



**PISCINA  
& WELLNESS  
BARCELONA**

Global Aquatic Exhibition



**Fira Barcelona**



# DIVE INTO INNOVATION

**The most international event  
in the pool sector**



**27 to 30 November 2023**



2021

# 2021 an exceptional edition

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All eyes in the sector were on the 2021 edition of Piscina & Wellness Barcelona. This kicked off the large-scale physical events in the pool industry after the period marked by the pandemic crisis caused by Covid-19. After a few months of uncertainty and instability, the sector managed to cope with the exceptional situation, showing its strength, the robustness of the market and the good future prospects. This is how it was perceived during the course of the fair in visitors, exhibitors, activities and, ultimately, in the atmosphere of optimism and confidence felt in the show's four days of intense activity.

**“Piscina & Wellness Barcelona was confirmed as the best commercial, networking and knowledge platform 2021”**

# The figures confirm the show's success

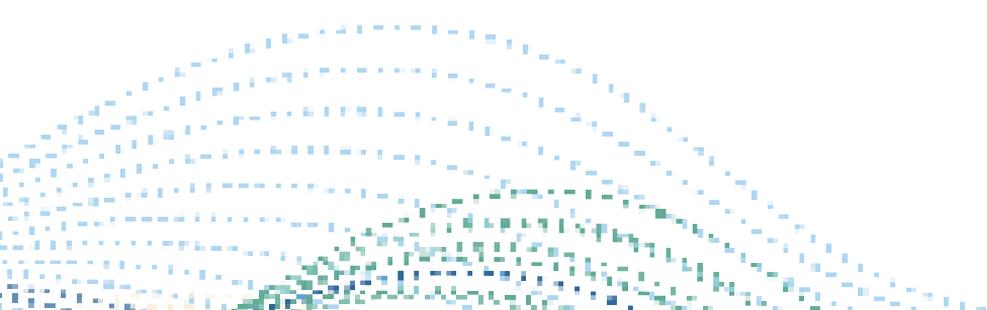
To speak of a meeting point for an entire sector is truer than ever. The event's 2021 figures speak for themselves:



## Main Profiles

- Builders
- Distributors
- Installers
- Architects
- Water Parks
- Hotels
- Sports Facilities
- Camp Sites
- Real Estates
- Public Administrations
- Wellness Centre Managers

“Exhibitor companies above all appreciated the quality and number of the professionals who visited Piscina & Wellness Barcelona’21”



# A few strokes away from boosting your business

Reasons to participate in the 2023 edition:

- Show your products and services at the event.
- Present your solutions to professionals in the news area, in the Innovation Zone, Wellness Experience and in the Outdoor Living Experience.
- Create lasting business relationships with international profiles of great purchasing power.
- Feature in the wide range of content focused on innovation and knowledge.
- Take advantage of the show's leadership to position yourself as a benchmark in the sector.

Find the space you need at PWB'23

## / EXHIBITION AREA

- 35,000 sq. m of exhibition.
- + 60 % international exhibitors.
- Representation of the leading companies in the world.

## / OUTDOOR LIVING EXPERIENCE

- An exhibition with everything you need to create a perfect outdoor space.
- Great activity success in previous edition.
- Exhibition growth.
- Main location in the complex.

## / PISCINA & WELLNESS BARCELONA AWARDS

- Recognition and visibility of projects and companies that stand out in the sector.

## / WELLNESS EXPERIENCE

- Unique Wellness centre built in an event.
- The best innovations in the sector.
- Live presentations.
- Advice for wellness centres.

## / NETWORKING AND BUSINESS

- + 13.000 visitors.
- b2b meetings with Vips and Hosted Guests.
- Area designed for networking.
- Promotion in +100 markets.

## / INNOVATION ZONE

- The leading organisations' solutions and technologies feature in this area.

## OUR HIGHLIGHTED SPACES

# Outdoor Living Experience

Since the outdoor world is growing in multiple directions, we have looked for new ways to reach a broader, **more demanding customer in need of diversified solutions**. This is the meaning of Outdoor Living Experience: an attractive area that goes beyond swimming pools, **seeking to explore the new trends and needs of outdoor living**.

In this showroom, we enhance the visibility of companies dedicated to the outdoors, we show how their creativity unfolds and we promote exclusive partnerships that add more value to the visitor. A firm commitment for the vitality of this sector, which your company cannot miss.

# Wellness Experience

Is there a better place to **unleash the full potential of your company than in a real wellness center at full capacity?** The visitor will live an **immersive experience** where design, technology, originality and innovation show him/her a **world of sensations and details**. A new way of selling what makes a difference, and which has already established itself as a **unique benchmark in its class**. Your **products and services** must be much more than seen: they deserve to **be experienced in all their intensity**.



# Contact us and participate



Discover the  
Early Bird prices.

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#PiscinaWellness    