

## Piscina & Wellness Barcelona 2023 makes visible the industry's commitment to sustainability

- Record internationality with 68% of companies and brands from 30 countries.
- New solutions minimize water, energy and chemical consumption in pools, spas, and aquatic facilities.

With the largest participation in the last 10 years and with a record internationality. This will be Piscina & Wellness Barcelona, the European benchmark event for entering the important Spanish swimming pool market, which will be held from 27 to 30 November at the Gran Via venue. The trade show will bring together 360 companies, 68% international, from up to 30 countries, which will showcase solutions and technologies for swimming pools, wellness spaces and more sustainable, healthy, connected, and experiential aquatic facilities.

Organized by Fira de Barcelona with the support of the Spanish swimming pool professional's association ASOFAP, the trade show increases its commercial surface area by 54% compared to the last edition held in 2021 and will occupy more than 40,000m<sup>2</sup> gross in pavilions 1 and 2 of the venue. The main national and international companies in the industry will participate with swimming pool products for residential and public use, as well as installations, equipment and accessories related to wellness, spa, fitness, and outdoor decoration.

The president of the Organizing Committee and Fluidra's executive president, Eloi Planes, explains: *"currently the main vector of innovation in the swimming pool sector is sustainability, with proposals that minimize the consumption of water, energy, and chemical products. As an industry we want to showcase and highlight this innovation and commitment to sustainability as an effective tool for creating environmentally responsible infrastructures designed to have a positive impact on people's individual and social wellbeing."*

### Spain, top international market

With more than 1.3 million units, Spain is the fourth country in the world and the second in Europe with the most pools. Because of its size, the Spanish market is key to the business of international manufacturers and distributors, who use the Barcelona event as a gateway to contact demand. This is reflected in the show, the most international on the sector's trade fair calendar, which this year has a record level of foreign participation, with 68% of exhibitors coming from outside Spain. The most represented countries, in addition to Spain, are China, France, Turkey, Italy, Netherlands, USA, Italy, Netherlands, UK, Portugal, Belgium and Germany.

The list of exhibitors includes leading companies in the sector such as Fluidra, Hayward, Fairland, Productos QP, Emaux, Aquavia Spa, Eurospas, PHNX, Superior Wellness, CGT Alkor, Fix a Leak, Action Park Waterscapes, ATH – BWT, Espa, Construcciones Condal, Rosa Gres, Grupo Baeza, Ercros, Renolit, Basecrete, Gresmanc, Iber Coverpool, Infinity, Superior Wellness, Hisom, K7 Rekker, Lifestylegarden, Lightpro, Visendum.

The sectors with the largest offer are pool construction, wellness-spa, liners, purification (pumps and filters) and water treatment. Also important is the presence of all kinds of accessories for the installation of swimming pools, covers, lighting, measuring and control equipment, and safety and accessibility solutions. The trade show's offer is completed by

prefabricated pool vessels, climate control, cleaning products, recreational aquatic facilities, design software, and furniture and accessories for outdoor areas.

As a novelty and as part of the environmental footprint reduction measures implemented by the event, this year all the pools and spas exhibited at the event will be filled with vitalized seawater, a sustainable alternative promoted by the company "Mas qué iniciativas". At the close of the trade show, this water will be collected for reuse in other aquatic facilities or in fire-fighting ponds.

### **Sustainability and connectivity**

The sector's innovative efforts will be reflected in the stands and in the Innovation Zone, an area that highlights the best sustainable and connected solutions at the fair that are eligible for the Piscina & Wellness Barcelona Awards. Energy savings and water consumption reduction that can reach up to 90%, the impact of digitalization and connectivity in pool maintenance, the importance of architectural design or the creation of healthy, leisure and wellness experiences are trendsetting.

In this sense, it will be possible to see from an intelligent robot to eliminate waste that works with solar energy to a compact home spa for 5 people with integrated sun loungers. Also salt chlorinators capable of controlling the disinfection of the pool and the operation of peripheral equipment such as waterfalls or LED lighting, water purifiers that reduce by up to 85% the use of chemicals or the quietest and most efficient pool pumps in terms of energy consumption in the market, among more than twenty selected products.

### **The social side of pools**

At the same time, Piscina & Wellness Barcelona will host the first Pool Horizons Summit, an event promoted by the world's leading companies and organizations in the sector that aims to promote debate on the role of swimming pools and their contribution to social and environmental challenges on a global scale.

As part of the Summit, several social transformation projects will be showcased with the swimming pool as the main protagonist. Among the "Best in class" success stories will be the [+POOL](#) project, a cross-shaped floating pool whose walls filter and clean the water and which will allow the inhabitants of New York to swim in the Hudson River; the ["Nager à Paris"](#) initiative, an unprecedented plan to modernize the French capital's public swimming pool park, accompanied by social measures; [shipping containers](#) transformed into portable swimming centers by South Africa's National Sea Rescue Institute (NSRI) to teach people to swim; and [POOL](#), a multidisciplinary museum experience in Philadelphia that examines the social role of swimming pools in ending racial segregation in America.

### **A Spa working**

On the other hand, Piscina & Wellness Barcelona will again build the 'Wellness Experience', a fully operational wellness center that will showcase the latest equipment, products, and solutions for this type of establishments, as well as treatments, demonstrations of aquatic therapies and immersive virtual reality experiences. Another outstanding space will be the 'Outdoor Living Experience' with furniture, accessories and landscaping services for outdoor design surrounding swimming pools.

In the training area, the conference organized by the Asociación Española de Paisajistas (AEP) on new paradigms in landscaping and the impact of climate change on project design will take place. Also, the sessions of INDESCAT, Catalan cluster of the sports industry, on sustainability and digitization of swimming pools. Also noteworthy is the IV Europe - Latin America - Middle East Business Meeting, a day that will bring together buyers and specifiers from these markets linked to architecture, hospitality, and the tourism industry to analyze business opportunities in wellness, accompanied by an agenda of business meetings.

Finally, the show will hold a gala dinner that will be the setting for the Piscina & Wellness Barcelona Awards for the most sustainable and innovative products at the fair, the Wellness Experience Awards for the best Iberian and European spas, spas and thalassotherapy centers, and the International Architecture Competition for Students.

Barcelona, November 2023



From 27 to 30 November 2023  
[www.piscinawellness.com](http://www.piscinawellness.com)



## Fact sheet

### Piscina & Wellness Barcelona 2023

**Edition**

16<sup>a</sup>

**Frequency**

Biennial

**Dates of celebration**

November 27 to 30, 2023

**Hours**

From 10.00h to 19.00h (*Monday, Tuesday, and Wednesday*)  
De 10.00h to 16.00h (*Thursday*)

**Place**

Fira Barcelona's Gran Via venue  
Halls 1 and 2  
Av. Joan Carles I n.58-64  
08908 L'Hospitalet de Llobregat (Barcelona)

**Sphere**

Professional

**Sectors**

- Residential swimming pool
- Wellness & Spa
- Public swimming pool: Aquatic, sports and/or recreational facilities
- Outdoor Living

**Occupied surface**

40.000 m<sup>2</sup> gross

**Exhibitors**

360

**Brands represented**

More than 600 brands

**Countries represented**

30

## Activities

- Wellness Experience (*Hall 1*). Recreation of a Wellness center in operation. Includes an immersive virtual reality experience to discover the evolution of wellness and its future projection. Product demonstrations, aquatic therapies, and cabin treatments.
- Innovation Zone (*Entrance Hall*), a space dedicated to innovation and technology in residential pools, public pools, and wellness. It includes: Gallery of product novelties 2023; Exhibition of award-winning works in the Piscina & Wellness Barcelona Awards; Wellness Experience Awards and Architecture Competition for Students.
- Outdoor Living Experience (*Hall 1*). Showroom of outdoor furniture, accessories, and equipment.
- Pool Horizons Summit (*November 28*): Meeting promoted by the leading companies in the sector and several international entities to discuss the social transformation promoted by swimming pools. The “Best in class” will be presented, 4 cases of success with this new approach to innovation in the sector.
- 4th Europe - Latam - Middle East Business Meeting (*Pavilion 1. Outdoor Living Experience November 28*). Talks, business meetings and networking on opportunities for pool and wellness in these markets.
- Gala Dinner (*November 27*) and awards ceremony for the Piscina & Wellness Barcelona 2023 Awards; Wellness Experience Awards and Architecture Students Competition Awards. Barcelona Maritime Museum.
- Pool Party (*November 29*). Afterwork in a relaxed atmosphere at the end of the fair schedule for networking while sharing good music and gastronomy.
- Indecat Conference (*Hall 1. Outdoor Living Experience. 27 November*). Digitalization and decarbonization in swimming pools.
- Spanish Association of Landscape Architects Conference (*Hall 1. Outdoor Living Experience November 29 and 30*) on “new paradigms in landscaping” and “landscaping in a context of climate change”.

## Organized by

Fira de Barcelona

## In collaboration with

ASOFAP, Asociación Española de Profesionales del Sector Piscinas

## President

Eloi Planes

Executive President of Fluidra

## Director

Ángel Celorrio

## Press contact

M<sup>a</sup> Gloria Dilluvio / Maria Dolors Herranz

Tel. (+34) 93 233 21 72 - 25 41

[gdilluvio@firabarcelona.com](mailto:gdilluvio@firabarcelona.com)

[mdherranz@firabarcelona.com](mailto:mdherranz@firabarcelona.com)

## Web

[www.piscinawellness.com](http://www.piscinawellness.com)

## On-line press accreditation

[https://registration.firabarcelona.com/#/es\\_ES/J046023/WEB/PRESS](https://registration.firabarcelona.com/#/es_ES/J046023/WEB/PRESS)

**Press Room** (*Open only during the days of the show*)

Hall Europa (floor -1) - Gran Via Venue. Tel. 93 233 40 18 - [sprensa.gv@firabarcelona.com](mailto:sprensa.gv@firabarcelona.com)



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Includes new treatments and virtual reality experiences

## Wellness Experience, an oasis of wellness in the pavilions of Piscina&Wellness Barcelona

**The leading show and international benchmark in the pool sector is once again setting up the Wellness Experience, a fully operational wellness center to showcase the latest equipment, treatments, and activities. The space will feature a sauna, spa, whirlpool baths, fitness area and cabins with demonstrations of natural therapies, massages, and virtual reality experiences, as well as a central pool converted into a thalasso because it will be filled with vitalized seawater.**

The wellness sector and wellness centers have experienced a significant boom in recent decades and continue to evolve and innovate in their services to improve people's quality of life by increasing their health, relaxation, and well-being. In this sense, the Piscina & Wellness Barcelona show, organized by Fira de Barcelona and the Asociación Española de Profesionales del Sector de la Piscina, Asofap, will install, as it has been doing since 2015, its own wellness center in Hall 2 of the Gran Via venue.

On this occasion, the aquatic facilities of the Wellness Experience and the entire event will be filled with seawater, opportunely treated, and vitalized by the company MásQue Iniciativas, and at the close of the show it will be collected again to be reused in other pools or for fire-fighting rafts. This is a decision taken *"out of respect for the environment and this year's weather conditions"*, explains the event's director, Angel Celorrio.

*"In this space - assures Celorrio - we want to bring together the latest trends and innovations, but also to show all the business opportunities that can offer wellness centers that base their growth on the requirement for the care of people and environmental sustainability"*.

### **Spa, swimming pool and immersive tours**

In a space of 500 m<sup>2</sup>, the Wellness Experience will have the different rooms of a classic establishment such as the reception, waiting room, fitness room, spa area with dry and steam sauna, treatment cabins, changing rooms, bathrooms, active pool, and whirlpool. In addition, there will be a personalized consulting service provided by wellness spa specialist Lucia Peris for professionals who want to learn more about the management, optimization, and design of wellness centers.

All areas will be equipped with the latest innovations and technologies in the sector provided by several exhibiting companies, such as **BWT, Fluidra, Aquavia Spa, Espa, PoolTiger Europe, Rosa Gres, Poolstar, Staff Piscinas, Renolit, Inbeca, Thomas Wellness Group, Coytesa, Piscinas Condal, Griño Rotamik, Roca, Hayward, Fairland, PHNX, and Aquagem.**

As a novelty, visitors to this space will be able to participate in an immersive experience within a virtual environment, developed by the Lavinia Audiovisual Group. Thus, groups of five people will be able to immerse themselves in a virtual reality tour through a Roman baths, a spa in the ice and a tropical beach perfectly designed to surprise and provide disconnection and relaxation.

Meanwhile, the central pool will host various activities, coordinated by Torrents & Pacheco Consultants, related to wellness and health, such as aquatic physiotherapy workshops or demonstrations of mindfulness, relaxation and thermal yoga, sound therapy in the water and breathing techniques designed to promote overall health.

At the same time, different treatments will be carried out in the cabins by specialists of the high cosmetic brands **ALSkin Cosmetics, Morjana Cosmétique, Innat Barcelona,**

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**Ultratone**, and **Karicia Cosmética**. They are rejuvenating, moisturizing and antioxidant body or facial massages, based on natural products such as aromatic oils, tensor proteins, Spirulina and Chlorella microalgae, Argan stem cells or Sphylantol, known as 'vegan botox'.

The NAOS Architecture studio, author of the design of the Wellness Experience, has once again based its work on the Sustainable Development Goals to achieve the lowest possible environmental impact of the structure.

**Barcelona, November 2023**



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Outdoor pool areas, a rising trend

## Outdoor design and landscaping gain prominence at Piscina & Wellness Barcelona

**This year Piscina & Wellness Barcelona is expanding its 'Outdoor Living Experience' space to include different proposals from leading companies specializing in landscaping, furniture, equipment, and accessories for outdoor decoration. The expansion of this area responds to the increase in demand for outdoor areas that integrate the pool in both residential and tourist establishments.**

Piscina & Wellness Barcelona is committed to complementing its commercial offer with this area located in Pavilion 1 of the Gran Via exhibition center, which adds an experiential factor to the use and enjoyment of outdoor aquatic facilities. The 'Outdoor Living Experience' showroom will be attended by some thirty exhibitors with the aim of allowing visitors to explore and learn about new products and services related to swimming pools, outdoor decoration, and outdoor wellness experiences.

Among the main companies in the sector exhibiting in this area are names such as BWT Pool, Fairland, Fluidra, Hayward, Hisom, K7, Lifestylegarden, Ignasi Conillas Arquitectura de Exteriores, Lightpro, PHNX, Piscinas Laghetto and Visendum. The 'Outdoor Living Experience' will not go unnoticed by the show's audience as it will recreate a 500 m<sup>2</sup> outdoor garden, designed by landscape architecture studio AELAND, which will incorporate the latest trends in outdoor design and provide an ideal environment for relaxation and networking.

The decision to enhance the 'Outdoor Living Experience' space is not only based on the increase in demand, but also on the desire to highlight the potential of this specialty. According to the event's director, Ángel Celorrio, *"the presence of a swimming pool in an outdoor setting can increase the value of a property by 30%. This underlines the growing importance given to outdoor spaces and their impact on the value of a property. It is a very relevant approach for today's market"*.

### Conference on landscaping

As a complement to the showroom and in order to discuss trends and opportunities, the 'Outdoor Living Experience' will host a conference organized by the Asociación Española de Paisajistas (AEP), which will take place on November 29 and 30.

These sessions will analyze the growing importance of pool landscaping, a discipline that turns outdoor spaces into original, elegant, and functional places, ideal for enjoyment and relaxation, achieving the perfect integration of the garden and the aquatic installation. The aesthetic design of the environment surrounding the pool is taken care of down to the smallest detail, from the trees and plants to the pavement materials, lighting, shaded areas, or furniture, incorporating the environmental variable for a responsible use of natural resources.

Thus, new paradigms in landscaping will be discussed, as well as the impact of climate change on the design of new projects. Speakers will include Ana Esteve and Sergi Abellán Sanfelix, landscape architects of AELAND; José Luis Romeu Lamaignere, manager of IP Ingenieros Paisajistas and the IP Garden nursery; Inés Martínez de Albornoz, from the Buena Planta studio; Enric Sancho, technical director of Cultidelta; and the expert landscapers in garden and terrace design, Joanma Roig; Isabel Alguacil and Belén Mutlló.

Barcelona, November de 2023

## Piscina & Wellness Barcelona projects to the world the social impact of pools

- **The first Pool Horizons Summit will explore the contribution of swimming pools to globally shared social and environmental challenges.**
- **Piscina & Wellness Barcelona, which will host this summit, will present four examples considered “Best in class” on the impact of swimming pools on social transformation.**

Can a swimming pool help transform a community, contribute to improving the health of the population, or provide spaces for relationships that are compatible with environmental balance? Undoubtedly, yes. The international swimming pool industry, which will meet at the Piscina & Wellness Barcelona trade fair from 27 to 30 November, proposes to look at, understand, build, and use these aquatic infrastructures from a new perspective: the positive impact that swimming pools have on people's individual and social well-being.

Institutions, entities, company managers, public administrations, NGOs, researchers, regulatory bodies, the media, and opinion leaders are the public that the pool industry invites to learn about the power of social transformation that aquatic facilities have. In this sense, the Pool Horizons summit is a pioneering event promoted by leading companies and organizations in the sector worldwide which, together with the Piscina & Wellness show, aims to promote debate on the role of swimming pools and their contribution to social and environmental challenges on a global scale.

The event, which will take place on November 28 at the Gran Via venue as part of the Piscina & Wellness Barcelona show, will feature a dozen international speakers, including the CEOs of Fluidra, Hayward and Pentair, Bruce Brooks, Kevin Holleran and Jerome Pedretti respectively, who will present the pool industry's vision for meeting society's new challenges, as well as inspiring experiences of community transformation thanks to aquatic installations carried out in different parts of the world.

### “Best in class”, success stories

The program for this meeting, promoted by the Fira de Barcelona show, will include four “Best in class” success stories that will serve as examples to open the debate. The [+POOL](#) project, a floating pool in the shape of a cross that will allow the inhabitants of New York to bathe in the Hudson. The concept, supported by a growing citizens' movement, is based on the fact that the walls of the installation naturally filter the water, helping to improve the quality and cleanliness of the river at the same time. Kara Meyer, CEO of +POOL, will explain the construction process and the uses to which the infrastructure will be put.

The objectives of the [“Nager à Paris”](#) initiative, an unprecedented plan to modernize the French capital's public swimming pool park and provide urban, recreational and family bathing areas for all the city's districts, will also be presented. This ambitious project, on the eve of the 2024 Olympic Games, is accompanied by more than a hundred measures with a social impact. It will be explained at length by Karim Ziady, commissioner for community sports at the Paris City Hall.

The South African project of shipping containers transformed into portable swimming centers to teach people, especially children and young people, to swim will also be presented. These [infrastructures](#) travel around different regions of South Africa, accompanied by an instructor who teaches the basic principles of staying afloat, avoiding drowning and swimming. Many of these containers end up permanently installed in schools



and rural communities. The representative of the National Sea Rescue Institute (NSRI) of South Africa. Andrew Ingram will present the results of this initiative. In addition, one of these containers will be installed at the fair so that visitors can see it for themselves and check out its equipment.

Finally, the social role that swimming pools played in ending racial segregation in America will be analyzed. This will be done by the professor of history at the University of Montana, Jeff Wiltse, author of numerous works on swimming pools in the United States and about the historical roots of contemporary racial disparities in swimming and drowning. Linked to this theme is the latest “Best in class” offered by Piscina & Wellness Barcelona. It is POOL, a multidisciplinary museum experience on display at Fairmount Water Works' historic Kelly Pool in Philadelphia. This exhibit explores the history and contemporary implications of segregated swimming in the United States, as well as its connection to current drowning issues affecting black communities. The show's creator, Victoria Prizzia, will share the goals of the project.

### **Innovation program**

The Pool Horizons Summit is part of and gives visibility to the innovation program initiated by the Piscina & Wellness Barcelona show in 2021, which identifies wellness, health, and community as the three main purposes to which an innovative, sustainable, well-equipped, and well-maintained pool contributes. In this sense, the show contributes to projecting this new look with the “Best in class” with which it recognizes innovative aquatic spaces anywhere in the world that provide benefits from any of these three areas.

Wellness, understanding the pool as an irreplaceable area for leisure, entertainment and fun, especially for families, and as a space for relaxation and sensory pleasure. Health, for the benefits of swimming as a sport, physical activity for all ages, and therapeutic functionality for people with special needs, rehabilitation, and muscle strengthening. And community, as a place of collective meeting and relationship in diversity.

Piscina & Wellness Barcelona is the most international show in the swimming pool sector's trade fair calendar. Organized by Fira de Barcelona, it will bring together more than 360 exhibitors from 30 countries to showcase their latest solutions in products and services for the design, construction and maintenance of swimming pools, spas, wellness areas and other aquatic facilities.

**Barcelona, November 2023**

**M<sup>a</sup> Gloria Dilluvio – Maria Dolors Herranz**

**Tel. 93 233 21 72 – 2541**

[gdilluvio@firabarcelona.com](mailto:gdilluvio@firabarcelona.com)

[mdherranz@firabarcelona.com](mailto:mdherranz@firabarcelona.com)

## The swimming pool industry in Spain 2023

- The swimming pool industry in Spain is expected to have a turnover of 1.500 million euros in 2023, according to Asofap's sector barometer.
- For 2023, Asofap expects growth to moderate to around 3% with a more normalized activity, returning to pre-pandemic levels. It should be recalled that 2021 was an exceptional year with growth of over 10% due to the extraordinary boom in demand for residential swimming pools.
- This year, the public swimming pool regains the dynamics lost in recent years compared to the residential swimming pool. The return to normality of sports facilities and the good prospects for tourism have reactivated investments for the improvement of swimming pools in these establishments.
- Rehabilitation is performing better than new construction of swimming pools in a general context of moderation in construction in Spain.
- The most popular products continue to be those that facilitate pool maintenance and improve sustainability, such as salt electrolysis equipment, automated dosing and control systems, variable speed pumps, covers and covers and heat pump heating.
- Sustainability is already an important factor in the purchasing decision for 70% of customers in the swimming pool sector, according to Asofap.
- The Spanish swimming pool sector is made up of 2.500 companies employing more than 70.000 direct and indirect workers.
- In Spain there are more than 1.3 million swimming pools (residential and collective use). It is the country with the second largest number of swimming pools in Europe after France and represents the fourth largest international market (after the USA, Brazil, and France), with around 7% of the 17 million units on a global scale.

Más información  
ASOFAP – Agustí Ferrer  
[direccion@asofap.es](mailto:direccion@asofap.es)

## Piscina & Wellness Barcelona fills its pools and spas with sea water

- This is one of the measures to enhance the sustainability of the event and reduce its carbon footprint.
- Recycled carpeting, trees to offset emissions, reuse of furniture and digitization of processes are other initiatives.

**Piscina & Wellness Barcelona 2023 seeks to ensure that its celebration causes the least environmental impact on the environment. In this sense, as in previous editions, it is implementing different actions as part of its “Towards Zero Impact” initiative to reduce waste, save resources and offset carbon emissions. New this year is the filling of all the swimming pools and spas exhibited at the event with vitalized seawater, which after the trade show will be reused in other aquatic facilities, and the planting of more than a thousand trees in different Tree Nation projects.**

Organized by Fira de Barcelona with the support of the Spanish swimming pool professionals association ASOFAP, Piscina & Wellness Barcelona will bring together, from November 27 to 30 at the Gran Via venue, the entire value chain of the swimming pool product for residential and public use, as well as installations, equipment and accessories related to wellness, spa, fitness, and outdoor decoration. This year the solutions to achieve a sustainable, connected and more experiential pool will be the protagonists.

### **Sustainable pools with sea water**

Given the current climatic conditions, Piscina & Wellness Barcelona will use a sustainable, responsible alternative with social impact to fill the pools and spas that will be exhibited at the fair: vitalized seawater.

To this end, it has the collaboration of [Más Que Iniciativas](#), a company that employs people with disabilities and offers this service to individuals and neighborhood communities as well as to public swimming pools in municipalities, sports complexes, and tourist resorts.

The company has all the necessary permits to collect seawater without harming the environment or interfering with other maritime activities. A mobile filtering and treatment plant, moved to the extraction site, removes impurities, and improves the concentration of trace elements, mineral salts, and other nutrients in the water. Once treated, vitalized, and analyzed, this water is transported in tanker trucks with all the health guarantees to the destination facility, having a useful life of up to 6 years. In addition, due to its natural salinity, the consumption of chemical products related to pool maintenance is considerably reduced.

Piscina & Wellness Barcelona estimates that it will need 400 cubic meters of seawater to fill the pools at the show. However, this water will not be wasted once the show is over, as the supplier company will collect it again to reuse it to fill other recreational aquatic facilities or fire-fighting pools in Catalonia.

### **Trees offsetting emissions**

To offset the Greenhouse Gas (GHG) emissions associated with the organization of the event and the participation of all speakers (including travel and time spent in Barcelona), the show will finance the planting of more than a thousand trees in several reforestation projects grouped and coordinated by [Tree Nation](#), an organization that fights against climate change supporting local communities through its activities. The selected projects in

which the event will collaborate are in Bolivia, Peru, Brazil, Thailand, India, Spain, and Portugal.

### **Circular economy**

In line with Fira de Barcelona's sustainability policy, Piscina & Wellness Barcelona promotes several circular economy measures and the reuse of materials to minimize the waste generated during the event. In this sense, the show uses recycled carpeting, reuses materials and furniture from other events or returns them to the supplier so that they have a second life as, for example, the pool covers that will be used in the construction of the Wellness Experience. Likewise, to avoid food waste, it donates surplus food and drink to the NGO "Nutrició sense fronteres" for distribution to social organizations in the Catalan capital.

At the same time, Piscina & Wellness reduces plastic in catering areas and implements selective waste collection; reduces the consumption of printed paper by digitizing processes; and is committed to sustainable merchandising or informs and promotes the SDGs and the 2030 Agenda among visitors and exhibitors, among other measures. Meanwhile, in the energy section, it is worth remembering that the Gran Via venue only consumes energy from renewable sources, including not only the pavilions, but also the stands, exhibition spaces and congress activities, etc., and the offices.

Barcelona, November 2023



From November 27 to 30, 2023  
[www.piscinawellness.com](http://www.piscinawellness.com)

The evening will take place on November 27th at the Museu Marítim.

## **Piscina & Wellness Barcelona gala dinner with business leaders of the sector.**

**Piscina & Wellness Barcelona is organizing a gala dinner on Monday, November 27th that will bring together the leading entrepreneurs and executives of the international pool industry. The event, which will take place at the Museu Marítim de Barcelona, will highlight the value of a industry with a turnover in Spain of more than 1,500 million euros a year and which designs, builds and equips infrastructures designed to have a positive impact on the social and environmental transformation of the environment.**

The exclusive gala dinner will be attended by the directors of the main international companies and associations that make up the pool and wellness industry, promoting networking at the highest level. Some 350 people are expected to attend, as well as institutional representatives and representatives of entities related to the business and economic fabric.

### **Awards Ceremony**

Before the start of the dinner and open to the public, there will be the awards ceremony for the Piscina & Wellness Barcelona Awards for the most sustainable and innovative products at the fair, the Wellness Experience Awards for the best Iberian and European spas, spas and thalassotherapy centers, and the International Architecture Competition for students.

The products nominated for the Pool & Wellness Awards in the 'Innovative Product in Connectivity' category are the Astralpool Verdon VS Pump; the Astralpool Salt Chlorinator - Energy Connect; the Zodiac Freerider RF 5600 pool cleaner; the Pool Lab 2.0 photometer meter from wáter-I.D, and the Klereo Kub customizable filter house. The finalist products selected by the jury in the 'Innovative Product in Sustainability' category are the InverMaster - Water-Cooling Inverter Pool Pump with 20X Energy, from Aquagem; the Cardboard Container from Ercros; the Inverx20 pool cleaner from Fairland and AI-wireless Robotic Pool Cleaner with 20hrs Endurance from Fairland; and the Pool Tiger water purifier from Pool Tiger Europe.

As finalists in the Iberian Peninsula for the Wellness Experience Awards, the following are eligible for the award in the 'Best Wellness Spa' category: Parador Costa da Morte (Muxia, A Coruña); Park Piolets Mountainhotel Spa (Soldeu, Andorra); and Spa Beldon Beauty Hotel Bless (Ibiza). Competing for the 'Best Spa' award are Vidago Palace Hotel (Vidago, Portugal); Castilla Termal Burgo de Osma (Burgo de Osma, Soria); and Balneario de Guitiriz-Iberik (Guitiriz, Pontevedra). The finalists for the 'Best Thalasso Center' award are the Palasiet Thalasso Clinic & Hotel (Benicàssim, Castellón); Gloria Palace San Agustín (San Bartolomé de Tirajana, Gran Canaria); and Talaso La Perla (San Sebastián, Guipúzcoa). There will also be a Special Jury Prize and an award for the best Wellness Spa, Spa Resort and Thalasso in the rest of Europe.

During the event, the winner of the International Competition for Architecture Students, selected among the 18 projects received, will be announced. This year's challenge consisted of a conceptual project for a hypothetical aquatic center for public use located in front of Barcelona's Arc de Triomf, which could use all or part of the area delimited by the Paseo de Lluís Companys between the monument and the Parc de la Ciutadella.

Piscina & Wellness Barcelona will be held from 27 to 30 November in Halls 1 and 2 of the Gran Via exhibition center of Fira de Barcelona, bringing together 360 exhibitors from 30 countries, representing more than 600 brands.

Barcelona, november de 2023