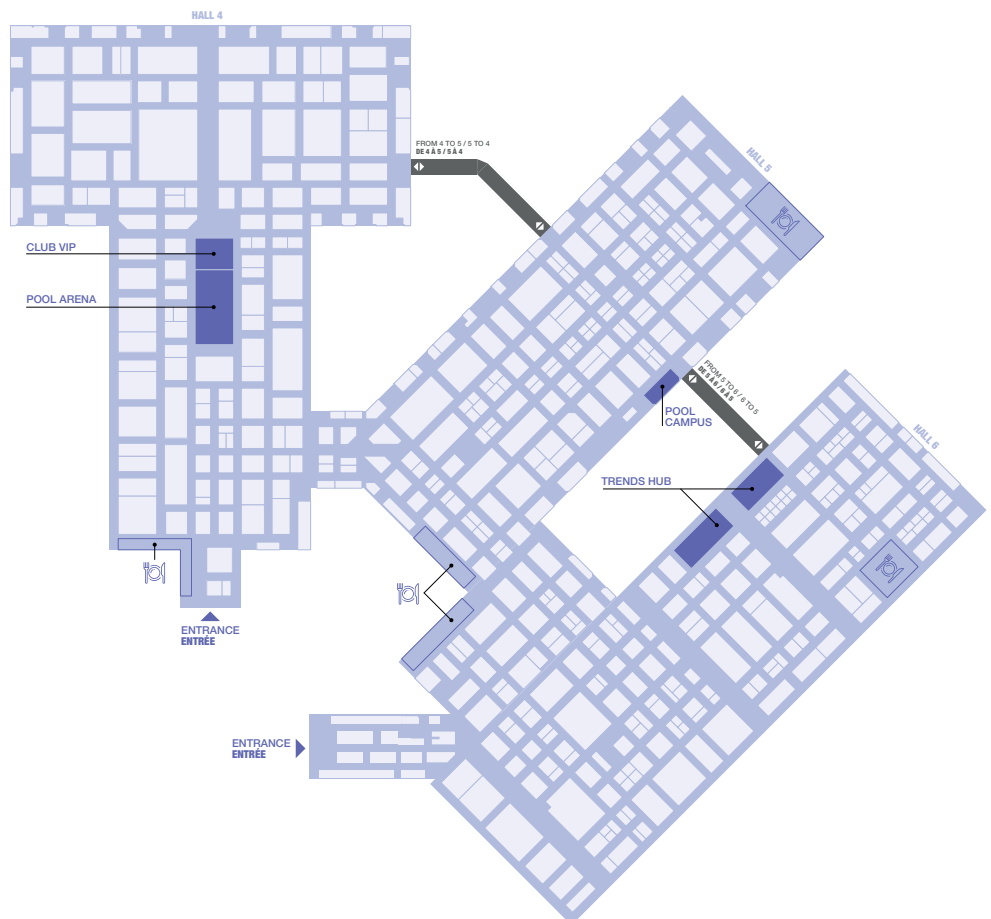
\* Sales figures for June 2024.

## WHAT IS ON OFFER AT THE SHOW

With 40 years of expertise under their belt, Piscine Global offers a complete range of products and services to cover the entire world of swimming pools and health spas in a single location: **wellness, outdoor living, private family pools, community and public pools.**

In addition to being at the heart of the market's current developments and new challenges, the show is also an opportunity to discover the latest innovations and new products, particularly in water management (leak detection, rainwater and swimming pool water recovery and treatment, etc.) and renewable energy (solar sensors, photovoltaic panels, etc.).

It is a unique opportunity to meet the stakeholders who contribute to making the sector so rich and to feel the energy of a rapidly evolving sector.



# THE MAJOR CHALLENGES addressed at the 2024 show

As the leader in the sector, Piscine Global charts a path for the industry and its stakeholders, enthusiastically embracing innovation as the driver of transformation to a more sustainable future. Consequently, the show will examine in detail the key issues facing the swimming pool and health spa industry.



## WATER MANAGEMENT

While water is essential, it is not inexhaustible. If recent droughts are anything to go by, the industry should think about alternative solutions, incorporate new practices and change habits, for example, at the conferences organised in the Pool Arena during the 4 days of the show.



## SUSTAINABLE DEVELOPMENT AND ENERGY CONSUMPTION

From the optimisation of water and energy consumption and waste management to the management of pool renovation and maintenance challenges, sustainable development is at the heart of today's concerns and challenges. Swimming pool professionals understand this and are working to reduce the environmental impact of private and public swimming pools, whether through technology or new approaches and practices. Throughout the show, the conferences, innovations, and new products presented by exhibitors will be an opportunity to ask questions and better understand environmental and climate issues.



## EMPLOYMENT AND TRAINING

The swimming pool and health spa industry is facing major challenges in recruitment for a wide range of profiles and in upgrading the skills of their professionals in areas such as home automation, digital technology, sustainable development and new sales techniques. Initiatives are being developed to meet these needs, and Piscine Global has established their position as a place where professionals can find answers and exchange ideas, particularly through the Pool Campus.



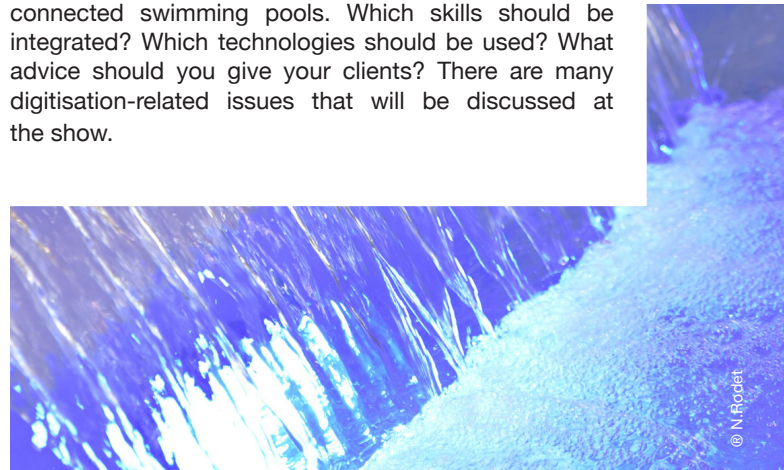
## RENOVATION

In France, both private and community swimming pool renovation present a major challenge for the industry. The rehabilitation of swimming pools that are sometimes over thirty years old is a major economic and environmental issue, which means that professionals in the sector as well as architects and local authorities must adapt their approach and integrate certain constraints. With their offer of the widest range of products on the market, Piscine Global will be able to meet the needs of stakeholders in the sector by showcasing a host of innovative, environmentally friendly solutions proposed by professionals: digitisation, energy and environmental performance, equipment and activities that are complementary to swimming, etc.



## DIGITISATION

Automation, home automation, communication, etc. There are numerous challenges related to digitisation for professionals in the sector. For reasons of modernity, safety and comfort, as well as to control energy consumption, there is a growing demand for increasingly connected swimming pools. Which skills should be integrated? Which technologies should be used? What advice should you give your clients? There are many digitisation-related issues that will be discussed at the show.



# THE PROGRAMME

## 2024

### THE TRENDS HUB

WHAT'S NEW FOR 2024

The Trends Hub will be the new venue at Piscine Global 2024 that you can't afford to miss, where industry leaders and the latest advances in the swimming pool market meet. Innovations from the swimming pool and health spa market will be on show in this area: new products from exhibitors at the Pool Showcase, prize-winning innovations from the Pool Innovation Awards competition, and young companies from the sector at the Startup Village!

### THE POOL SHOWCASE

This dedicated space showcases the latest developments in the swimming pool and health spa sector and confirms Piscine Global's position as an essential springboard to launch and promote new products on the French and international markets. In 2024, the Pool Showcase takes on a new approach with an immersive, digital format for even greater highlighting of the value of the new products displayed.

### THE POOL INNOVATION AWARDS

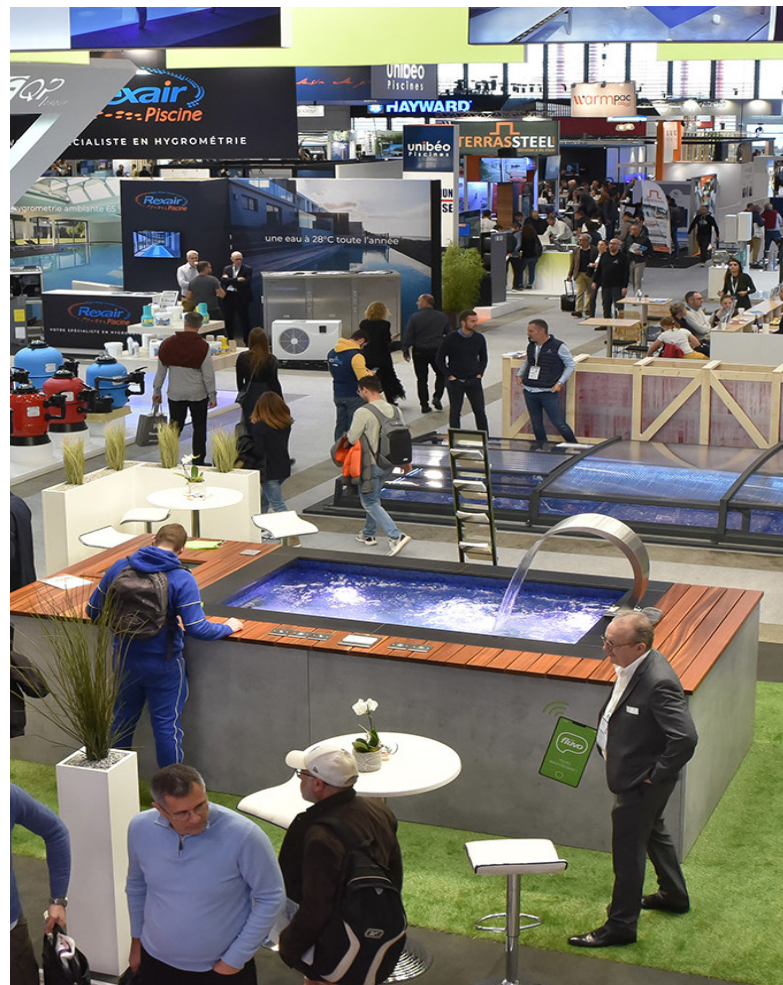
The competition that awards the latest innovations on the swimming pool and health spa market. Innovations to discover at the HUB on a dedicated tour and at the awards ceremony organised live at the show. A jury of international professionals and opinion leaders will select the most outstanding products or services on the market.

**Applications are open from Tuesday 25 June to Friday 27 September 2024.**

The Pool Innovation Awards prize will be handed over during the show, on Tuesday 19 November from 2 pm to 2.45 pm, at the Trend Hub.

### THE STARTUP VILLAGE

A place to meet and exchange ideas with the young new stakeholders in the industry, committed to such current transitions as those concerning energy, ecology and digitisation. Startup Pitches will also be organised at the Trends Hub to find out more about the innovations presented and exchange views with professionals.



## THE 2024 PROGRAMME CONTINUED

### THE POOL ARENA

The Pool Arena is the central area of the show where 4 days of forward-looking conferences, thematic debates and product presentations will be held. This year, international conferences will be organised by the FPP and WAPSA, the world organisation that federates national associations on the swimming pool market. They will focus on training and sustainable development and take stock of the global economic market.

The Pool Arena programme will be available as of September 2024.

### THE POOL CAMPUS

This space, co-organised with the FPP, will accommodate meetings with specialist organisations that work in the fields of training and employment. At the Pool Campus, all the information required to find a training course will be available, with the possibility to interact with the organisations present or find out about the professions in the swimming pool sector.

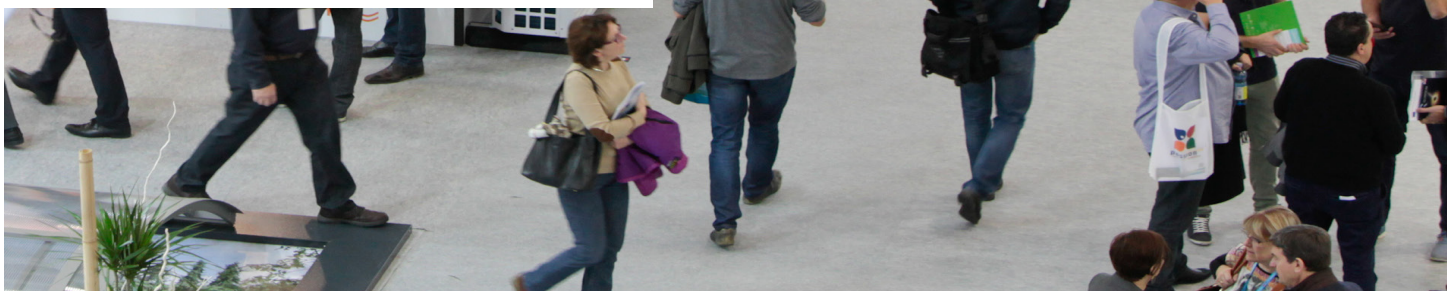


#### NEW IN 2024

You will be able to consult job offers by Piscine Global exhibitors on a dedicated digital terminal located at the Pool Campus! A unique opportunity for job seekers to meet and exchange ideas!

## A CHARTER FOR RESPONSIBLE EXHIBITORS AT PISCINE GLOBAL

GreenTech+, the division of GL events that organises the Piscine Global trade show, promotes ecological innovation and sustainable development through their events dedicated to the sectors of the future. Piscine Global has a strong commitment to ESG approaches, and strives to reduce their carbon footprint, limit the use of disposables and maximise their circular economy. They also encourage their exhibitors to commit to and develop more responsible practices by signing: the Charter for Responsible Exhibitors: limiting the filling and heating of swimming pools, limiting waste, responsible communication and catering, all aspects of the event are concerned.





# THE FEDERATION OF POOL AND SPA PROFESSIONALS: 1,500 PROFESSIONALS WORKING IN LOW-ENERGY SWIMMING POOLS

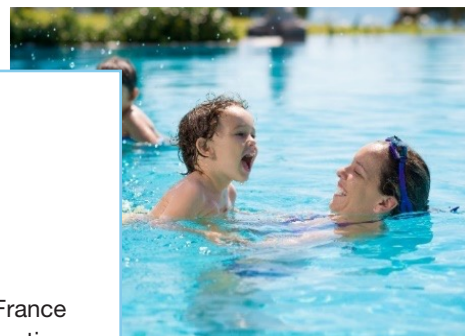
The FPP (Federation of pool and spa professionals), the leading federation in Europe and the only representative federation in France, unites companies from the entire swimming pool sector, from builders and installers to equipment, shelter and spa manufacturers, and swimming pool service companies. At present, it comprises 1,500 specialist companies in the pool and spa sector, all committed to meeting the challenges of climate change and tackling the issue of responsible water management head on. The FPP has taken on many initiatives to promote low-energy swimming pools, particularly in terms of water savings.

This year, they launched a powerful campaign to raise awareness among swimming pool owners of the best practices for sensible pool water management. A wide range of tools was rolled out under the slogan “**Swim-Cover-Save**”: television adverts, advice on social networks, the launch of a brand-new water use calculator and a completely redesigned website: [propiscines.fr](http://propiscines.fr).

Moreover, professionals are continuing the drive to provide low-energy swimming pools: over 400 have already signed the Water Saving Charter. The FPP is going even further by offering a calculator to classify the energy efficiency of in-ground outdoor pools, in response to the new voluntary European standard they initiated to encourage the development of reduced-impact equipment. This dynamic sector is bustling. More than 3.5 million swimming pools are now installed in French gardens.

## ONLY 0.06% OF THE NATIONAL WATER CONSUMPTION FOR 3.5 MILLION FAMILY SWIMMING POOLS

In 2023, the number of family swimming pools in France accounted for only 0.06% of the national water consumption (excluding the first filling: 0.02% for new swimming pools in 2023), which is approximately 20.8 million m<sup>3</sup> of water. This figure is a far cry from the 1 billion m<sup>3</sup> of water wasted through leaks in the ageing potable water network in France<sup>1</sup>. An average 8 x 4 m swimming pool consumes only 7 m<sup>3</sup> of water a year, as the new FPP calculator has shown. This exclusive tool is now available to swimming pool professionals, which means they can provide the most water-saving equipment. It is also available in a version suitable for the public on the new [propiscines.fr](http://propiscines.fr) website, so that pool owners can carry out diagnoses themselves and understand the methods to reduce their consumption. In particular, the simple habit of covering a swimming pool between swims reduces water evaporation by 95%<sup>2</sup>.



1\_ 937 million m<sup>3</sup> of water in 2020 according to the public water and purification monitoring services and the OFB (biodiversity office)

2\_ Source: California Polytechnic State University, 2016



## FPP & SALON PISCINE GLOBAL: A HISTORICAL PARTNERSHIP TO PROMOTE FRENCH CREATIVITY

The presence of the FPP on their stand at the entrance to the main hall of the show from 19 to 22 November will be symbolic of a solid partnership of more than 20 years. They invite all professionals from the pool and spa sectors to discover the latest innovations, all the latest news on the swimming pool market, as well as the Propiscines Label introduced in 2012 and the Federation's commitments on the importance of preserving water.

In addition, many of the members of the Federation will be presenting their latest innovations to French and international visitors and answering questions about equipment, safety, product innovations, new maintenance systems, Spas, shelters, and more.

On the Monday before the show, with the support of GL events and their international counterparts, the FPP will organise a meeting of WAPSA, the world international alliance, on the premises of the show, to discuss issues related to training, the environment, marketing and economic data.

During the show, the FPP will also hold their 2nd half-yearly press conference, at which the prizes for the 19th Swimming Pool Awards will be presented to the winners.



ALL THE INFORMATION  
ON POOL AND SPA PROFESSIONALS AT:



[propiscines.fr](http://propiscines.fr)

[@propiscines](https://twitter.com/propiscines)



**Arnault, Sandra & the FPP  
press team**

**Federation of Pool and Spa  
Professionals:**

**Adocom – RP would like to  
thank you.**

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Certified Agency**

NEW

# The Piscine Global e-books on trends and innovations in the sector for professionals

Piscine Global, the benchmark trade show for swimming pools and spas, is putting their 360° vision to work on trends and innovations in the sector by publishing e-books on various themes for exhibitors and visitors.



## E-BOOK #1 COMMUNITY SWIMMING POOLS: THE PATH TO MORE ADAPTABLE

Tangible solutions to reduce operating costs, contribute to the ecological transition, solve recruitment problems and anticipate the new needs of clients.



NEW  
JUNE 2024

## E-BOOK #2 DEVELOPING EXPERTISE IN SWIMMING POOL DESIGN THE ESSENTIAL GUIDE FOR ARCHITECTS AND SPECIFIERS

Piscine Global E-book#2 is for private and community swimming pool designers and gives inspiration for the issues and trends in the sector.

DOWNLOAD THIS E-BOOK  
by scanning the QR code below





# THE PISCINE GLOBAL TIMETABLE

## Save the date

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### JUNE

#### Release of e-book #2

DEVELOPING EXPERTISE IN SWIMMING POOL DESIGN

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### JULY

#### Start of visitor pre-enrolment

Availability of the Piscine Connect application

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### SEPTEMBER

Release of the Piscine Global 2024 programme

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### 19TH SEPTEMBER

#### Piscine Days

> THE PISCINE GLOBAL WEBINAR FOR EXHIBITORS

# USEFUL INFORMATION



## DATES

**From Tuesday 19 to  
Friday 22 November 2024**



## OPENING HOURS

**Tuesday 19 November 2024  
9 am - 6 pm**

**Wednesday 20 November 2024  
9 am - 6 pm**

**Thursday 21 November 2024  
9 am - 9 pm**

(Admission only until 6 pm)

**Friday 22 November 2024  
9 am - 5 pm**



## VENUE

**Eurexpo – Lyon  
Boulevard de l'Europe  
69680 Chassieu - France**



## WEBSITE

**[www.piscine-global-europe.com](http://www.piscine-global-europe.com)**



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