



**PISCINA  
& WELLNESS  
BARCELONA**

Global Aquatic Exhibition



**Fira Barcelona**

# DIVE INTO INNOVATION

**MEMORY 2021**

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**Edition:** 15th  
**Frequency:** Biennial  
**Dates Held:** 29 Nov - 2 Des 2021  
**Venue:** Recinto de Gran Via. Pabellones 4 y 5  
**Type:** Professional  
**Sectors:** Residential swimming pool, Wellness & Spa, Public swimming pool: Water, sports and/or recreational installations  
**Area Covered:** 35,000 m² net  
**Organised By :** Fira de Barcelona  
**Website:** [www.piscinawellness.com](http://www.piscinawellness.com)  
**Social Networks:** Facebook: @PiscinaWellness  
Twitter: @PiscinaWellness  
Linkedin: @piscinawellnessbarcelona  
Youtube: salonpiscina

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#### Organising Committee

**President:** Eloi Planes  
**Vice-president:** Pedro Arrebola  
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**Delegate Member:** José Ignacio Pradas Poveda  
**Members:** Fernando Blasco Sylvia Monfort  
Álvaro Carrillo de Albornoz Salvador Mauri  
Emili Farrerons Alejandro Morillo  
Martí Giralt Alfonso Ribarrocha  
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Albert Lluís Salvador Tasqué  
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Víctor Martínez Ricard Zapatero  
**Director Piscina & Wellness Barcelona:** Ángel Celorrio  
**Director BU Industrials:** Roger Bou

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# PUBLISHING

## 2021, a turning point for a sector with renewed strength

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**More than 200 exhibitors  
from 23 countries, over  
350 brands and more  
than 10,000 visitors from  
108 countries**

All eyes in the sector were on the 2021 edition of **Piscina & Wellness Barcelona**, that kicked off large-scale events in the swimming pool industry after the period marked by Covid-19 pandemic crisis. After months of uncertainty and instability, the sector was able to cope with the exceptional situation, thus, confirming its strength, the market robustness, and good future prospects. This is what I perceived during the course of the fair in terms of visitors, exhibitors, activities and, in short, in the atmosphere of optimism and confidence that pervaded the four days of the show's intense activity.





Piscina & Wellness Barcelona proved to be the best business and networking platform for the swimming pool ecosystem, and even more so in 2021. We were all looking forward to meeting again, greet each other, exchange opinions, hold long-delayed talks and face-to-face meetings postponed for a long time.

More than **200 exhibitors** from **23 countries**, over **350 brands** and more than **10,000 visitors** from **108 countries** resulted in a strong international accent event. These are exceptional figures and I am particularly proud of them. I am convinced that they are the result of constant and tireless teamwork started two years ago.

According to data from the **Sector Barometer** prepared by the **ASOFAP (Spanish Association for Pool Sector Professionals)** employers' association, the swimming pool market grew an average of 10% in 2021, largely thanks to new solutions focused on digitalisation and sustainability. **Innovation** is and will continue to be the main driver of our industry, just as it is for the trade fair in a cross-cutting manner. Innovation is part of our DNA and that is how we conceive all spaces at the fair. From the products on display in the **Innovation Zone**. To the **Wellness Experience**, including the **trade exhibition**, the **congress area** and the new **Outdoor Living Experience** zone.

Our commitment to sustainability and the environment means acting on what we say and stand for. Once again, as we traditionally do, we encourage the **Towards Zero Impact** initiative, with the aim of reducing waste generation at the event, reusing and recycling products and materials

and avoiding food waste. As an example, after the event, the water from the swimming pools on display was used to clean the streets of L'Hospitalet de Llobregat.

## The 2021 edition will particularly be remembered for the sector's resilience and capacity to adapt in difficult times

I would like to make a special mention of the new category **awards**, with focus back on innovation, as well as creativity and sustainability. And finally, a big thank you to all exhibitors and visitors who made this great success possible, especially to the partners. Your collaboration always encourages and pushes us to continue working and to firmly move into the future.

All editions of Piscina & Wellness Barcelona have been unique for different reasons. The 2021 edition will particularly be remembered for the sector's resilience and capacity to adapt in difficult times. I see an exciting and challenging future, for an industry that knows how to anticipate consumer trends and needs. We have started to work on the 2023 edition in order to continue to be everyone's meeting point and the backbone of the pool ecosystem. We hope we can still count on you. Will you join us?

**Ángel Celorrio**

Piscina & Wellness Barcelona Director



PISCINA  
& WELLNESS  
BARCELONA

Welcome!

PISCINA  
& WELLNESS  
BARCELONA

We're here!

PISCINA  
& WELLNESS  
BARCELONA

Ready to dive in?

PISCINA  
& WELLNESS  
BARCELONA

welcome!



# 1. THE VISITOR

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## A high quality, international visitor with high purchasing power

Piscina & Wellness Barcelona was visited by more than **10,537 professionals** from **108 countries**, thus, ratifying the show as a national and international benchmark event for the sector.

The fair prepared an ambitious **Hosted Guest programme** with the aim of attracting potential buyers with high purchasing power and the highest level of purchasing decisions, and with an active role in driving new businesses. In this respect, the **international delegations** role was decisive.

In parallel, and since work began on the 2021 edition, the **communication and promotion campaign** has been key in **attracting visitors**. The effort was translated into numerous actions aimed at reaching different target audiences, increasing the event's visibility and to reinforce positioning.

**“I came to the trade fair to find out the offer between Spain or Europe and Latin America. I am interested in what is going on in the sector and in meetings I can hold”**

Rita Andringa  
CEO - Andringa Studio  
Lisbon

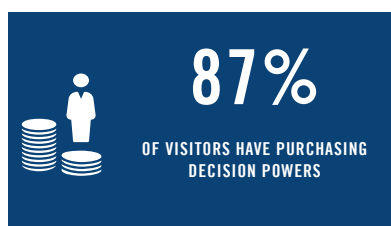


# 1.1 PROFILE

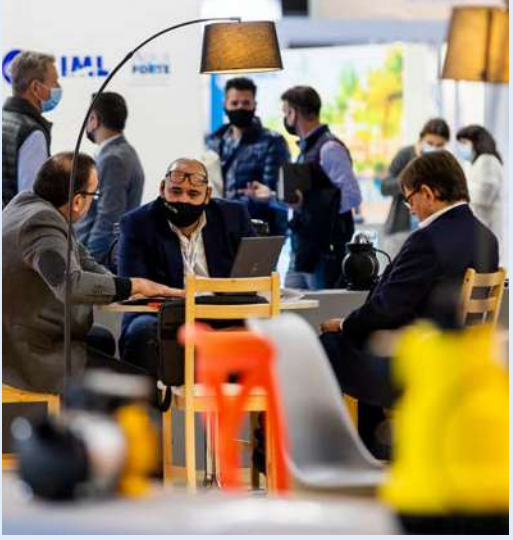
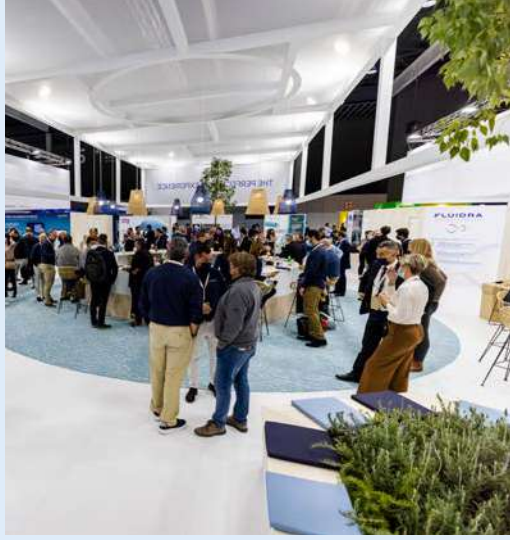
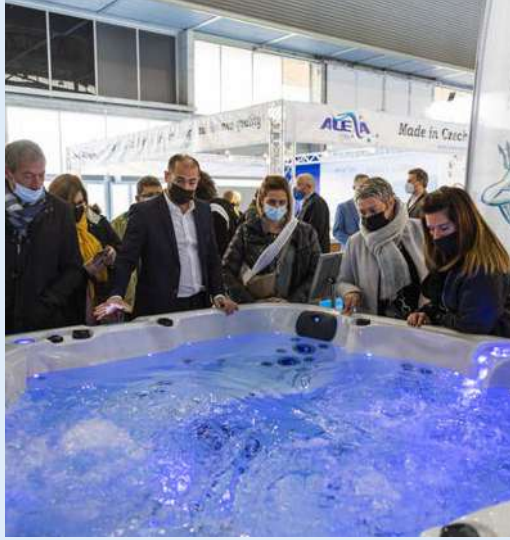
Given the pandemic generated climate of uncertainty, the visit of more than 10,000 professionals from over 100 countries, most of them European, especially from France, Italy, Belgium, Germany and the rest of the Mediterranean area, was a success. In addition, the visitor's high quality profile brought an undeniable added value to the meetings and gatherings.

The professionals were mainly distributors, manufacturers, builders and installers, and prescribers from various fields, such as engineers, architects, interior designers, installers and consultants. The presence of sports facility managers, wellness centre managers, hotel managers and camp-site owners was also significant (or noteworthy). They all learned about the most innovative solutions on the market for residential pools, public and wellness pools, and took advantage of the event's *networking opportunity*.

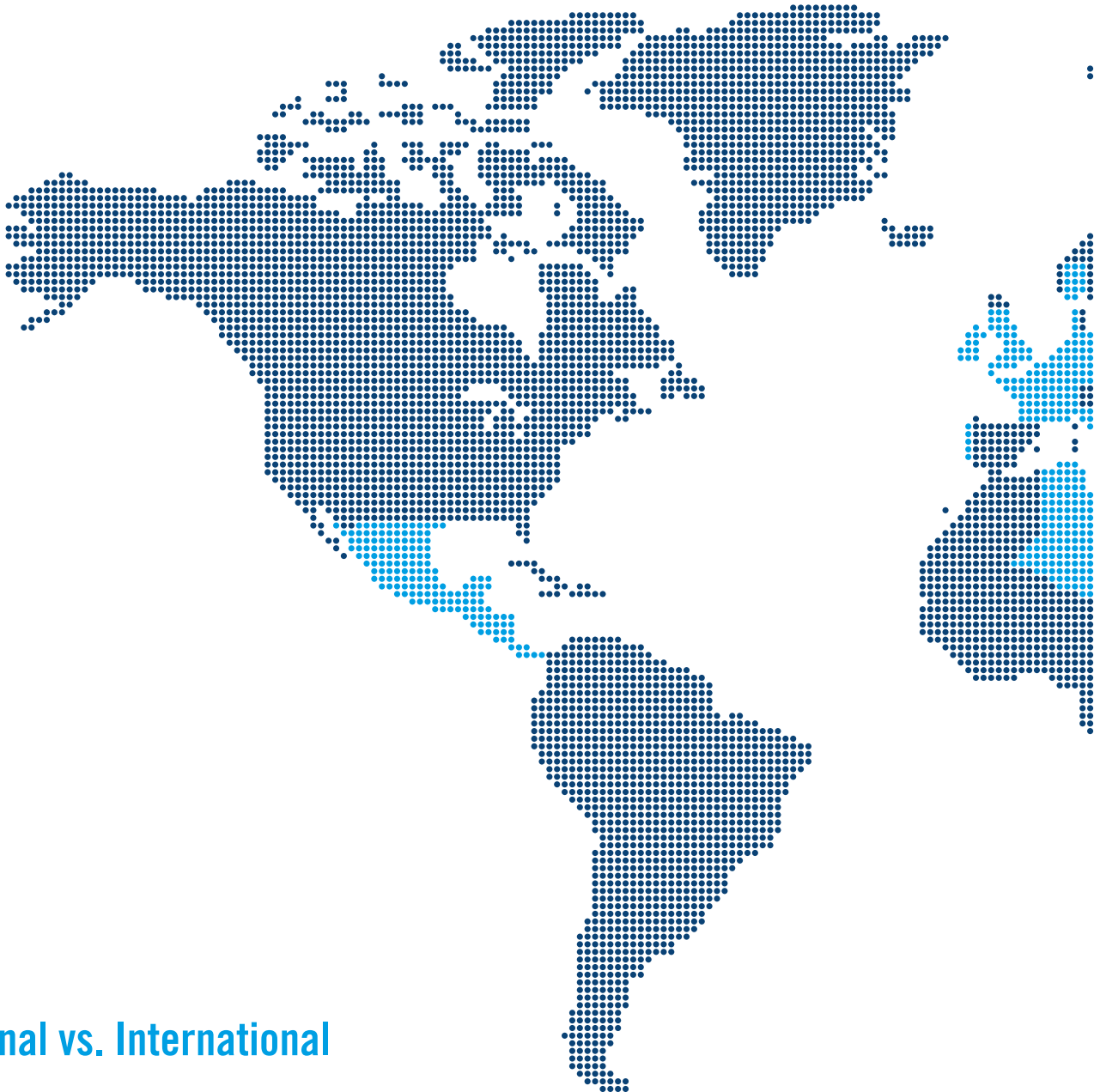
**The Spanish market, the second in Europe and fourth in the world in terms of pool fleet size, provided an added attraction for buyers**



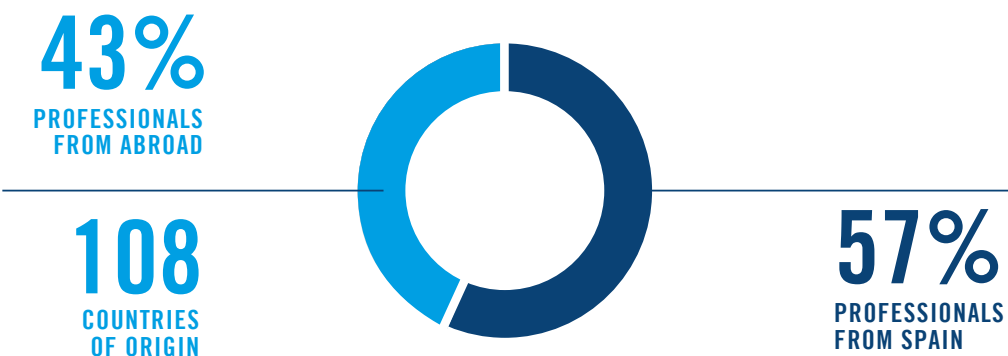






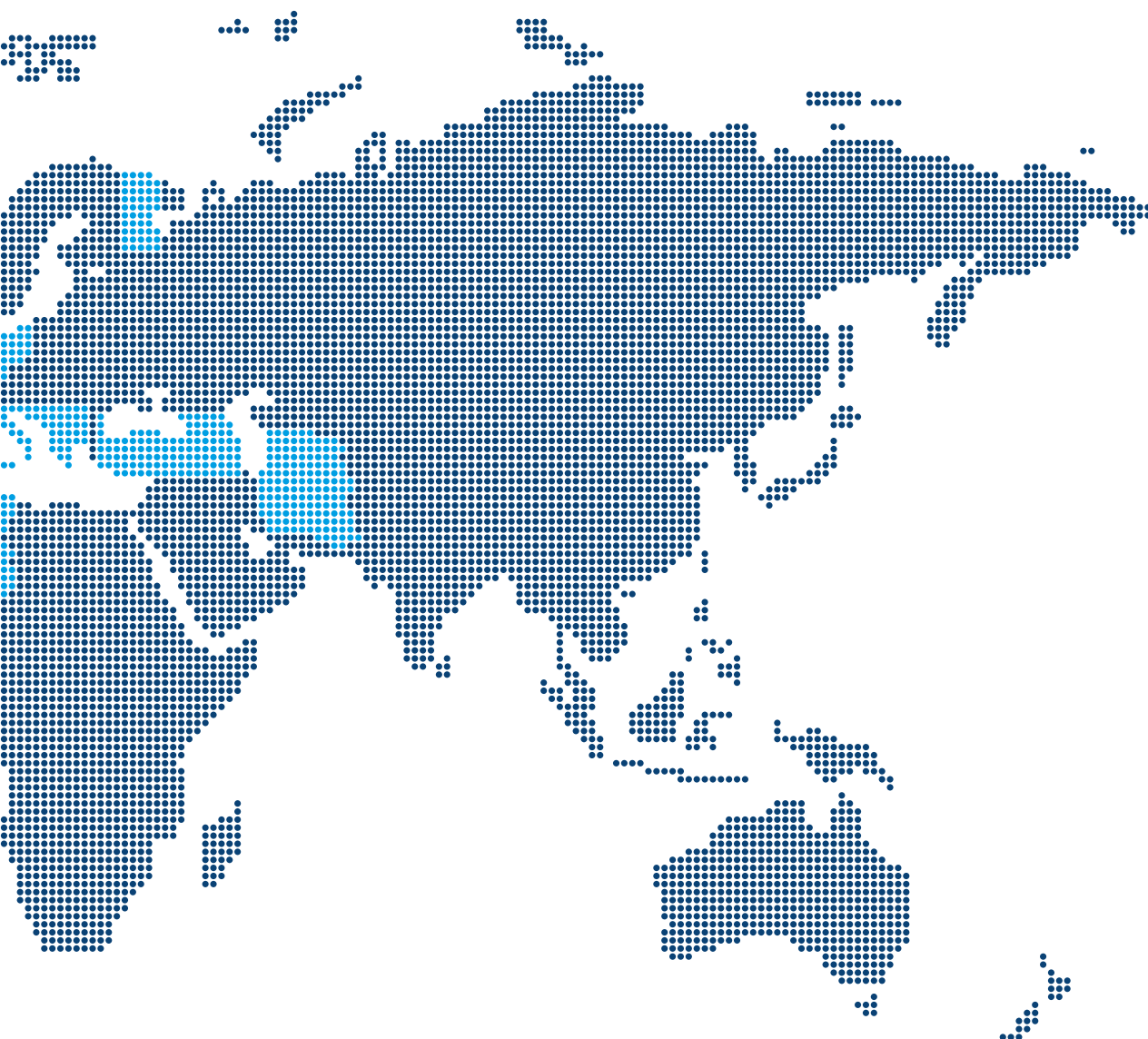


## National vs. International

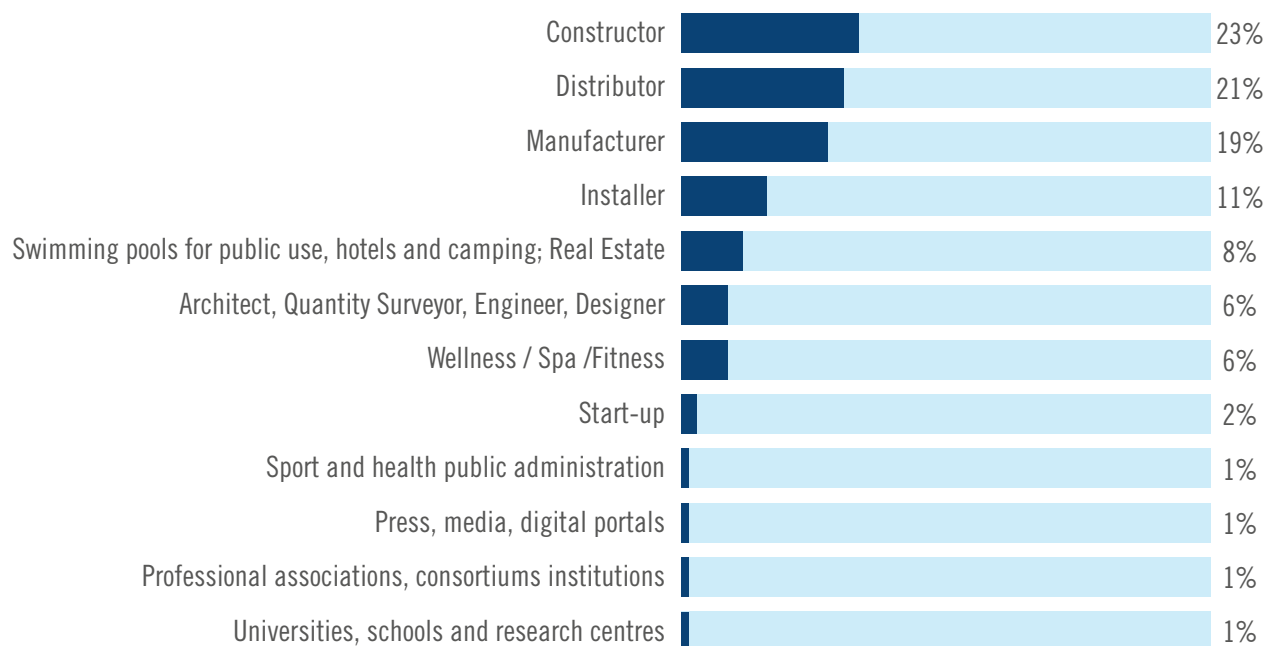


## Main countries of origin

- Germany
- France
- Iran
- The Netherlands
- United Kingdom
- Switzerland
- Algeria
- Italy
- Israel
- Poland
- Romania
- Turkey
- Belgium
- Greece
- Mexic
- Portugal
- Sweden



## Professional activity





# 1.2 HOSTED GUEST & INTERNATIONAL DELEGATIONS PROGRAMME

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Through the **Hosted Guest Programme**, the show invited **more than 600** high-level national and international **professionals**, whose presence made it possible to hold **meetings** with exhibiting companies. The purchasing power of the guests was key in facilitating synergies and driving new business opportunities.

The **international delegations** played an essential role in publicising and **disseminating the event beyond our borders**, especially in strategic countries with high growth potential, inviting the country's professionals to visit the show.

**The purchasing power of the guests was key in facilitating synergies and driving new business opportunities**

**653**  
**HOSTED GUEST**

**48**  
**COUNTRIES OF ORIGIN**

## International business delegations and representatives



**“I have a lot of customers and suppliers at the show, so it’s a good meeting place for me. It is one of the biggest trade shows in the world and to share space with people from the sector is very interesting. Barcelona is definitely very international”**

**Jan Arthur Voríšek**  
Chairman of the board at Hanscraft, S.R.O.  
Czech Republic

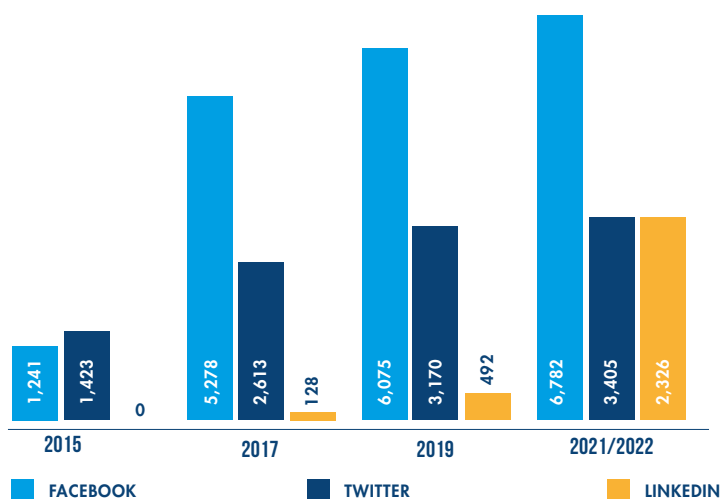
# 1.3 COMMUNICATION AND PROMOTION CAMPAIGN

The Piscina & Wellness Barcelona team designed an **ambitious multi-channel communication and promotion campaign** during the two years in which the 2021 edition was being prepared, heavily investing in on-line and off-line media and boosting its own channels.

**The intensive and long-term work resulted in excellent figures for the show on all levels, especially in visitor numbers.**

## Broadening the social media community

In the 2021 edition, the show's social network presence was reinforced, increasing the number of followers and engagement on all Facebook, Twitter and LinkedIn profiles.



**f**  
**6,782**  
FOLLOWERS

**t**  
**3,405**  
FOLLOWERS

**in**  
**2,326**  
FOLLOWERS

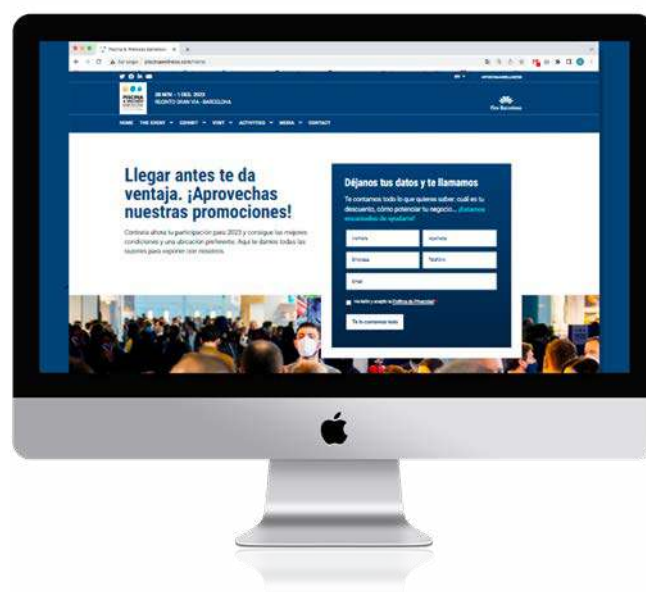
\*Data: September 2022.



## The show's website, a benchmark platform

With its intuitive navigation, the website hosted all the show's information and was the live broadcasting platform for the most important presentations.

<b>69,916</b> WEB USERS	<b>6.35</b> PAGES VISITED PER SESSION
<b>667,243</b> PAGE VIEWS	<b>2.2%</b> REBOUND



## Visitor email marketing campaign: promoting the show

The emailing facilitated a regular and constant communication flow with the entire sector's ecosystem.

<b>+482,000</b> HITS	<b>19</b> CAMPAIGNS
<b>MORE THAN 21,500</b> REGISTERED PROFESSIONALS	

## Media impact

The trade fair was news again. Intense activity was carried out to generate news of interest in specialised and general media.

<b>415</b> PRESS, RADIO, TV AND ON-LINE HIT	<b>CUMULATIVE AUDIENCE 62,953,238</b> PEOPLE
<b>ADVERTISING VALUE EQUIVALENT TO 411,920€</b>	<b>45</b> ACCREDITED JOURNALISTS

Wellness Experience  
Professional Services



Innovation Zone  
Information Point  
Sales Office  
Press Corner

28 Nov-  
1 Dec 2023

28 Nov-1 Dec 2023  
HALL 11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100





# 2. EXHIBITION AREA

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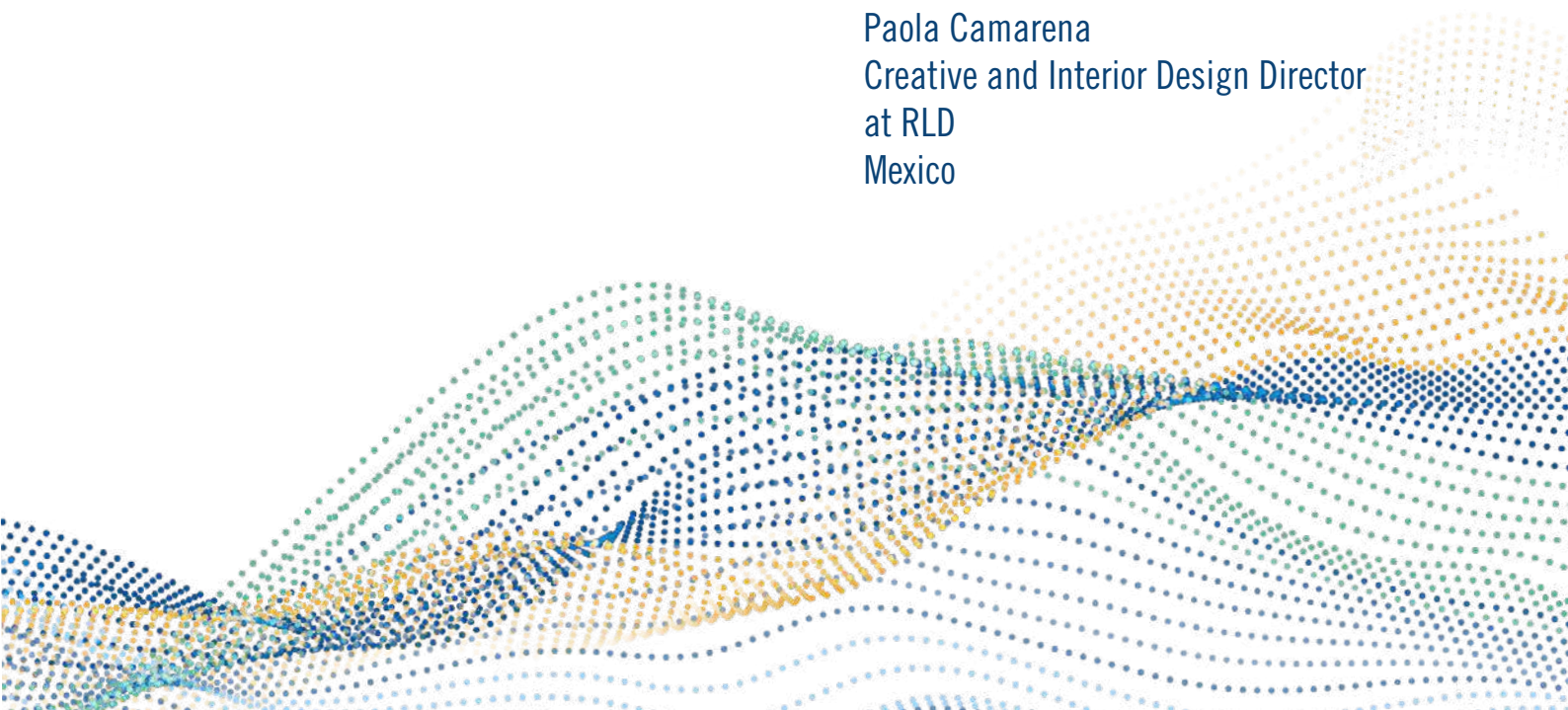
## howroom with all the value chain

In its four activity days, Barcelona became the sector's biggest showcase. Attended by **over 200 exhibitors** representing more than **350 brands**, the trade show had a strong international presence with **55% of companies from a total of 23 countries**, mainly from France, Turkey, the Netherlands, the UK, Italy, USA, and the Czech Republic.

Once again, the sector's leaders placed their trust in the show. In the more than **13,347 square metres** of exhibition space, spread over two pavilions, visitors were able to see and learn first-hand about proposals from the sector's most relevant companies, such as Action Park, Espa, Fluidra, Hayward, Piscinas Condal, Productos QP, Renolit, Rosa Gres and SCP, among many others.

**“I think the exhibition’s offer is great, with a lot of opportunities to take advantage of altogether. As for wellness, I have also found innovations. Definitely, in a single trade show, we can find everything we need”**

Paola Camarena  
Creative and Interior Design Director  
at RLD  
Mexico

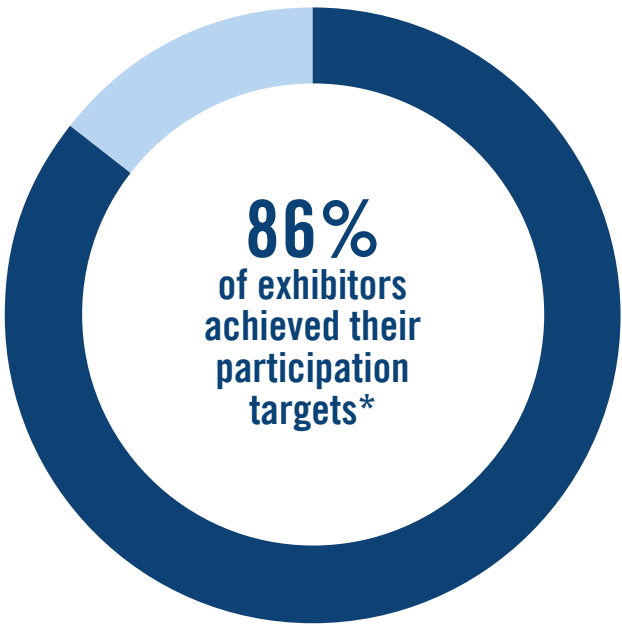




# 2.1 THE EXHIBITORS

Aware of the importance of covering offer and demand, the trade show strongly considered the sector's representation. Therefore the trade show promoted presence of exhibitors of all profiles, regardless their size and business turnover.

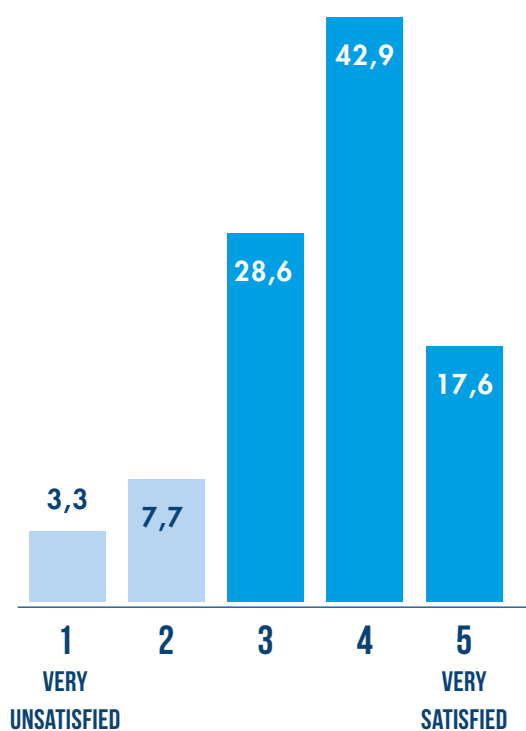
All have contributed in positioning the trade show as a showcase for the latest developments in their respective business areas.



The quality and quantity of the contacts made, the internationality and large number of professionals were the most highly valued among exhibitors in 2023\*

# Satisfaction, profitability & image, the three best indicators that the show was the best investment in 2021 for exhibiting companies

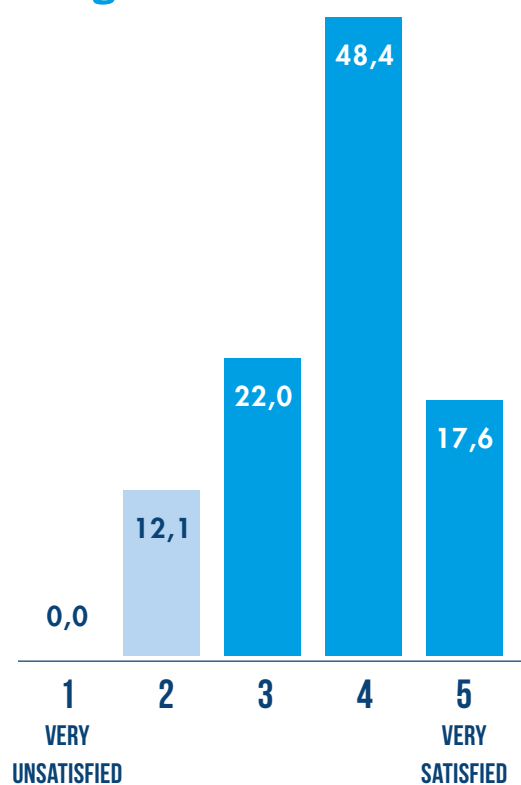
## Satisfaction, Profitability



**3,29**  
MEDIA 2019

**3,64**  
MEDIA 2021

## Image



**3,71**  
MEDIA 2019

**3,47**  
MEDIA 2021

\*Source: 2021 exhibitor satisfaction survey.

# Expositores

## Piscina & Wellness

### Barcelona 2019

#### 📍 Hall 4

<b>A</b>				
ACTION PARK	ESP	D	30	
ADVANCED FIBER OPTICS	ESP	B	37	
AQUA DROLICS	NLD	F	66	
AQUAKIARA	TUR	D	87	
AQUARAM VALVES & FITTINGS	ESP	E	20	
ARCHBOND	GBR	E	60	
ARIONA POOLS	ESP	F	60	
ARQUITECTURA TEXTIL	ESP	C	71	
ASTEL LIGHTING	SVN	E	23	
ATECPOOL	ARE	D	74	

<b>B</b>				
BAEZA	ESP	D	51	
BASECRETE TECHNOLOGIES	USA	E	70	
BIODESIGN POOLS	ITA	C	21	
BIO-UV GROUP	FRA	B	41	
BOMBAS SACI	ESP	D	60	
BONET ESPECIALITATS HIDROQUIMQUES	ESP	E	12	
BSV	ESP	E	61	
BWT - ATH APLICACIONES TECNICAS HIDRAULICAS	ESP	D	13	

<b>C</b>				
CCEI	FRA	C	67	
CPA POOL PRODUCTS INC	CAN	B	55	
CRYSTAL POOL PRODUCTS	TUR	B	61	

<b>D</b>				
DOSIM, S.L.	ESP	F	42	

<b>E</b>				
EASYCARE PRODUCTS	USA	C	65	
ECOFINISH / SWIMMING POOL FINISH	GBR	E	60	
ELECTRO ENGINEERING	GBR	E	66	
ESPA	ESP	D	41	

<b>F</b>				
FLUIDRA	ESP	D	40	

<b>G</b>				
GLONG ELECTRIC	CHN	C	31	
GRUP SFP	ESP	C	41	
GRUPO HYDROSUD	ESP	E	30	
GRUPO ZONA DE BAÑO	ESP	C	25	

<b>H</b>				
HAOGENPLAST	ISR	D	77	

HAYWARD	ESP	D	61	
HEXAGONE	FRA	C	69	
HOLLAND AQUA SIGHT BV	NLD	F	54	
HYDRA SYSTEM POOL	ESP	B	65	

<b>I</b>				
IASO	ESP	D	66	
IBER COVERPOOL	FRA	C	51	
INDYGO by SOLEM	FRA	B	21	
INFINITY INNOVATION	FRA	D	85	
INFOSA	ESP	B	51	
ITS EUROPE	GBR	E	60	

<b>J</b>				
JMC POOL	ESP	D	80	

<b>K</b>				
KITPOOL	ESP	C	77	

<b>L</b>				
LIFEBUOY	ISR	B	77	
LOGICIEL EXTRABAT	FRA	F	68	
LOVIBOND	DEU	F	48	

<b>M</b>				
MAR PISCINE SRL	ITA	F	28	

<b>N</b>				
NANO Z COATING LTD	ISR	C	75	
NATURTEC PROJECTES	ESP	B	23	

<b>P</b>				
PIARPI POOL- SAUNA CO.	TUR	D	67	
PISCINAS GRAF-GRAF POOL LINE	ESP	C	13	
PISCINES UNIQUE	ESP	E	30	
PLASTIFLEX	ESP	F	50	
POOL TECHNOLOGIE.	FRA	C	35	
POOLSTAR	FRA	C	57	
POOLSTAR	FRA	D	57	
PRODUCTOS QP	ESP	D	21	
PROPULSION SYSTEMS.	BEL	D	81	
PROSLIDE TECHNOLOGY, INC.	CAN	B	71	

<b>R</b>				
RAMON CUSINÉ HILL	ESP	E	65	
REGFILTER	ESP	F	72	
RENOLIT IBÉRICA	ESP	D	20	
RP INDUSTRIES	PRT	F	40	

<b>S</b>				
S.R. SMITH	USA	B	53	
SCP EUROPE	FRA	D	12	
SCS EXHIBITIONS LTD.	GBR	E	66	
SCS EXHIBITIONS LTD.	GBR	E	60	
SORODIST	FRA	E	69	
SPECK PUMPEN	ESP	D	70	
SWIMSUIT DRYER	GBR	E	60	
SYCLOPE ELECTRONIQUE	FRA	B	75	

<b>T</b>				
T&A. TECHNICS & APPLICATIONS	BEL	C	76	
TOUCAN	FRA	B	67	

<b>U</b>				
UNICUM TRANSMISSION DE PUISSANCE	FRA	C	81	

<b>V</b>				
VÁGNER POOL S.R.O.	CZE	F	18	
VÁGNER POOL S.R.O.	CZE	F	20	
VAN DE LANDE	NLD	E	21	
VGE BV	NLD	C	61	

<b>W</b>				
WA CONCEPTION / BIO POOL.	FRA	D	71	
WATER-I.D.	DEU	F	56	



## Hall 5

A			
ABRISUD	ESP	D	87
AKBORU CO. LTD. - AKER LIGHTING	TUR	C	37
ALEXA SPA	CZE	F	13
ALQVIMIA	ESP	C	50
ALTANKA.ES	POL	C	31
ALTTOGLASS, S.A.	ESP	F	58
APLICLOR WATER SOLUTIONS	ESP	C	81
AQUA EXCELLENT	NLD	E	28
AQUA IDEA LTD	HKG	F	44
AQUAKITA	MEX	F	46
AQUATIV POOL LIGHTNING & CONTROL SYSTEMS	TUR	F	65
AQUAVIA SPA	ESP	D	41
ARIHANT WATERPARK EQUIPMENT	IND	F	66
ASCENSOR ACUATICO METALU	ESP	C	61
ASOFAP	ESP	D	72
ATLANTIS POOL	TUR	C	75
AXESS	AUT	W	5

B			
BALBOA WATER GROUP	USA	E	38
BALLIU	ESP	O	95
BAMIKO S.R.O.	CZE	W	9
BANBAS.RU	SVU		
BARBACOAS EREBUS	ESP	O	92
BENIFERRO BV	BEL	F	80
BIOPOLTECH	FRA	S	21
BOMBAS PSH	ESP	D	91

C			
CAMPIREPORT	ESP		
COMERCIAL ESTELLER, S.L.	ESP	E	81
CONSTRUCCIONES DEPORTIVAS CONDAL, S.A.	ESP	D	60
COYTESA	ESP	F	76
CUBIERTASPARASPA	ESP	W	11

D			
DEPA SRL	ITA	E	70
DIMECNA	ESP	P	45
DROP DESIGN POOL OY	FIN	F	36

E			
EASYSUN - THE BEAUTY & UV COMPANY	ESP	W	2
EPW - LUXURY DECKS	PRT	E	62
EQUIPAMIENTO HOSTELERO	ESP		
ER KALIP A.S	TUR	C	71
ERCROS S.A.	ESP	D	95
ESPAL WORLD S.L.	ESP	F	78
ESTELLE-DCS	NLD	D	65
EUROPASPAS	ESP	D	26
EUROSPAPOLNEWS	FRA	F	45
EUROSPAPOLNEWS	FRA		
EZARRI MOSAICO	ESP	D	80

F			
FLUIDRA	ESP	D	31
FORUMPISCINE 13th POOL&SPA EXPO 2022 ITALY	ITA	F	32
FREEDOM POOLS & SPAS	ESP	E	80
FUNDACIÓ FLUIDRA	ESP	D	19

G			
GACHES CHIMIE	FRA	D	75
GECKO ALLIANCE INC	CAN	E	12
GLASSBERK	TUR	C	69
GRESMANC INTERNACIONAL	ESP	D	70
GRİÑO ROTAMIK	ESP	E	66
GRUPO SONNEN LAND	ESP	W	1

H			
HANNA INSTRUMENTS	ESP	F	28
HAUS & WELLNESS	DEU		
HIPOCLORITO TEJAR VIEJO	ESP	C	95
HISBALIT	ESP	D	46
HOSTED GUEST - B2B NETWORKING AREA	ESP	D	54

I			
ICEX	ESP	C	91
INASOL	ESP	O	93
INBECA WELLNESS EQUIPMENT	ESP	D	50
INNAT BARCELONA	ESP	C	50
INSTITUT CATALA DE FINANCES	ESP	C	87
INSTALACIONES DEPORTIVAS	ESP		
ISABA PROJECTS	ESP	C	39
ITALIANPOOL TECHNOLOGY	ITA		

J			
JILIN TEST BIO-ELECTRON CO, LTD	CHN	F	40

K			
KLEREO	FRA	F	30

M			
MC SPAIN	ESP	F	24
MELSPRING INTERNATIONAL B.V.	NLD	D	71
MONDIAL PISCINE	FRA	F	39
MORJANA COSMETIQUES	ESP	C	50
MOUVBAR	FRA	F	20
MULTIFORMA PISCINAS	ESP	F	57

N			
NAN ARQUITECTURA	ESP		
NODIPOOL	FRA	S	20
NOVITEK	FIN	D	66

O			
ONIX	ESP	E	56
ORKESTON	FRA	F	41

P			
PANORAMA	ESP		
PANORAMA WERBE GMBH / POOL-DESIGN	DEU	F	51
PASSION SPA	NLD	D	21
PHNIX	CHN	E	30
PISCINA & WELLNESS BARCELONA - 2023 SALES OFFICE	ESP	D	20
PISCINAS HOY	ESP	F	50
PISCINAS HOY	ESP		
PLART DESIGN	ITA	F	86

POLGUN WATERPARKS & ATTRACTIONS	TUR	F	61
POOLINS PISCINAS	ESP	F	38
PoolLock	CZE	F	71
POOLS AND SAUNAS	SVU		
POOLS AND SPA NEWS	USA		
POSEIDON SPA	FRA	E	18
POSEIDON SPA	FRA	F	21
PSE - PISCINE SECURITE ENFANTS	FRA	F	60

Q			
QINGDAO DEVELOP CHEMISTRY CO., LTD	CHN	F	47

R			
REVIGLASS	ESP	C	79
RIPTIDE SPA	FRA	E	40
ROSA GRES	ESP	D	40

S			
SCHIMMBAD AND SAUNA	DEU		
SCS EXHIBITIONS LTD.	GBR	E	46
SEASKIN LIFE	ESP	C	50
SIGNAPOOL	ESP	F	39
SIGURA - INNOVATIVE WATER CARE EUROPE	FRA	F	75
SIKA	ESP	E	50
SILOE Autocontrol Piscinas	ESP	P	46
SIREM	FRA	E	60
SiSSWA INSTITUTO DE CERTIFICACIÓN	ESP	P	44
SOFIGITIS DECORATIVE STONE	GRC	E	20
SOPREMA GROUP	ESP	E	76
SPANET	GBR	E	46
SQUAMERS	ESP	F	77
STONETECH GONIANAKIS	GRC	D	85
SUPERIOR WELLNESS LTD, PLATINUM, THERMALS	GBR	D	51

T			
TECMARK CORPORATION	USA	W	3
TELECO AUTOMATION IBÉRICA	ESP	F	82
THE FUN LAB - INSPECCIÓN OFICIAL DE JUEGOS ACUÁTICOS	ESP	P	47
THOMAS WELLNESS GROUP	ESP	W	10

V			
VLEMMIX SPA - SUNSPA	NLD	D	61

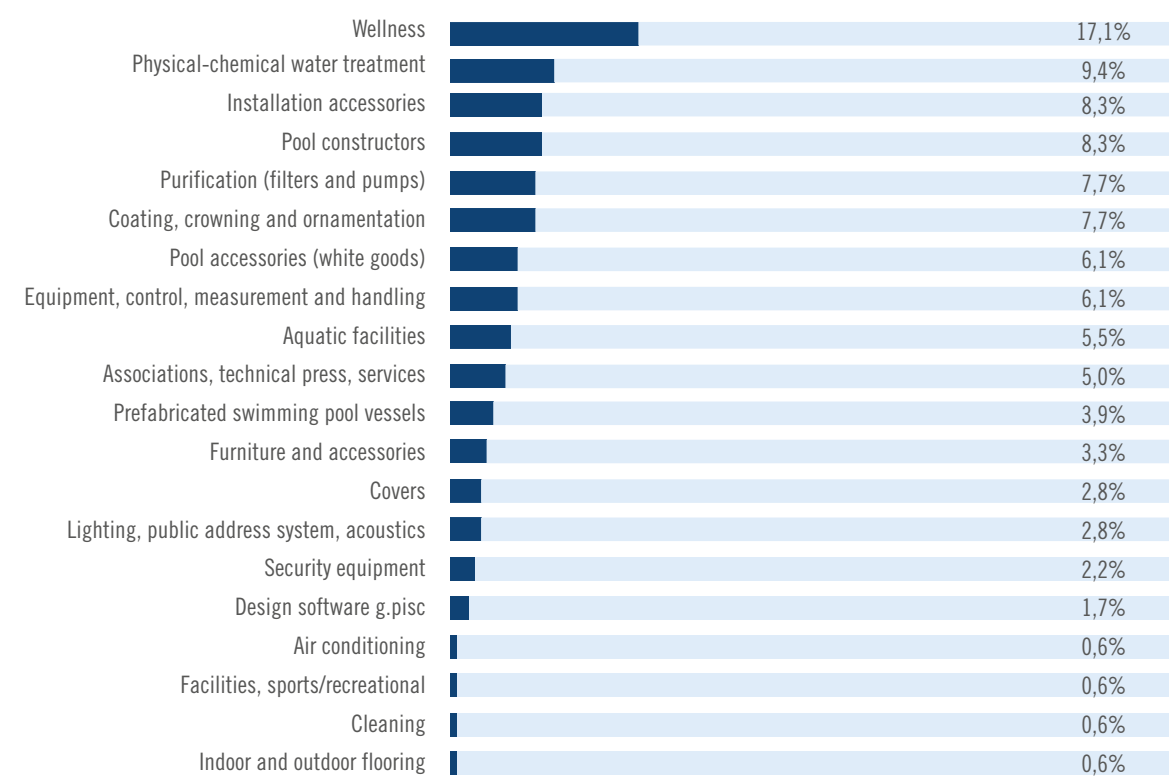
W			
WARMAC	FRA	D	75
WELLIS Ltd.	HUN	D	30
WELLNESS FRANCE - PHYBRIS SPA	FRA	F	29

Y			
YAPI HAVUZ	TUR	F	53

Z			
ZHEJIANG JIADELE TECHNOLOGY CO LTD	CHN	F	54
ZONYX TECH	ESP	W	4

# 2.2 SECTORS & PROFILES

The exhibition area showcased the latest technological solutions and featured brands, products and services for residential and public swimming pools, as well as wellness, spa and fitness equipment.



# 2.3 FINANCIAL ADVICE

The fair enjoyed the collaboration of the **Catalan Institute of Finance**, which offered exhibitors and visitors an exclusive and free study of funding needs for companies and provides personalised financial analysis.

The service also included financing for deals that were closed during the show, considering each business' needs and adapting to the sales and purchase operation's particularities.

Organized by:

**Institut Català de Finances**

## 2.4 ADVICE ON INTERNATIONALISATION

One of the most highly rated services was offered in collaboration with **ICEX España Exportación e Inversiones**, a public business organisation whose mission is to promote internationalisation of Spanish companies to improve competitiveness, as well as to attract foreign investment.

The advice focused on handling and replying to all kinds of queries regarding companies' internationalisation processes. The advice is offered to companies interested in embarking first-time international expansion and to others opening businesses in new markets.

Organized by:



## 2.5 PRESS CORNER

The sector's most prestigious specialised press also had its own space at Piscina & Wellness Barcelona. The show provided visitors and professionals with a meeting point where they could get to know, consult and get a copy of the best specialist publications.

*Media Partners 2021:*









# 3. WELLNESS EXPERIENCE

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## Wellness Experience, a real wellness centre at full capacity

The Wellness Experience was once again one of the most emblematic spaces of the show. The recreation of a **500 square metre** wellness centre was the perfect setting to show how **aquatic activities have an important impact on people's life quality** and, to show how **the latest technologies contribute in making a facility more functional, more profitable and sustainable**.

The space had a reception and waiting room, a heated swimming pool, a spa area with sauna, changing rooms, showers, fitness area and treatment cabins.

The design was carried out by the **NAOS Architecture** studio, which was based on the United Nations **Sustainable Development Goals (SDGs)** for lowest environmental impact. For this purpose, among other actions, it's 4,200 integrated tubular foam floats were subsequently donated to various swimming clubs of Catalonia.

**A 100% experiential activity, unique at trade fair events due to its originality, spectacular nature and design. It is also the most highly rated activity by exhibiting companies and professionals**



## 3.1 SHOWROOM

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### **Design and trends in a must-see showroom**

Exhibitor and partner companies took part in construction of the Wellness Experience equipment, bringing the latest innovations and technologies on the market.







### Side channel blower SIDE CHANNEL BLOWER - Griño Rotamik

Available in a wide range of flow rates and pressures exceeding 1,000 mbar, operating almost maintenance-free day in and day out, has proven its reliability. It integrates a wide voltage range of motors for 50 and 60 Hz.



### Pump [e]-Supra BOMBAS SACI S.A

New generation of public swimming pool pumps that integrate a variable speed drive and a permanent magnet motor in the Supra pump. The new [e] supra works with speed modulation, achieving high comfort and minimising energy costs. The software is specially developed for automation of public and communal swimming pools.



### Nanofiber FLUIDRA

High quality filter for residential pools up to 90 m3: 5-8 microns, with small dimensions and self-cleaning function. Easy to use and clean thanks to the nano fibre network of its filter material. Complies with filtration standard EN 16713-1.



### Victoria Plus Silent VS FLUIDRA

AstralPool's range of variable speed pumps for pool treatment. The range has 2 models with different power ratings that can deliver flow rates up to 17 and 25 m3/h at 10 m.w.g.a. Its main features are a quiet operation, its performance, energy savings, remote control and automation capabilities.



### Neolysis 2 LS FLUIDRA

New hybrid and connected system. Combines UV disinfection capability with low salinity electrolysis (1g/L) efficiency. It offers total pool control (Four configurable outputs and modules: pH, ORP, PPM and VS pump control) and the best user experience thanks to the touch screen and the Pool station App, which allows remote control anywhere at any time.



### Redline FLUIDRA

Made in France, Redline is an electric heating system with a low pressure drop configuration. It can be installed in-line, with single or three-phase configuration with full digital control, and can be modified *in situ*.





### Intelligent air filtration systems EASY SUN

Air filtration systems can be used in medical and commercial areas, hotels, restaurants, or at home. The use of indoor air filtration systems helps reduce significantly the risk of infection by Covid-19, influenza viruses and other airborne particles that can damage health.



### SAUNA FIVE FLUIDRA

8mm tempered glass front, with wooden frame. Hydraulic hinges. Hemlock plywood cabin with Termo Aspen decorations. Termo Aspen Bench and floor. Wall integrated heater with Termo Aspen module and natural stone.



### VORTRAX FLUIDRA

Resistant, intelligent and ultra-efficient Pool Cleaner specifically designed for intensive use in public pools. Ultrasonic sensors for detecting walls and obstacles. Anti-tangle Nav System TM Sensor with no need for steering. New hard-wearing materials and traction system for intensive use. Ultra powerful and long-lasting suction.



### 2000m3 Compensation tank IBERSPA

Europe's largest manufacturer of spas and swim spas, with more than 30 years experience. Constant innovation to make each product a leader in its category. Quality, avant-garde design and innovation at user's service mark the difference.



### Visbody 3D Body Scanner & Analyser SONNEN LAND GROUP

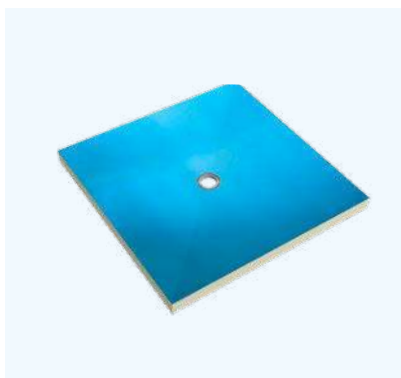
Through three-dimensional scanning technology, the Visbody 3D Body Scanner & Analyser can generate a highly accurate 3D avatar. Perform postural analysis through nine postural assessments, nine accurate circumference measurements, 15 3D model body composition comparisons and operation analysis of four shoulder functions.



### Public swimming pool panels COYTESA

Control and protection panels for public swimming pools and customised panels according to each installations' needs, with all type of automatisms: timers, progressive starters, variators, robots. CE compliance components from the sector's leading brands.





### MC Shower tray MC SOLUCIONA

Ground-floor elements with spot drainage and a four-sided grade. All material is 100% waterproof, durable and easy to install. The tray's surface is ready for cover installation chosen by the customer and they have been specially designed for bathrooms with design, accessibility, resistance and practicality requirements.



### Blots – Pigment - Stripes EZARRI MOSAICO

A nature-water connection that reproduces the watercolour effect. Soft, non-slip textures and suggestive shapes create a wide variety of matt chromatic tones: Aquarelle Collection.

**ezarri**



### Zonyx Tech NAGI SMARTPOOL

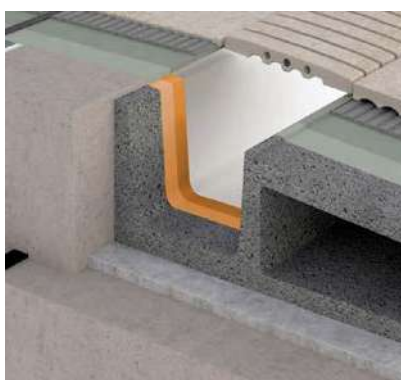
Solutions based on high-precision real-time positioning. Nagi is a pool safety and tracking innovation that at the touch of a button locates the swimmer, monitors his activity and offers an additional layer of safety and live training metrics.

**naği** YOUR SMART POOL



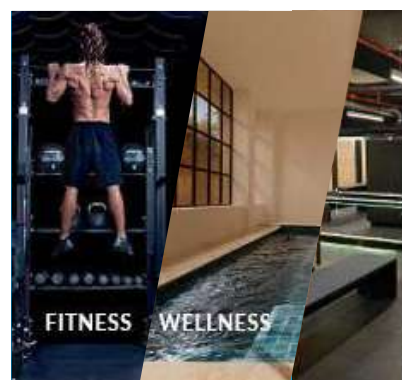
### Condal Sports Constructions PISCINA WELLNESS EXPERIENCE

With 40 years of experience, CONDAL is still a benchmark in design and construction of swimming pools and wellness areas, combining technical and design requirements with the most advanced technology and a balanced consumption that guarantees the quality and success of its installations.



### SISTEMA 9 ROSA GRES

Prefabricated coping for overflow pools patented by Rosa Gres. Formed by water-repellent concrete blocks, each piece works as a channel and support for the ceramics. System 9 improves the construction of both public and private overflow beach pools.



### Fitness/Wellness equipment THOMAS WELLNESS GROUP

Its main objective is to provide a comprehensive service in all types of hospitality, corporate and fitness projects, designing spas, changing rooms or fitness areas, and equipping them with the leading brands in the sector. The team is made up of a multidisciplinary group of design, architecture and marketing specialists.





## 3.2 CABIN TREATMENTS

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### **Cosmetic products and devices at the service of wellness and health**

Some of the high cosmetic brands specialists carried out different treatments focused on body and facial massages based on natural products and aromas.





### Alqvimia Pioneers

Pioneers in natural and holistic cosmetics and leaders in aromatherapy and plant oils, they offered three types of treatments: rejuvenating facial treatment with their signature massage technique, personalised aromatherapy massage with a Kinesiology test and Comfort Legs therapeutic treatment with an extra detox facial mask.



### Facial or body treatment Innat Barcelona

Three body and mind relaxing treatments: Treasures Facial Treatment, with biotechnological cosmetics; Yesteryear Facial Treatment, with 100% natural cosmetics; and Signature Massage, the body treatment that adapts to each person's needs.



### DreamShaper by Ultratone Body

Remodelling with Bio-stimulation. This treatment re-educates, reaffirms and remodels abdomen, arms, buttocks, thighs and other areas to be improved. Activates, contracts and relaxes the muscle fibres restoring them to their natural shape. It also eliminates accumulated fat and retained liquid.



### Caldea-Spa Termal, Andorra

The Andorran thermal centre provided bathrobes and towels for use in the Wellness Experience pool and cabins.



### Ritual Shabab, facial rejuvenation Morjana Cosmétique

The Shabab ritual is a signature treatment that rejuvenates the face, neck and cleavage skin. It combines natural and active ingredients, such as Argan stem cells, with manual anti-ageing and tightening techniques, such as jade Gua Sha and Bamboo therapy. Cells are protected from premature ageing with a flash effect. The soft amber scent relaxes and envelops the senses.



### Mediterranean Modern Wellness Seaskin Life

Global wellness concept, inspired by Mediterranean essence, modern wellness and a slow and conscious lifestyle that seeks to bring awareness to the daily care ritual and find the balance that influences the radiant and healthy appearance of the skin. Formulas based on the botanical's perfect synergy power, sea vitality, beehive secrets and aromatherapy, as an overall well-being catalyst.



## 3.3 AQUATIC DEMONSTRATIONS

### The therapeutic properties of water, live in the pool of the Wellness Experience

The central pool hosted wellness and health-related activities. All of them were aimed at promoting comprehensive health and improving the user's life quality, regardless of age and physical condition.

*In collaboration with:*



**“The treatments are being very well received. People are interested in trying our cosmetics and see directly for themselves. The experience is going very wel”**

María Morales  
Innat  
Spain



**Thermal yoga**

A group activity, carried out in hot water, with the aim of increasing the individual's general well being. It is based on a combination of yoga and thermalism techniques consisting of mobilising and maintaining physical postures, relaxing and stretching the muscles. It is complemented with breathing, concentration and relaxation techniques.



**Sonotherapy**

Using comprehensive sound therapy instruments like pure quartz crystal bowls, Tibetan bowls, ocean drums, Koshi chimes for the four elements, gongs and finger cymbals, sounds and vibrations that affect brain waves are achieved, aiding listeners to enter a deep state of relaxation.





### Mindfulness and balance

Technique based on developing self-perception and becoming aware of the sensations experienced every moment. Balancing positions are performed to re-educate and correct posture, coordination and motor skills.



### Aqua-therapy

A prevention, relaxation and rehabilitation alternative. Therapeutic exercises in water improving muscular functions according to each person's needs. It works on muscles and flexibility, as well as reducing pain and stress.



### Bahiku

Therapeutic, harmonic and creative art. It's the ideal space for releasing stress and for body and mind regulation and balance. Bahiku is the personal technique created by Irene Marañón that combines her knowledge of Chinese medicine, physiotherapy and aquatic body work.



### Ai Chi

A programme involving movement and relaxation in water that increases oxygen and calorie consumption by employing correct posture and good positioning. It is a relaxation technique for people undergoing a great deal of stress and ideal for improving one's movement range, balance and mobility. It can be performed in groups, or individually.



### Breathing techniques

Exercises to improve and develop lung capacity. It is carried out through a series of practices that help to increase concentration, improve coordination as well as reduce anxiety.



### Aquatic Physiotherapy

Application of manual physiotherapy techniques normally used in any clinic or hospital, but in this case on a stretcher that adjusts to the patient and allows to work with 360° movements without gravity, in water.





# 4. INNOVATION ZONE

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## A stroll through the future

Innovation Zone was the space where the exhibiting companies showcased their **most innovative solutions** and the **technologies set to shape the future** of the sector were on display. In addition, a space was set aside for exhibiting the winners and finalists of the **Piscina & Wellness Barcelona Awards**.

Once again, the presented proposals confirmed the investment's relevance, effort and commitment to R&D&I of companies and brands to achieve more sustainable, connected, efficient and customised aquatic products and facilities. All of this, with the ultimate goal of improving users' experience and life quality.

Innovation Zone was confirmed as the benchmark for companies that have innovation in their DNA.

**“You can always leave with great gems, discoveries, brave companies that are daring to do different things. We are also grateful for those spaces in which we were able to play, to try things out”**

Ramon López Neira  
Architect  
ATELIER LOPEZNEIRACIAURRI  
Spain





# 4.1 NOVELTIES GALLERY

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**Innovation, ideas  
and best practices  
that set trends in the  
sector worldwide**

A showcase to get to know the most innovative products, services and materials of the sector, both disruptive solutions that anticipate future needs and proposals that respond to today's problems or needs.





### LumiPlus FlexiMini FLUIDRA - Astral Pool

With a compact design and maximum customisation, it is an LED solution that stands out for its compact size as well as simple installation, providing one light point for all installation methods and maximum customisation that suits all styles.



### Skimer Unik FLUIDRA - Astral Pool

Perfect design and total integration with a wide range of interchangeable colours for all visible parts, including the fully integrated lid. It operates quietly thanks to the unique curved and easy to maintain float, with a 3.5L basket and a handle for easy removal without touching the water.



### Guardian Pool FLUIDRA - Astral Pool

Combines traditional control and dosing elements with a total digital control simplifying pool parameters control. The system also allows automatic and instant value measurements, and an historic log. Available in 6 models with different characteristics: pH, ORP, temperature, free chlorine, total chlorine, combined chlorine and turbidity.



### HTV-890 Skin Care Tejar Viejo

Dark orange disinfectant liquid for swimming pool treatment, especially indoor and heated pools, as well as spas and hotels, as its formulation has a rather low chlorine odour. It does not irritate mucous membranes or eyes, recommended for some cases with allergic skin reaction.



### Kalypso Pro KLereo

Water treatment with pH and chemical regulation and controls filtration, the basic operation to achieve the best water quality. Controls standard On/Off pumps. It can also control Klereo Flo, the variable speed pump, Klereo THERM, the full inverter heat pump, and equipment such as pool lights and garden lighting. The pool operations can also be controlled using a smart phone.



### Phileo VP CCEI

Automatically adjusts the water pH, in pH- or pH+ mode. By choosing the set point value, Phileo VP does the rest. The dosing pump lights up according to measurement and alerts, and you have a clear view of the pool's pH instantly. It allows you to control everything related to pH regulation with your smart phone, thanks to an intuitive configurable application.





### RA 6800 iQ- Alpha iQ TM PRO FLUIDRA - Zodiac

Intelligent and connected cleaning robot that learns from the pool and provides the best cleaning result, thanks to its "Sensor Nav System". Its cyclonic suction is extremely powerful, and thanks to its two-stage filtration system, it efficiently sucks in all waste types. It's many features makes it easy to use in all circumstances.



### SENEXT XP FLUIDRA - Astral Pool

New compact single-speed Astral Pool pump for small and medium-sized pools. The range has 8 models in different power ratings that can deliver flow rates between 5 and 21 m<sup>3</sup>/h at 8 m.w.c.h. Its small size, high performance, easy installation and maintenance are its main features.



### SIROCCO<sup>2</sup> FLUIDRA - Zodiac

Discreet dehumidification equipment. Thanks to the silent mode and vertical blowing, it keeps you comfortable during bathing. Self-diagnosis and humidity sensor ensure correct hygrometry level. Modern design without visible grille available in 2 colours. 2 installation modes (ambient or embedded). Optional heating function.



### SWIMEO – Counter-current turbines SIREMO

A quiet and reliable fully submerged counter-current swimming turbine. Designed for competitive and amateur swimmers looking for a private swimming pool solution to complement their regular large pool or open water training. The maximum power is the equivalent of a swimming speed of 100 m in 1'50 ''.



### VORTRAX TRX 7700 iQ FLUIDRA - Zodiac

New range of pool cleaning robots specially designed for public swimming pools, hotels, camp-sites, etc. The two new model robots, VORTRAXTM TRX 7500 iQ and TRX 7700 iQ combine resistant materials and intelligent and effective cleaning. The VORTRAX range is designed for intensive daily use in collective pools up to 25 m and offers effortless, simple use within everyone's reach.





# 4.2 AWARDS EXHIBITION

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## Talent recognition and commitment to innovation

Innovation Zone dedicated a space to promote the projects and products that were finalists and winners of the Piscina Wellness Barcelona, Wellness Awards and the Student Architecture Awards.







# 5. OUTDOOR LIVING EXPERIENCE

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## A glance to the outside

New for 2021, the show presented the Outdoor Living Experience space, a 300m2 showroom with an excellent representation of some of the best brands in the sector, showcasing their range of designer furniture and accessories for outdoor decoration.

With the creation of the new Outdoor Living Experience, the trade show reaffirmed its purpose of promoting and giving visibility to all the sector's actors and offering a space of its own to outdoor furniture and accessories.

**“International business is essential for our needs. We are looking for new stable partners and contacts. The organizers have done a very good job, the show is very safe and the attention has been very good. We are leaving very satisfied”**

Maris Egle  
Director at Wateriga and Assistant  
Director at Industrisal Test Systems  
Europe (ITS Europe)  
Latvia







**Brunei Table**  
**BALLIU EXPORT**

Table suitable for outdoor use thanks to its hardened aluminium tube chassis and stainless steel screws. Available in HPL board.



**Alma Daybed**  
**BALLIU EXPORT**

Balinese bed with white aluminium structure and five-position adjustable backrest. Leatherette foam mattress with textile cover in white acrylic fabric.



**Etna Chair**  
**BALLIU EXPORT**

Stackable and very light chair with a hardened aluminium frame and stainless steel screws. Fabric seat and backrest. All models are stackable.



**Eva Pro Sunlounger**  
**BALLIU EXPORT**

Lounger with polypropylene resin frame, 100% recyclable, metal reinforcement structure inside. EN 581-1/2 certified: 2017, EN-581-2:2017 and American standard ASTM F1988-99, by ENAC and TÜV laboratories.



**Pamela Sun Umbrella**  
**BALLIU EXPORT**

200 in diameter parasol with stainless steel frame an adjustable central pole and 8 fibreglass rods. Available in Balliu fabric or acrylic fabric.



**QU Barbecue**  
**ATTIKA - COMERCIAL ESTELLER SL**

These barbecues create a light and shadow play in the garden, giving it a unique look. These sculptures are subject to the forces of nature with the onset of a slow oxidation process.





### **Pulcinella 60x60 Inox CLEMENTI - COMERCIAL ESTELLER SL**

Since 1975 they have been producing high quality ovens and barbecues. Professionalism, coexistence, warmth and fun are values that they want to transmit through their products.



### **Giralda Pergola IASO**

A pergola with self supporting and mobile capability with a simple and economical structure and system. Double groove profile with independent fabric waves. Double roof with Absorbrella fabric.



### **Indus Parasol IASO**

A greatly designed and elegant parasol that stands out for its lightness. Designed to optimise outdoor space, very useful for spaces that need to be put away on a daily basis (hotels, catering, etc.) and for private customers. Double roof with Absorbrella fabric.



### **Beach Living FLUIDRA – PISCINE LAGHETTO**

Mini-pool with modular seating and cushions, a real "lounge" that dresses up the house's interior or exterior. The gentle massage, the warm water and the pleasurable touch of the hand-woven fibres invite you to relax and feel good.



### **Select E FLUIDRA – ASTRAL POOL**

The Spa Select E is characterised by its balance between performance, equipment and cost. Spas with a basic format designed to offer the user a tailor-made thermal space. A design that allows your figure to comfortably adapt to each of the spa's positions.



### **Kedry Skylife KE GENNIUS IBERICA - INASOL**

Bio-climatic pergola characterised by retractable mobile slats on the roof that allow light intensity and ventilation regulation, depending on weather conditions. An innovative system, with a single movement the slats rotate and retract, opening and closing, allowing thermal and light regulation at its maximum expression.





**Kolibrie**  
**KE GENNIUS IBERICA - INASOL**

Shade structure from the Sails range, with a single stainless steel support pole, 360° adjustability, Dacron fabric, suitable for installation in nautical contexts due to its lightness and adaptability. Manual or motorised movement. Thanks to its anemometer, the Kolibrie closes automatically in case of a strong wind.



**Chill Out**  
**EREBUS | METALIC SOLUTIONS BARBECUES**

Carefully designed barbecue that does not lose functionality or the brand's own style. Suitable for the garden, multifunctional, can be enjoyed year round and is the most versatile model.

**EREBUS**



**Querola**  
**EREBUS | METALIC SOLUTIONS BARBECUES**

Practical, functional, elegant model. It has storage cupboards, a lid that covers the entire surface and a large workbench to cook comfortably and quietly.

**EREBUS**



**Fox Spa Eternal**  
**SUNSPA - VLEMMIX**

Luxurious and spacious spa equipped with all options and possibilities. It seats 3 people and is designed with two sun loungers, dimensions 230 x 230 x 100 cm.



**Solajet**  
**PASSION SPAS**

Solajet offers a combination of deep penetrating analgesic heat, vibration and sequential compression, known as non-immersion hydrotherapy (dry hydrotherapy), using non-irritating high-pressure water jets programmed to move up and down the body. This movement strongly activates circulation and stimulates the lymphatic system.



**Barrel Sauna Panorama**  
**(1800, RED CEDAR) PASSION SPAS**

Barrel sauna for indoor and outdoor use. Easy to assemble, the front and rear ends are completely pre-assembled and the door is fixed with automatic self-closing hinges. Made entirely from western red cedar, key features include rot-resistant moulded polyethylene cradles, tempered glass door with high quality tinted bands, and thermometer, light, bucket and ladle as accessories.











# 6. CONGRESS AREA

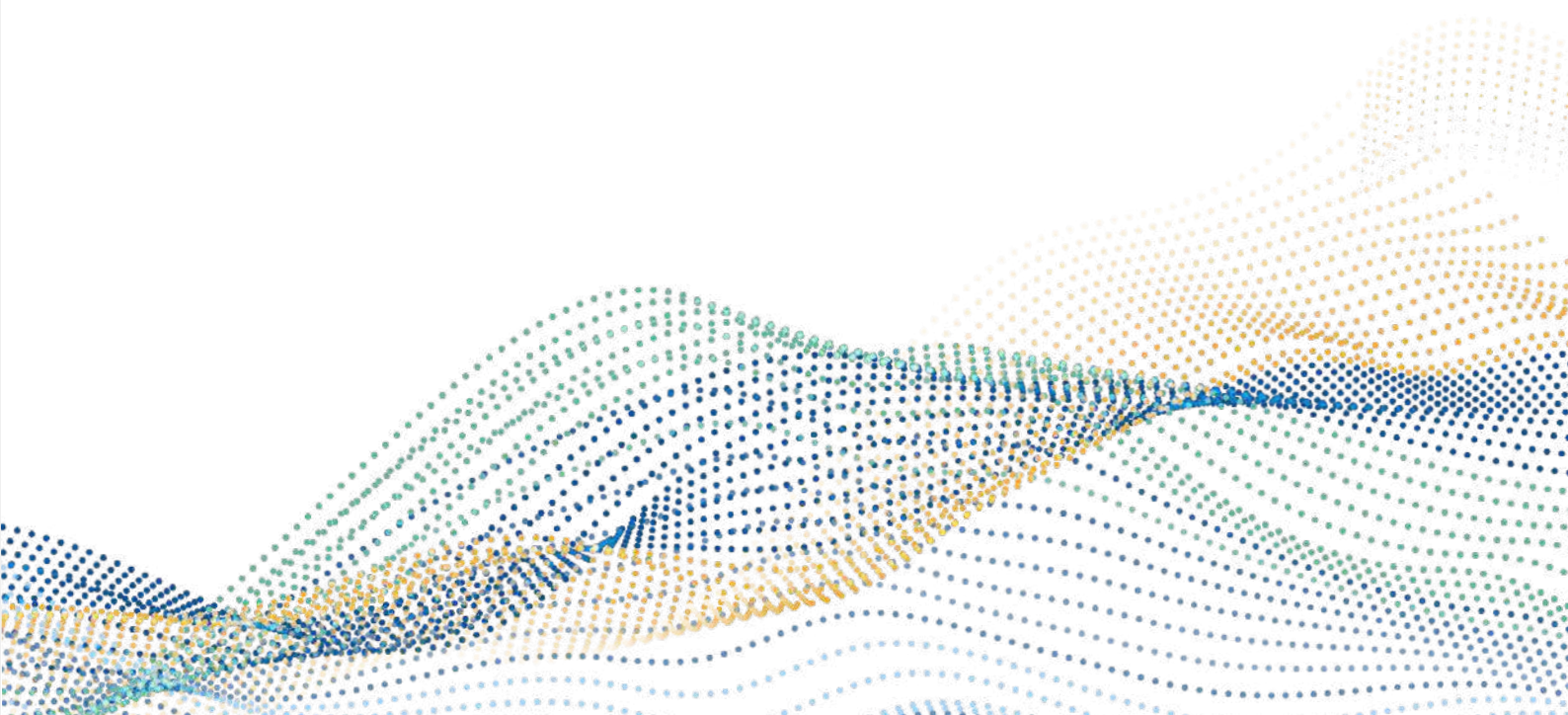
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## Sharing knowledge

Four days, **Six conferences, nine round tables** and **50 speakers** are the final numbers of a conference that once again put the sector's present and future on the table. Debates on **trends, business opportunities, digitalisation, sustainability**, challenges and management of residential and public swimming pools, wellness and fitness, were among the topics covered.

For the first time, the most important events could be streamed on the virtual platform. The show encouraged this new channel to promote meetings and disseminate knowledge beyond attending the show, for professionals who were unable to attend this edition in person due to the exceptional actual circumstances.

**The sessions of the innovation program stood out, designed to showcase success stories of the application of innovative aquatic solutions to create new value propositions and improve the user experience in relation to well-being, health and the creation of inclusive spaces for community**





# 6.1 INNOVATION SEMINARS

The show presented a novel programme of innovation at the service of sustainability and life quality, responding to three purposes to which aquatic facilities contribute: well-being, as leisure spaces, entertainment, fun and; health, because of the benefits of physical activity in water and its therapeutic function; and community creation, as meeting and socialising points.

The innovation sessions were divided into three round tables with the participation of 15 experts:

- **“The pool is wellness”**, which discussed how innovations can contribute in creating a valued proposition that connects with users and how to innovate in aquatic solutions that boost their potential as places for relaxation, fun and care.
- **“The swimming pool is health”**, with a thought on how swimming pools and aquatic facilities can improve sports practice capacity and use these spaces as places for therapeutic treatment of people with special needs.
- **“The pool is community”**, which addressed issues related to aquatic literacy, and access and inclusion of all groups to aquatic spaces as a basic citizenship right and a mean of social integration.

## Swimming pools mean well-being

 **November 29th, 2021**

 **15:30 - 16:30**

### Moderator

**Ricard Madurell**

Market AAD - Managing Partner

### Speakers

**Carmelina Montelongo**

Sisi Atelier - CEO & Founder

**Miren Jiménez**

ISABA Projects - CEO

**Juan Salas**

Bahia Principe Hotels and Resorts - Corporate Entertainment & Sports Manager

**Andrea Trillo**

Aire Ancient Baths Group



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## Swimming pools mean health

📅 November 29th, 2021

🕒 16:30 - 17:30

### Moderator

**Adrià Llacuna**

Market AAD - Project Director

### Speakers

**Andoni Urrutikoetxea**

Wavegarden - Water Department Manager

**Berta García**

Sant Joan de Déu - Coordinadora Serveis de Salut  
Mental de Ciutat Vella

**Héctor Cruz**

EKIP - President of AECNC and Manager of Club Natació  
Atlàtic Barceloneta - Barcelona - Spain

**Bruno Madirolas**

Institut Guttmann - Physiotherapist

**Ignasi Riera**

Sant Joan de Déu - Director of Healthcare Operations

**Adam Bonvin**

Alaïa - Co-Founder

## Swimming pools unite communities

📅 November 29th, 2021

🕒 17:30 - 18:30

### Speakers

**Péter Bordás**

Head of Design, BORD Architectural Studio - CEO

**Montse Ferrer**

Fluidra Foundation - Head of Communication



## 6.2 AQUATIC LEISURE SYMPOSIUM

How to incorporate **Sustainable Development Goals (SDGs)** into new aquatic leisure projects, especially in public aquatic facilities. This was the main debates and round tables of the fifth edition of the Aquatic Leisure Symposium. Some twenty experts presented success stories and practical experiences on the implementation of SDGs and improvement of comprehensive safety in these spaces.

The symposium was organised into the following round tables:

- **“The SDGs applied to the tourism and sport sector”.** On one side, the importance of promoting responsible, sustainable and accessible tourism was raised, and on the other, the role of sport as a facilitator of sustainable development at very different levels (value of peace, tolerance and respect, empowerment of women and young people, education and social inclusion, etc.) was discussed.
- **“The future of swimming pools and sustainable development”**, focused mainly on design of aquatic facilities and swimming pools in camp-sites, with examples of sustainable tourism establishments.

- **“Integration of the aquatic facilities in architecture: BIM”**, on the advantages of the Business Information Modelling (BIM) methodology in swimming pool and equipment in architectural projects integration.
- **“Comprehensive safety in aquatic leisure”**, based on three approaches: physical safety of equipment in accordance with regulations, operational safety and health safety.
- **“Practical examples of sustainability in aquatic leisure”**, with success stories on energy efficiency improvement and reducing water consumption in public swimming pools.

### Opening of the 5th Aquatic Leisure Symposium

📅 November 30th, 2021

🕒 10:30 - 10:40

#### Speaker

**Eloi Planes**

President of Piscina & Wellness Barcelona and chief executive of Fluidra



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## The SDGs applied to the tourism and sport sector

📅 November 30th, 2021 ⌚ 10:40 - 11:40

### Moderator

**Héctor Cruz**

EKIP - President of AECNC and Manager of Club Natació Atlàtic Barceloneta - Barcelona - Spain

### Speakers

**Fernando Carpena**

RFEN - President - Madrid - Spain

**Concepción Rivero**

Cabildo de Tenerife - Island Councillor for Education, Youth, Museums and Sports - Tenerife - Spain

## The future of swimming pools and sustainable development

📅 November 30th, 2021 ⌚ 12:00 - 13:00

### Moderator

**Bea de Diego**

Green Building Council Spain (GBCe) - Architect in the Technical Area - Madrid / Vilanova i la Geltrú - Spain

### Speakers

**Alberto Ipas**

Green Leisure - Senior Consultant - Zaragoza - Spain

**Xavier Martín**

ETSA La Salle-URL - Research Group IAR\_IAM - Barcelona - Spain

## Integration of the aquatic facilities in architecture: BIM

📅 November 30th, 2021 ⌚ 13:00 - 13:45

### Moderator

**Ferran Bermejo**

ITeC - Institute of Construction Technology of Catalonia - Technical Director - Barcelona - Spain

### Speaker

**María Elorriaga**

IDOM - BIM Manager - Bilbao - Spain

## Integral safety in aquatic leisure facilities

📅 November 30th, 2021 ⌚ 16:00 - 17:00

### Moderator

**Agustí Ferrer**

ASOFAP - Managing Director - Madrid - Spain

### Speakers

**Marta García**

RIASPORT - State network of Applied Investigation on Sports Safety - General Manager - Seville - Spain

**Ramón Poch**

RIASPORT - State network of Applied Investigation on Sports Safety- Manager - Seville - Spain

**Obel Castañeda**

Biolab Company

Fernando Suárez de Góngora - Zonyx

## Practical examples of sustainability in the aquatic leisure sector

📅 November 30th, 2021 ⌚ 17:00 - 18:00

### Moderator

**Mariano Bordas**

Catalonian Sports Council - Head of Sports Equipment Service - Esplugues de Llobregat (Barcelona) - Spain

### Speakers

**Cristina Naches**

INDESCAT - Project Manager - Barcelona - Spain

**Armando Prallong**

Calplas - Technical Sales Department - Rentería - Spain

**Ainhoa Mata**

ICAEN - Head of the Buildings Unit - Barcelona - Spain

**César de Cara**

ICAEN

## Conclusion of the 5th Aquatic Leisure Symposium

📅 November 30th, 2021 ⌚ 18:00 - 18:15

## 6.3 ASSOCIATIONS AND INSTITUTIONS

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The sector's leading associations and institutions presented conclusions and results of studies, and other projects related to aquatic facilities. Evolution of business, new regulations, future challenges and evolution marking trends for the sector were some of the topics discussed at the conference.

### Why should my facilities have a Quality Seal?

📅 November 29th, 2021

🕒 11:00 - 12:30

#### Speaker

Óscar García

Atlas Sport Consulting - Founding Director

Organized by: COPLEFC



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## Future challenges to be faced by public swimming pools in Catalonia

📅 December 1st, 2021 ⌚ 11:00 - 12:30

### Moderator

**Alfonso Ribarrocha**

Spanish Association of Swimming Pool Professionals (ASOFAP)

### Speakers

**Mariano Bordas**

Catalonian Sports Council- Head of Sports Equipment Service - Esplugues de Llobregat (Barcelona) - Spain

**Albert Abaurrea**

Diputació de Barcelona - Cap Sporting Equipment Office

**Ramón Cuadrat**

Patronat Esports Tarragona - Sports Manager - Tarragona - Spain

**Eulàlia Dordal**

Ajuntament de Barcelona - Institut Barcelona Esports

**Carles Ventura**

Ajuntament de Barcelona - Institut Barcelona Esports - Projects and Works Department Coordinator

Organized by: GENERALITAT DE CATALUNYA

## Water and Swimming Pools: filtration systems and energy efficiency

📅 December 1st, 2021 ⌚ 16:00 - 16:30

## Swimming pools for Everyone

📅 December 1st, 2021 ⌚ 16:30 - 17:00

### Speaker

**Ruth Pujol**

Pujol Sadovski Studio (SPS) - Partner - Architect

## Cross-cutting Efficiency Vision

📅 December 1st, 2021 ⌚ 17:00 - 17:30

### Speaker

**Julio Morà**

JG INGENIEROS - Managing Director

Organized by: IAKS







**PISCINA  
& WELLNESS  
BARCELONA**

Global Aquatic Exhibition



ASOCIACIÓN ESPAÑOLA  
DE PROFESIONALES  
DEL SECTOR PISCINAS (ASOPSP)



Piscina & Wellness Barcelona Awards  
Special Mention



**Joan Planes**

**Presidente de la Fundació Fluidra**

29 nov – 02 des

#PiscinaWellness

# 7. THE AWARDS

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## An acknowledgement of talent and a commitment to innovation

The traditional awards gala is attended by the main companies and professionals during a trade show that's become a meeting point for the entire sector and, year by year, established itself as a highly prestigious event acknowledging the efforts and work of the most innovative projects that position the user at centre stage.

As a novelty, in the 2021 edition, the categories of the Piscina & Wellness Awards were structured upon three pillars: wellness, health and community. New and refurbishment work projects meeting one of these three demand-related needs were recognised in this manner.

The Wellness Experience and the International Architecture Competition for Students were the other two competitions organised by the trade show. A tribute was also paid to the career of Joan Planes, president of the Fluidra Foundation. The gala hosted, for yet another year, the EUSA 2021 Awards.

**The ceremony paid homage to Joan planes, president of Fundación Fluidra and founder of the company, for his labor and innovative drive throughout his professional career**



**Honorary Award:**  
Joan Planes



## Piscina & Wellness Barcelona Award Winners



### Most innovative connectivity-related product

**Winner: Neolysis 2 UV + Salt Electrolysis Astral pool - Fluidra**

For its useful Oled touch screen for main parameters monitoring and the four output relays for managing other pool peripherals. This product can control all the functions via a mobile phone and it's compatible with the home automation of the Fluidra pool platform.



### Most innovative sustainability-related product

**Winner: EPS Pools - Hydra System Pools**

For delivering benefits in sustainability and usability. This modular system for the construction of swimming pools ensures a reduction in structural weight, energy savings in heated pools, rapid installation, ease of assembly in complex locations and unlimited customisation.



### Swimming pools mean health

**Aquatic sport category**

Alaïa Bay – Alaïa SA

For becoming the first surfing pool in continental Europe located in the Swiss Alps, offering a comprehensive and unique experience for all kinds of customers and being a tourist destination in itself.

### Aquatic treatment category

Aquatic Therapy Unit - Foundation San Jose Hospital

For housing an area intended exclusively for therapeutic use, to provide an effective response in the rehabilitation of neurological patients.



### Swimming pool means well-being

**Aquatic relaxation category**

Hotel Punta Caliza - Macias Peredo Studio

For its architecture, swimming pool and flooded corridors, that captivate travellers when they stay at this small design hotel located on Holbox Island in Mexico.



### Swimming pool means well-being

**Aquatic fun category**

Zama Fun Area - Bahia Principe Grand Tulum - Pinero Group

For creativity and imagination involved in creating a unique and distinctive environment for children and family leisure, recovering the history and experience of the Mayan culture origins.



### Swimming pools unite communities

**Aquaticum Debrecen**

For creating a unique immersive 3D experience. Drawing inspiration from the natural environment and historical and social elements and creating an architectural concept focused on the life-giving aspect of water and the surrounding forest, as reflected in the spa's horizontal and vertical surfaces.



### Swimming pools mean health

**Aquatic treatment category**

Aquatic Therapy Unit - San José Foundation Hospital

For housing an area intended exclusively for therapeutic use so as to provide an effective response in the field of the rehabilitation of neurological patients.



## Wellness Experience Award Winners



### Best spa

#### Aqva banys Romans - Thermal baths, Girona

For its exclusive bathing circuit with three pools at different temperatures evoking Roman tradition in a 2,000 years of history site. Visitors can complement the circuit with a massage and there's also a hamman, a pediluvium and a halotherapy room.



### Best resort

#### Las Caldas Villatermal - Asturias

For its idyllic space in which to relax and practice sport. A hotel where the facilities, spectacular natural surroundings, service and variety of wellness and health offers make it an ideal place for mind and body development.



### Best thalassotherapy centre

#### Thalasia Costa de Murcia Hotel & Spa

For its use of natural seawater as a source of health and wellness applied to marine pools, the Thalasia marine massage circuit, the marine lime or in aquatic physiotherapy.

## Winners International Architecture Competition



### First Prize:

#### Aquatic Sanctuary - Meiji University, Japan

For perceiving the future of architecture as an integrated element into the natural world and its principles with the existing building's source. As its name suggests, the area is intended to be a sanctuary, a place where water serves as a medium for generating new life.



### Second Prize:

#### Barcelona Water Park - Zhejiang University of Technology – China

For its creation of a unique space based on ancient Roman baths, creating enclosed areas for people to gather, and corridors around the bathing areas, all of which are surrounded by walls that represent shapes created by water waves.



### Third Prize:

#### The flow - Chongqing University, China

For seeking inspiration in shapes that drops of water create when they come together, split and collide. For capturing the above in a space that combines an outdoor park to enjoy the area around the Sagrada Familia, and a sustainable underground spa that uses rainwater.













# 8. TOWARDS ZERO IMPACT INITIATIVE

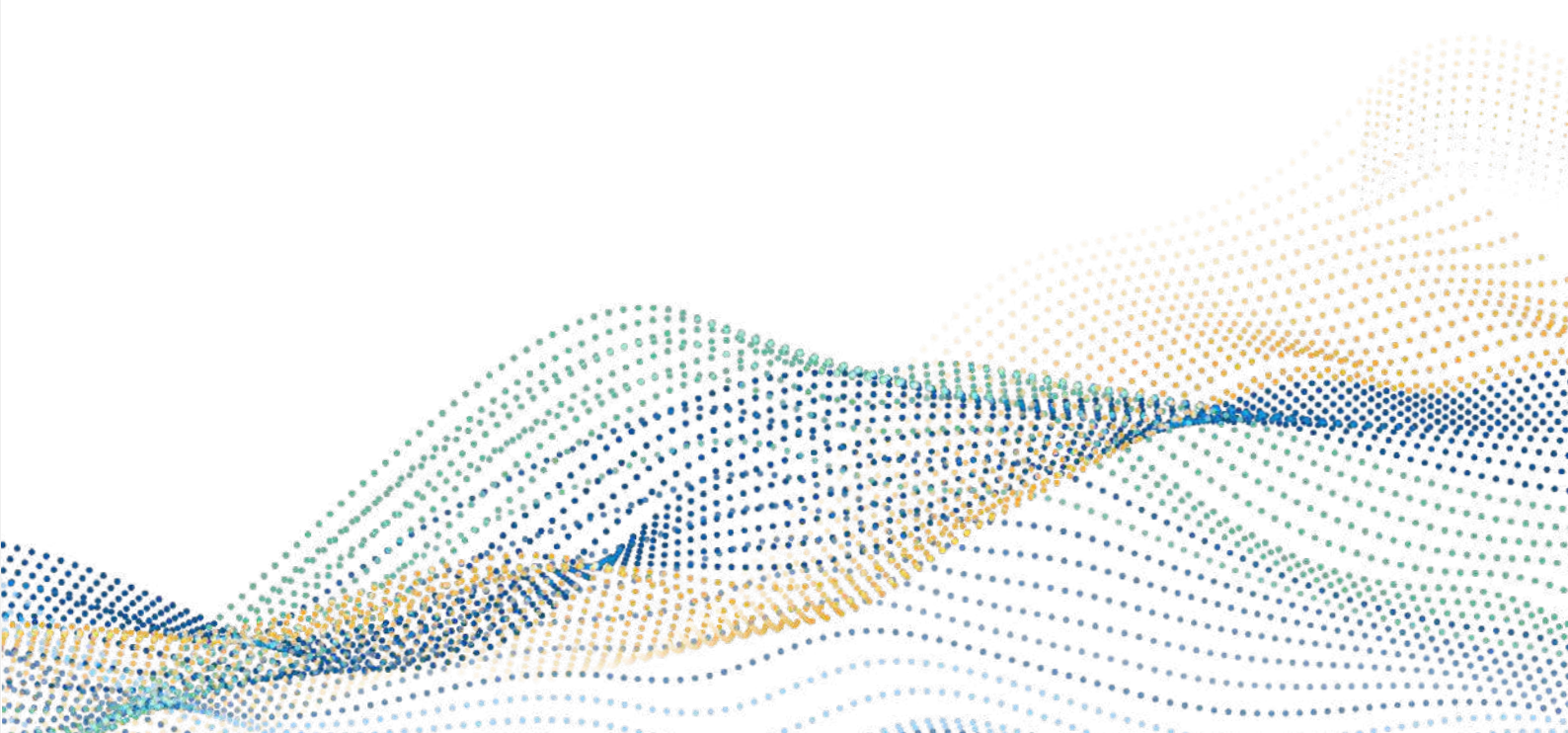
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## Working together towards zero impact

Towards Zero Impact is an initiative promoted by Piscina & Wellness Barcelona with the goal of **increasing the efficient use of resources** and **reducing waste generation** at the trade show. As an example, in this last edition, 200 cubic metres of swimming pool water from the trade show were handed over to L'Hospitalet de Llobregat City Council for reuse in part of the municipality's cleaning. On the other hand, 4,200 foam tubular floats used to decorate the Wellness Experience centre were distributed to 35 swimming clubs, thanks to an agreement with the AECNC (Business Association of Swimming Pools of Catalunya).

Piscina & Wellness Barcelona's commitment to waste reduction goes beyond materials: it is a firm commitment that translates into different actions carried out to raise awareness to extend materials' life and to recycle so as to generate the least negative impact on the environment.

**The involvement and collaboration of exhibitors and visitors was a key to contribute to build a more and more sustainable event**



## The commitment with sustainability was translated into the following points:



### Advocacy and implementation of circular economy:

A commitment to reuse, recycle and reduce waste.

- Progressive reduction of printed paper use and the promotion of digital formats, providing information through the App, the internet and QR codes.
- Return of the recycled material made lanyard at the trade show exit.
- Re-using of furniture and materials of the common areas, returning them to the supplier or donating them to other institutions.
- Prioritising sustainable materials use and manufacturing with recycled paper.
- Disposal of single-use plastic, except where required by COVID-19 regulations.
- Encouragement of selective waste collection for subsequent recycling, with litter bins and containers located throughout the site.
- Donation of the material used for construction of certain areas of the trade show.
- Manufacture of stands and carpets with 100% reusable material



### Promoting sustainable mobility:

- Information for exhibitors and visitors of public transport transfers.
- Launch of the on-line platform to follow the event without the need to commute.



### Promotion of near-by products:

- Menu design trying to include mainly seasonal and local products.
- Fight against food waste: collaboration with entities for second chances to surplus food.



### Carbon neutrality:

We compensate the GHG emissions associated with the trade show's organisation and the participation of all speakers by funding high-quality carbon compensation projects.



### Sustainable water consumption:

Reuse of water used in exhibition pools, donating it to public entities for later use.



### Advancing the 2030 Agenda:

Information dissemination on the 2030 Agenda and the different points of the Sustainable Development Goals.

In collaboration with:





## We are all Towards Zero Impact

The involvement and collaboration of exhibitors and visitors was key in contributing to a more sustainable trade show.

The following actions were promoted:

- Carbon offsetting with a Clean CO<sub>2</sub> platform.
- Return of the ID badge at the end of the show.
- Promotion of the correct use of recycling bins.
- Reduce paper usage with on-line invoicing.
- Promotion of sustainable mobility.
- Use of the App as a guide to the salon.

## Sustainable Development Goals, for a better future

Known as SDGs, the Sustainable Development Goals were created by the United Nations to address major global challenges. There is a total of 193 countries committed to creation of an agenda with 17 goals to be achieved by 2030.

Piscina & Wellness Barcelona's commitment to the SDGs is present across the board in all areas of the trade show's work. By doing so, it actively contributes to the achievement of the following SDGs:



## Do you know how to be more sustainable?

Piscina & Wellness Barcelona has drawn up a report reflecting on how to conduct specific initiatives to promote greater environmental sustainability in the sector and procure increasing alignment with the SDGs. By doing so, we seek to encourage companies, organizations and individuals to take a stand within their means.

Some actions in the report focus on water use, energy consumption, chemical products, maintenance personnel and building materials.

**Download the report titled  
“Reflections on sustainability  
in the swimming pool and  
wellness sector”**



# 9. PARTNERS

## The best are with us

The partner's involvement, commitment and collaboration drive the entire team to keep on working so that the trade show remains a meeting point and platform for the sector, and contributes in creating spaces for dialogue with all audiences.

### Platinum Partner

**FLUIDRA**

### Gold Partner

**HAYWARD**

### Silver Partners

**AQUAVIA** SPA

**QPI** GRU

### Bronze Partners

**Europaspas**

**Freedom**  
POOLS • SPAS • LIFESTYLE

**PHNXX**

**SYCLOPE**  
Electronique

### Global Innovation Partner

Fundació  
**FLUIDRA**  
Lleiat: Joan Planes

### Wellness Partners

**CONDAL**

**leisis**

**ROSA**  
**GRES**

**THOMAS**  
WELLNESS GROUP

### Sustainability Partner

**Anthesis Lavola**

### Design Partner

**NAOS**  
ARQUITECTURA

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DEL SECTOR TECNOLÓGICO

## Institutions



**Ajuntament  
de Barcelona**



**Generalitat  
de Catalunya**



**Cambra de Comerç  
de Barcelona**



GOBIERNO  
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MINISTERIO  
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Y TURISMO



**ICEX** España  
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## Media Partners



WEB SITE OF WATER & HEAT  
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**CAMPIREPORT**  
INFORMACIÓN, OPALES Y TENDENCIAS PARA PROFESIONALES DE CAMPIOS  
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**Equipamiento  
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**ITALIANPOOL  
TECHNOLOGY**  
THE MAGAZINE OF THE  
ITALIAN POOL & SPA INDUSTRY

INSTALACIONES  
DEPORTIVAS **HOY**

PISCINAS **HOY**



**PANORAMA**

POOL & SAUNA  
**Бассейны  
и сауны**

**PSN**  
POOL AND SPA NEWS

**tribunatermal**

haus  
**wellness\***

**SCHWIMMBAD  
+ SAUNA**

## Collaborating Entities



**afydad**

Spanish Sport  
Association



**Ajuntament de L'Hospitalet**



Associação Nacional dos Fabricantes  
Construtores de Piscinas e Produtos Afins

**CAMPINGS  
de ESPAÑA**



Círculo Internacional  
de Directores de Hotel

**CNI**  
CONFEDERACIÓN  
INSTALADORES

**conaif**  
unidos por la calidad



**COPLFC**  
Col·legi de Professionals de l'Activitat  
Física i de l'Esport de Catalunya



Consejo  
Superior de  
Deportes

**CWP**  
CATALAN WATER PARTNERSHIP



**esportcat**

**GBCe**  
green building council **escola**

**interbad**

**ITH**  
INSTITUTO TECNOLÓGICO HOTELERO



**IAKS** España  
International Association  
for Sports and Leisure Facilities



**INDESCAT**  
catalan sports cluster

**RIASPORT**  
Red Estatal de Investigación Aplicada sobre Seguridad Deportiva

**SET**  
SOCIEDAD ESPAÑOLA DE TALASOTERAPIA





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