



17 – 20 October 2017  
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The Spanish trade fair is consolidating its growth by bringing together the main market leaders

## More firms and more space at Piscina & Wellness Barcelona 2017, with a focus on innovation

Piscina & Wellness Barcelona continues to grow thanks to its commitment to innovation and international business, while reflecting the upturn in a sector which has consolidated the recovery that began in 2015. At its next edition on 17-20 October at Fira de Barcelona's Gran Via exhibition centre, the show expects to host a total of 341 direct exhibitors from 25 countries in a net exhibition space of over 14,000 sq. m, representing a 18% increase in the number of stands and a 15% increase in space compared to the previous show two years ago.

Organised by Fira de Barcelona in collaboration with the Spanish Association of Pool Sector Professionals (ASOFAP), Piscina & Wellness Barcelona will present an overview of pool products for residential and public use, as well as installations, equipment and accessories for the wellness and spa sector, a speciality that is booming. More than ever before, the show is putting an emphasis on innovation and will present the latest products, technologies and innovative and eco-efficient solutions that improve the sustainability, control, automation, maintenance and user experience of swimming pools, an area in which health and wellness are increasingly important.

Eloi Planes, the president of the show's organising committee and CEO of Fluidra, defines this edition as 'key' to consolidating the upward growth trend that started in 2015. 'We are committed to promoting innovation and access to emerging markets, but also to the business side. We're working to make the show a great network for contacts and a driving force for opportunities and knowledge so that firms and visitors alike can get the most out of their participation in Piscina & Wellness Barcelona.'

### Internationality

The main market leaders such as Fluidra, BSPool, Espa, Diasa Industrial, Hayward, Kripsol, Grupo QP, Renolit, Zodiac, SCP, Blautec, Construcciones Condal, Dantherm, Inbeca and Rosa Gres have already confirmed their participation in the show, which will occupy two entire halls of the Gran Via venue. At the same time, the show is growing internationally, one of its major hallmarks, with 61% of exhibitors coming from abroad.

After Spain, the country with the most firms at the show is China, followed by France, the USA, the Netherlands, Italy, Germany, Belgium, Turkey and the United Kingdom. Due to the number of swimming pools in the country (the second largest stock in Europe and fourth in the world), the Spanish market offers interesting business opportunities for renovating, maintaining and equipping residential aquatic facilities. Another big attraction is the growth in demand for products and services for public swimming pools and recreational water parks, as well as for the wellness and spa sector that is helping to drive the country's tourist industry. All this means that

*The show has grown by 18% in the number of direct exhibitors compared to the 2015 edition*

*It will occupy two halls of Fira de Barcelona's Gran Via Exhibition Centre*

*Because of its size, the Spanish pool market is very attractive to international companies*

international firms see the Barcelona show as a direct route for making contacts with the main agents in the Spanish demand sector.

At the same time, Piscina & Wellness Barcelona is taking advantage of its strong international character to attract industry professionals from all over the world. This international pulling power (40% of its 12,000+ visitors are foreign) is particularly helpful to promote Spanish exports from the sector to Europe, Latin America and the Mediterranean region, the show's main areas of influence. Plans are in place for meetings between exhibitors and foreign visitors through more than 130 scheduled business appointments with hosted buyers – invited specifically by the show – from up to 26 countries. Some 300 buyers are expected to attend with specific projects for the Spanish market, mainly linked to the hotel and tourism industry.

As a new feature, Piscina & Wellness Barcelona will hold the first meeting between companies and industry professionals from Latin America and Europe to share knowledge and experiences and make business contacts. Invitations are being sent to architects, designers, developers, tourist industry investors and hotel operators, primarily from Mexico – the guest country at this edition – as well as other Caribbean nations, which form one of the world's main areas for luxury hotel investment and one of the fastest growing in the wellness industry.

### **Innovation and shared knowledge**

Piscina & Wellness Barcelona also represents an important barometer for identifying opportunities and trends, as well as for sharing experiences and information and gaining an appreciation of the innovation driving the sector. That is why this year the demonstration areas are being expanded to showcase the actual use of the products and services being exhibited by participating firms. As explained by the show's director, Ángel Celorio, *'we are strengthening the areas that provide added value, extending product promotion beyond the stands and paying particular attention to facilitating professional networking.'*

A highlight in this respect is the Innovation Zone, a space where this year's latest new developments will be introduced in the form of short presentations. There will also be a display of Internet of Things solutions applied to the control and maintenance of swimming pools, and an area giving advice on internationalisation and financing for businesses. Additionally, an international exhibition will feature innovative architectural projects related to aquatic facilities, presented by the International Association for Sports and Leisure Facilities (IAKS Spain), as well as the prize-winning projects and installations from the Piscina & Wellness Awards 2017; from the new Wellness Spa Experience Awards, and from the first Student Architectural Competition being organised by the show.

There are also an interesting new space being introduced this year: the Demo Pool, a fibreglass pool for holding technical trials on products and testing out different construction systems. In addition, following its excellent response in 2015, the Wellness Spa Experience will be repeated. This comprises a wellness centre (that will be double the size of the previous event) where visitors can see the technical systems necessary for its operation, put queries to experts, and discover the latest trends in design, equipment and technology and the services and treatments available.

The show will also be the venue for the Wellness Spa Experience professional seminars in which over 30 speakers will take part. There will be conferences, round tables and talks on boosting the business and profitability of spas, wellness and thalassotherapy centres, as well as on aspects such as training and professionalization for wellness facilities, specialisation and USPs as a way of differentiating a business, and how the digital revolution will impact the wellness sector.

Piscina & Wellness Barcelona will also be hosting various conferences and seminars, notably the III Aquatic Leisure Symposium, which will address safety regulations and the efficient and sustainable management of recreational facilities in water parks, hotels and campsites, as well as the new trends in aquatic-related leisure and the importance of the customer experience. For its part, Asofap will organise training courses for residential swimming pool installers and point-of-sale professionals. There will also be seminars and conferences on public swimming pools which, along with the wellness sector, is the sector with the biggest growth at this year's show.

**Barcelona, October 2017**



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## Fact sheet

### Piscina & Wellness Barcelona 2017

**Edition**  
13th

**Frequency**  
Biennial

**Exhibition dates**  
17 – 20 October 2017

**Times**  
From 10:00 to 19:00 (*Tuesday-Thursday*)  
From 10:00 to 16:00 (*Friday*)

**Venue**  
Gran Via Exhibition Centre of Fira de Barcelona  
Halls 1 and 2  
Av. Joan Carles I nº 58-64  
08908 L'Hospitalet de Llobregat (Barcelona)

**Type of event**  
Professional

**Sectors**

- Residential swimming pools
- Wellness & Spa
- Public swimming pools: Aquatic, sports and recreational facilities

**Area occupied**  
14,000 sq. m of net exhibition space

**Direct exhibitors (*with their own stand*)**  
341

**Represented companies**  
More than 500

**Countries represented**  
25

**Guest country**  
Mexico

## Activities

- Wellness Spa Experience Area (recreation of a wellness centre). Product demonstrations, guided tours and a consultancy service.
- Wellness Spa Experience Seminars
- Innovation Zone, the space dedicated to innovation and technology in residential swimming pools, public pools and wellness facilities. Includes: An exhibition of Internet of Things (IOT) solutions for control and maintenance; new products for 2017; an exhibition of the winning works of the Piscina & Wellness Barcelona Awards; the Wellness Spa Experience Awards and the architectural competition for students. Demonstration of water-related architectural projects (IAKS España); One-to-one meetings to provide advice on internationalization and financing. Speaker's corner.
- Demo Pool: Daily product demonstrations. Exhibition of different swimming pool construction systems.
- ASOFAP training sessions
- III Aquatic Leisure Symposium for hotels, campsites and water parks.
- Latin-America/Europe business meetings (discussions, round tables, business meetings and tours of facilities)
- Presentation of the 2017 Piscina & Wellness Awards
- Presentation of the Wellness Spa Experience Awards
- Presentation of the prizes for the Students' Architectural Competition

## Organised by

Fira de Barcelona

## With the support of

ASOFAP, Spanish Association of Swimming Pool Professionals

## President

Eloi Planes

Executive president of Fluidra

## Director

Ángel Celorrio

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## Website:

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

## Press

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Open only on show dates

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The report was instigated by the Piscina & Wellness Barcelona trade show and ASOFAP

## A study reveals the business opportunities associated with the renovation of Spanish public swimming pools

There are 121,070 swimming pools in Spain for public and community use, with an average age of 17 years old, according to a study conducted by Piscina & Wellness Barcelona and the Spanish Association of Swimming Pool Professionals (ASOFAP). The need for maintenance, renovation or comprehensive reforms of these facilities offers interesting business opportunities for the swimming pool sector, which in Spain accounts for some 2,500 companies that employ more than 64,000 professionals.

The study analysed swimming pools considered to be of public use, which accounts for 31,105 units located in hotels; sports facilities; hydrotherapy and wellness centres, water parks and campsites. The report also includes the 89,965 swimming pools for community use which are generally found in apartment blocks and rural accommodation. It is calculated that the total surface area of these facilities is 18.15 million square metres and the water volume they contain amounts to 25.2 million cubic metres.

The director of Piscina & Wellness Barcelona, Ángel Celorrio, emphasised the importance of the information in the report: *'For the first time we have information on the true size and situation of non-residential swimming pools in Spain.'*

In a similar vein, the president of ASOFAP, Pedro Arrebola, remarked that as far as companies in the sector are concerned, there is *'a window of opportunity ripe for exploring in the sector of swimming pools for public and community use.'* Arrebola advises *'approaching the different decision-makers and influencers who operate in this market in order to stimulate the development of new swimming pools and update existing ones.'* This recommendation has been reflected by Piscina & Wellness Barcelona, which has invited buyers with specific projects and professionals involved in the fields of tourism, leisure, health and sport to visit the trade show.

According to the study, the average age of swimming pools in Spain for public and community use is 17 years old. It is estimated that more than 34,500 of them are over 20 years old. Some 70% of all the pools for public and collective use have never been renovated.

By categories, sports facilities are those with the oldest swimming pools, while apartment owners' associations and rural accommodation have the youngest ones. The report reveals that the people responsible for 12,591 swimming pools for public and collective use are planning to undertake renovations, 65% of them within the next two years.

From a geographical perspective, the bulk of non-residential swimming pools are found on the Mediterranean coast, with Andalusia, Catalonia and

*The average age of swimming pools for public and community use is 17 years old*

*Some 70% of all pools for public and community use have never been renovated*

*It is forecast that 8,200 public swimming pools will need to be renovated in the next two years*

the Valencian Community being the autonomous regions with the largest number, each of them representing more than 10% of the total number of pools.

### **Lower seasonality**

Swimming pools for public and community use are less seasonal than residential swimming pools, so the demand for products and equipment remains steady all year round.

These facilities also require renovations in the short and medium term with a view to updating their equipment to meet various regulations. The construction or renovation of aquatic facilities for tourism or recreational establishments also represents an important business opportunity. A significant increase in demand has been noted in this area, as it has been shown that improvements have an impact on occupancy levels, customer satisfaction and profitability.

The study lists the equipment that is most commonly found in public swimming pools. An automatic water treatment system is installed in 85% of the facilities. Security systems are also very widespread, as are automatic robots, pool bottom cleaners and LED lighting. The least common equipment are protective covers or roofs; water/energy saving systems; heating by heat pumps; hydromassage jets; counter-current swimming systems, and heating by solar power.

The most widely used products for water treatment, in 90% of cases, are the classic chemicals such as chlorine. Only in 5% of public swimming pools is active oxygen used, while 3% use saline electrolysis. In contrast, the main filtration system used is sand (91%).

The most commonly-used materials for cladding swimming pool walls are glass mosaic/ceramic tiles (75%). When it comes to swimming pool maintenance, in 65% of cases this is done by the facility's employees, while the remaining 35% choose to outsource this service.

The experts also confirm that it is advisable for swimming pools to include the latest technological advances, such as the solutions provided by Internet of Things (IoT) systems for the sustainable use of resources, protecting the environment, increasing the profitability of swimming pools and improving users' experience, regardless of whether they belong to sports centres, residents' associations, hotels, water parks, campsites or wellness centres.

### **Residential swimming pools**

Spain is fourth in the world and second in Europe in terms of the number of residential swimming pools in the country, with a current figure, according to the most recent estimates, of 1,018,000 pools. This means that the total residential, public and community pools in Spain comes to almost 1.2 million units. According to ASOFAP forecasts, more than 22,000 new swimming pools will be built in Spain in 2017, 9% more than last year.

The season for the swimming pool sector has started off on the right foot, sparked off by the early arrival of the summer weather which promises excellent commercial results this year. ASOFAP forecasts that sales will increase by between 8% and 10%, driven by products for replenishing, repairing and maintaining existing pools, which will account for 70% of sales. However, turnover from the construction of new pools will not be lagging far behind, and is expected to record an increase of 12%, according to ASOFAP.

The president of ASOFAP, Pedro Arrebola, believes that *'if all our growth forecasts come to fruition this year, in line with the upward trend of the last two years, in 2018 the swimming pool industry can finally wave goodbye to the economic crisis.'*

**Barcelona, 4 July 2017**



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The Innovation Zone will reveal the top new products from exhibitors and the latest trends

## Piscina & Wellness Barcelona concentrates all the industry's cutting-edge technology into a single venue

Visualising innovation to boost the future of the sector. With this goal in mind, Piscina & Wellness Barcelona is once again opening the Innovation Zone, a space that brings together the top new products presented at the show and reveals the trends and business opportunities for all the stakeholders involved in the value chain of pool products. The area features presentations, product launches and business meetings with buyers. There will be exhibitions, *networking* sessions and a financial advice service, as well as an area dedicated exclusively to showcasing products intended to revolutionise the control and user experience of pools through technology.

The Innovation Zone – located in Hall 2 and covering over 550 sq. m – will be the space where exhibitors will showcase a selection of their latest products, including those that have won prizes in the Best Product category of the show's Piscina & Wellness Barcelona Awards. Also on show will be the latest technological applications for residential, public and wellness pools, particularly those related to the Internet of Things and to the automation of maintenance and control of aquatic facilities.

### Trends

The show's president and CEO of Fluidra, Eloi Planes, insists that the sector is committed to *'creating global solutions that incorporate products with a high added value which focus strongly on improving the user experience of pools; this means making them for convenient, easier to maintain and more closely connected to wellbeing, at all times keeping sustainability in mind as the number one priority around which everything else revolves.'*

In this respect, the area will demonstrate how the leading new products are geared towards achieving a lower environmental impact and reducing water and energy consumption so users can appreciate the financial savings they offer in pool maintenance, offsetting the cost of installing these innovations. Eloi Planes points towards another future trend: *'the automation of processes, especially with smart systems to control the maintenance of pools and aquatic facilities thanks to the Internet of Things and its connection to mobile devices.'*

To explain these trends and introduce new products, along with case studies and practical applications of some of the solutions being exhibited at the show, there will be a Speakers' Corner, where company experts will give talks. There will also be a programme of presentations and round tables to address issues relating to improving energy efficiency, safety, and pool renovation and maintenance. Meanwhile, the Innovation Zone will offer personalised financial advice given by experts from the Catalan Finance Institute (ICF).

*It will occupy 550 sq. m of Hall 2 of the Gran Via venue*

*It includes an exhibition of IoT applications for digitising pools*

*There will be a Speakers' Corner to explain the innovations on show*

### **New product highlights**

Water disinfection is one of the main lines of research in the swimming pool industry. In this respect, Fluidra's Freepool brand offers a 'neolysis' system that disinfects without chemical chlorine as the chlorine is generated from the salt in the water. It thus reduces the concentration of chloramines due to radiation by ultraviolet rays. Using CO<sub>2</sub> to treat water as a substitute for acid reduces the harmful compounds arising from mixing it with organic substances. It also offers environmental benefits by minimising gas emissions. Meanwhile, Kripsol's proposal is a smart chlorination system capable of managing chlorine production automatically according to the level of salt.

Remote control is another of the key results achieved through innovation: DPOOL by Diasa Industrial is presenting an electronic robot specifically designed for public pools up to 50 m long, controlled by its own power source, including remote control or Bluetooth control using an app downloaded onto the owner's or manager's Android or Apple smartphone or tablet. In the Innovation Zone Control Station, Hayward is exhibiting a connected control box that allows the remote management of water treatments and peripheral equipment, thus guaranteeing optimum water quality and temperature. Along the same lines, Evolink by BS POOL is an IoT treatment system that includes control of up to four aspects of pool management, such as filtration, lighting, etc., all managed through the EYPOOLS platform incorporated into this product.

Pumps are also a very important factor in the operation of swimming pools and a key element when it comes to energy-saving. In this respect, ESPA will be exhibiting its completely silent Silen Plus pump that includes a frequency inverter that adapts automatically to the speeds in the various operating cycles. It thus generates great economic, energy and hydraulic savings. Also new on the market is the new range of WINNER pool pumps by Bombas Saci, which include a new variable speed drive as well as highly efficient permanent magnet synchronous motors. The combination of these two technologies represents energy consumption savings of up to 80% compared with traditional pumps.

As well as technological developments, De Alba Patents, the company that handles research and patents on behalf of Antonio Ibáñez De Alba, is launching the first salt-free flotation water achieved using natural products, along with a sticker to prevent drowning, which in both swimming pools and the sea is the leading cause of death in children between five and fourteen years old.

### **Business meetings and exhibitions**

The Innovation Zone will also have a dedicated area for professionals to do business and network. This is where the scheduled meetings will take place between exhibitors and Spanish or international buyers invited directly by the show who have projects that involve purchasing or investment.

In this respect, it is worth noting that Piscina & Wellness Barcelona will hold the first meeting between firms and industry professionals from Latin America and Europe to which architects, designers, developers, tourism investors and hotel operators are invited, primarily from Mexico and the Caribbean nations, which represent some of the world's main growth areas in terms of deluxe hotel investment and the wellness industry.

There will also be an exhibition of aquatic architectural projects in collaboration with the International Association for Sports and Leisure Facilities (IAKS Spain). The prize-winners in the Piscina & Wellness Awards 2017 will also be revealed in the categories of residential pool, renovated pool, wellness centre pool and public pool. Also on display will be the winners in the Wellness Spa Experience Awards (best spa resort, thalassotherapy centre, spa and spa technique) and the projects entered for the Architectural Competition for students sponsored this year by the show.

**Barcelona, October 2017**





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The Wellness Spa Experience will recreate a wellness centre as well as hosting demonstrations and conferences

## Piscina & Wellness Barcelona is expanding its *showroom* that connects water with health and wellbeing

The excellent growth prospects of the wellness and spa sector are reflected in the forthcoming edition of the show dedicated to swimming pools, which takes place at Fira de Barcelona on 17-20 October this year. The event will be hosting 18% more specialist exhibitors than last year and has doubled the area of the *showroom* that was launched in 2015 and recreates a fully-operational wellness centre. There will also be a dedicated programme of seminars featuring more than 30 expert speakers, who will be discussing the spa and thalassotherapy business and its associations with tourism and health.

In Hall 1, adjacent to the trade show area dedicated to wellness featuring around 40 companies, we will be building the Wellness Spa Experience again: a fully-functional wellness centre that gives visitors to the show an idea of the equipment and services required for a facility of this kind to be both practical and profitable.

This showroom, covering an area of over 740 square metres, is double the size of the previous edition and will include various areas – reception, waiting area, changing rooms, bathrooms, treatment cubicles, fitness room, water zone, etc. – all fitted out with the latest products on the market provided by exhibitors at the event.

One of the big attractions of the water zone will be the active swimming pool – built by Construcciones Deportivas Condal and clad by Rosa Gres – and the technical area, which will be completely exposed so that experts, installers and other trade professionals can check out how the different pumping, purification, treatment and water heating systems work. Our partners Inbeca, Blautec and Danthern have all given their support in bringing this area to fruition. Other collaborators include Altoglas, Bombas Espa, Bombas Saci, Bombas PSH, Burüburan, Coitesa, Diasa Industrial, Fluidra, Ezarri, Intevarp, Onix Mosaico, Proequip, Villar del Rey-Natural Stones, Water-I.D. and Zodiac.

Students on the Catalan Government vocational training course for swimming pool technicians and maintenance personnel will also be getting involved in building the installation.

The architectural practice Naos is responsible for designing the space, taking particular care over the dimensions, ambience, materials and flooring used, the solutions to be installed and the menu of services, all to recreate a

*Featuring equipment and solutions for building a practical and profitable wellness centre*

*Discover the aquatic therapies and treatments for including in a spa business*

*More than 30 speakers will be sharing their ideas and knowledge at the trade seminars on the wellness sector*

professional facility that is energy-sustainable, easy to manage and economically viable.

There will be guided tours and demonstrations of cosmetic treatments and workshops on the most beneficial aquatic therapies for health. In addition, expert consultants will be on hand to deal with any questions from the general public about business approaches and managing wellness projects. These include Gérard André, a senior consultant and expert in wellness facilities, particularly viability studies and the design, planning and operational management of establishments specialising in wellness and tourism. The former general manager of Caldea, Les Thermes de Spa, Les Bains de Lavey and Les Bains de la Gruyère is currently the director for southern Europe and North African for the Swiss company Tempo Hospitality Consulting, of which he is the founder and president.

#### **Treatments inspired by Oriental culture and by nature**

During the whole show, in both morning and afternoon sessions, a total of 16 demonstrations will be held in the Wellness Spa Experience cubicles to showcase different face and body treatments, conducted by expert professional therapists in the different speciality treatments.

Visitors can also watch Oriental massages based on mint, tea tree oil, sage and aloe vera using compression and facial *shiatsu* techniques, as well as other processes that use the active ingredients of essential oils, quinoa and red tea. There will also be demonstrations of the 'Zhu-Bianzi' ritual which is based on a fusion of four techniques: *Shiatsu*, *Zhu-bianzi*, *Ayurvedic pindas* and *Ampuku*.

Fruit, coffee and cocoa are other components of the treatments that seek to instil balance, relaxation and health: The application of creams and oils based on cherry extract and vitamins have a mineralising and anti-inflammatory effect, while pomegranate, lemon and red berries, with an energising gel of pineapple, carrot and passion fruit, are perfect for detoxing the body. And for a healthier-looking skin, the experts will conduct demonstrations of a body treatment based on bio-assimilable oil, red tea and quinoa. The experts, who will also use bamboo, jade and volcanic stones in their massages, will use these and other techniques to reveal alternative and innovative therapeutic processes in the Spa Wellness Experience cubicles.

#### **Technical seminars**

As a complementary feature, the space will host the Wellness Spa Experience seminars in an adjacent room where more than 30 experts in the technical, medical, physiotherapy, commercial and management aspects of these types of businesses will give presentations. There will be conferences, round tables and talks on boosting the business and profitability of spas, wellness and thalassotherapy centres, as well as on aspects such as training and professionalization for wellness facilities, specialisation and USPs as a way of differentiating a business, and how the digital revolution will impact the wellness sector.

Speakers include names such as specialist hydrology physician and director of Gala Termal, Antonio Freire Magariños.; the science and innovation director of the Dr. Oliver Rodés Laboratory, Antoni Borrell Azlor; the medical director of Talaso Atlántico and the Loida Spa, Salvador Ramos Rey; physiotherapist and expert in aquatic therapy, María Alonso Fraile; physiotherapist and international wellness expert, César Tejedor; expert in beauty and wellness, Pilar Muñoz Correcher; architects Alberto Apostoli and Santiago González, and consultant and expert on spa and wellness facilities Gerard André.

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With more than 12 up-and-coming companies and a pool for testing out construction products and systems

## Piscina & Wellness Barcelona will have a zone for start-ups and a new demonstration area

At its next edition, Piscina & Wellness Barcelona is introducing the new Start-Up Village by 4YFN, an area in which to discover the projects of a dozen up-and-coming companies with an innovative approach to water and its use in aquatic facilities and wellness centres. The show is also adding a new demonstration area for watching the live operation of some of the pool construction products and systems exhibited at the fair. This area, known as the Demo Pool, is a swimming pool designed for a dynamic and experiential way of exhibiting some of the latest innovations being presented at Fira de Barcelona's Gran Via venue between 17 and 20 October.

The selected start-ups work in areas such as water quality and purity, maintenance systems, automation and energy efficiency, amongst others. At the show you can get a close-up look at the projects of companies such as Unic Pools, which manufactures swimming pools using 3D printing techniques; Fluid Reality, which has created virtual reality goggles for underwater virtual reality games in the pool; Buruburan, with its system for drying and sanitising slidesandals; Spoolify, with an app that lets users adapt the swimming pool to their state of mind; Poolmeet, which is presenting a web platform for sharing swimming pool facilities with other people; and Cubic3, the manufacturer of a high-performance swimming pool capable of recreating the climatic effects of the sea. Other participants include Eco-Sistemas Watermakers, with installations for treating sea water with energy recovery systems, and DrSails, which will be exhibiting a line of adhesives for repairing surfaces, even under the water, which are already being used on boats.

From outside Spain, projects include those of Kelda Technology (United Kingdom) with a shower that offers more than 50% savings in water consumption and the cost of heating compared to standard showers; Purex (USA), which is presenting a unique biochemical process for disinfecting water safely; Seabex (Tunisia), with a monitoring system for preventing loss of water quantity and quality; and Handy Shower (Poland) with a 3-in-1 appliance that features a tap, shower and bidet in a single ergonomic unit.

These start-ups have been selected for the Fluidra Water Challenge, launched in collaboration with 4YFN, Fira Barcelona and Fluidra Accelera, and apart from being exhibited in this new area in Hall 1 will also have the chance to present their project to investors and industry leaders at the 4YFN Pitching Pool, on Wednesday 18 October between 12:00 and 13:00.

### Demo Pool

The other new feature this year is the Demo Pool, located in Hall 2. This is a heated fibreglass swimming pool of 35 sq. m with a depth of 1.45 metres, built by Freedom Pools, which will be used to conduct technical tests by experts of products provided by exhibitors such as Sekisui, Wáter ID, Fusion Board, Zodiac, Kuraray, Pentair, Aerobicfitness, Bio UV and Water Form.

In this area you can watch equipment such as pool cleaning robots, maintenance and cleaning kits, water purification systems and water treatment systems in action, amongst others.

This pool will also be used to hold aquatic fitness sessions such as aqua-gym, exercises with floating boards and life-saving demonstrations, as well as water-polo games to promote and support the presentation of the European Championships of 2018. A demonstration by water-polo players to promote the Championship. In an adjacent dry zone, visitors can learn about different pool construction systems with different types of prefabricated panels, as well as the use of a range of pool cladding materials. There will also be a technical area featuring specific demonstrations for installers, given by Preformati Italia, Rosa Gres, Renolit and Fluidra.



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The swimming pool and wellness sector commits to smart usage

## The Piscina & Wellness Awards recognise the best projects, completed work and products

As part of its upcoming event, Piscina & Wellness Barcelona will be presenting awards for the three competitions it organises in recognition of the best products presented at the show, the construction and renovation of sustainable and innovative swimming pools, the most outstanding facilities dedicated to the therapeutic use of water, and the most singular aquatic projects presented by architectural students. The winners of the Piscina & Wellness Barcelona Awards, the Wellness Spa Experience Awards and the Architectural Competition for students will be revealed on 18 October during a gala dinner for trade professionals and influencers held in Barcelona's Casa Llotja de Mar.

*There are 98 candidates for the Awards*

Among the 98 entries for the Piscina & Wellness Barcelona Awards, the jury has now selected the finalists, having evaluated the level of innovation, sustainability and improvement in user experience of the works, projects and products submitted.

At this edition of the awards for residential swimming pools, wellness centres, swimming pools for public use and renovated pools, 40 entries were submitted from 20 different countries, primarily Spain, Germany, Italy, Belgium, United Arab Emirates (UAE), Greece Mexico and Costa Rica, amongst others. From all these entrants, ten projects, both national and international, were selected as the finalists. The jury panel, made up of sector experts, chose the finalists based on the innovative aspects of their projects as well as the sustainability of the installation in terms of both the use of resources and its eventual lifecycle. The awards are intended for construction companies, developers and installation professionals who have taken part in new-build projects or renovations of existing swimming pools over the last two years.

*Entrants include companies from 20 different countries*

Meanwhile, the Piscina & Wellness Barcelona 2017 Award for Innovative Product attracted 58 entries this year. Of those selected, the winner will be the article, system or service that represents the most relevant contribution to the construction process, use, maintenance or renovation of swimming pools. Particular merit will be given to the product or process that is clearly geared towards making efficient use of resources (water, energy, raw materials) and is environmentally-friendly throughout its lifecycle (manufacture, start-up, use, destruction and recycling).

*The finalists for the awards for students of architecture come from Argentina, Brazil and Spain*

The Wellness Spa Experience 2017 Awards already have their finalists in the category of Spas; Thalassotherapy Centres; Spa Resorts; and Thermal or Wellness techniques, selected from among the 57 entries submitted.

### **Success of the first competition for students of architecture**

The first edition of the competition aimed at students at architectural schools around the world has been a resounding success: some 60 projects were submitted from students in Spain, France, Russia, Nigeria, India, Argentina, the USA, Mexico, Brazil, Costa Rica, Venezuela, Peru, Ecuador, Colombia and Chile. These young people from 15 countries did not want to miss out on the opportunity to show the judges their innovative vision, which explores a new relationship between humans, architecture and water. The three finalists came from the Faculty of Architecture, Urban Planning and Industrial Design at the National University of Cordoba (Argentina); the Faculty of Architecture and Urban Planning at the University of Sao Paulo (Brazil), and the Higher Technical School of Architecture at the Polytechnic University of Madrid.

### **Health and the environment: the priorities of the swimming pool and wellness industry**

*'The swimming pool and wellness sector is very much aware of the importance of health and the environment,' says Ángel Celorrio, the show's director. 'However, we are moving from a sector that has traditionally placed most of its efforts on guaranteeing water quality to a sector that is putting an increasing priority on aspects such as air quality and energy consumption.'*

In this respect, Celorrio notes that *'the products, works, and projects submitted for the Awards are a reflection of how more and more attention is being paid to aspects that contribute to improving the user experience, such as the costs of running and maintaining a facility. Without a doubt, the industry is increasingly oriented towards smarter and more sustainable swimming pools,'* he concludes.

The proposals of the finalists of the Piscina & Wellness Barcelona Awards and the Wellness Spa Experience Awards will be exhibited in the Innovation Zone of the show.

Barcelona, October 2017



17 – 20 October 2017  
[www.piscinawellness.com](http://www.piscinawellness.com)

The trade show will also put an emphasis on networking, bringing together the leading experts and buyers in the market

## Piscina & Wellness Barcelona hosts the sector's first Latin America-Europe Meeting

Piscina & Wellness Barcelona is holding the first Piscina & Wellness Latin America-Europe Business Meeting for sharing knowledge, experiences and business contacts. Architects, designers, developers, tourism investors and hotel operators, mainly from Mexico – this year's guest country – and other Caribbean nations are taking part in a forum that brings together professionals from one of the leading luxury hotel investment destinations in the world, and also one of the fastest-growing markets in the wellness industry.

The aim of the meeting is to become the biggest *hub* for knowledge, networking and the generation of new business opportunities between the two regions. Latin America is one of the main international markets for the swimming pool and wellness sector and boasts the highest growth figures. In addition, it is a target for major investments by hotel chains and tour operators from all over the world, and forecasts indicate that this trend is set to continue in the future.

The forum is structured around a range of content to facilitate a general overview of the business potential in this market, its key factors and operational aspects in order to generate new business opportunities. The first section, on 18 October, will provide an overview of the current development and future of the wellness industry in Latin America and the potential for cooperation with European companies. This edition will put an emphasis on the Mexico and Caribbean region as a global priority in the promotion of the wellness industry.

On 19 October the forum, along with its international guests, will examine the factors that can sometimes give rise to hindering this development. The meeting will also offer an opportunity to foster collaboration among the attending companies that intend to invest in the area. There will also be a dedicated space set up for individual business meetings between companies and the hosted delegates on the international Latin America-Europe Business Meeting programme.

Thus hoteliers, investors and architects from all over Europe can benefit from the contributions of experts such as Diana F. Mestre, regarded as the guru of wellness in Latin America; Jose Antonio Rivera, from AM Resorts, the leading international hotel group in the luxury vacation segment in the Mexico/Caribbean region; Enrique Villanueva, from Pulsoinmobiliario, the leading high-end vacation property developer/investor in Mexico; and Roberto Velasco, from Kmd-arch, one of the most prestigious architectural practices in the USA which specialises in *high-end* hotels, amongst other properties.

Barcelona, October 2017