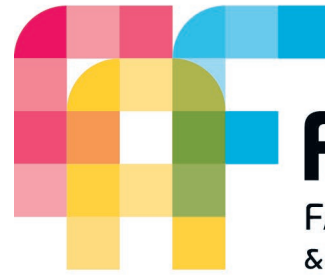


Press release



FAF

FARBE · AUSBAU
& FASSADE

The leading trade fair
for facade design and
interior architecture

Trade fair team on tour: GHM presents the new FAF 2024

The time without FAF lasted four years, now the comeback of the FAF 2024 is in the starting blocks. From 23.04. – 26.04.2024 the leading trade fair for façade design and interior architecture will be back in Cologne. The new FAF team, led by Bettina Reiter, the trade fair's exhibition director, is currently touring Germany and personally presenting the concept of the new FAF at industry events. They have the innovative presentation and cooperation options for the newly launched trade fair with them.

23.-26.04.
2024
COLOGNE

The upcoming locations:

10.-12.09.2023	baupressekompakt	Fulda
20.09.2023	BAF National Section Leaders' Meeting	Bühl
27.-28.09.2023	SÜDBUND Wohntage	Backnang
28.-29.09.2023	FAF press event	Mannheim
24.-27.10.2023	A+A trade fair	Düsseldorf
09.-10.11.2023	BV Farbe General Assembly	Berlin

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Munich, 21.08.2023 – It is not just all the new things to tell and show that are of burning interest to exhibitors and visitors. "Above all, it is the network and the topics around the trade fair that influence us and the industry. The exchange with the community also offers us the opportunity to continuously develop the FAF. We are looking forward to many exciting meetings and topics," said Bettina Reiter.

The anticipation in the industry has been palpable and measurable ever since the trade fair announcement came on to the market. Not only the painters and plasterers are 100% behind the fair. For them, the visit to the FAF is definite. But the interest on the part of exhibitors is also reflected in the high number of registrations.

From the industry for the industry

Although the support is clear, the motives for visiting the trade fair are diverse: from networking through to further education, to product presentations, the opportunity to test products and meet colleagues, right through to discovering new ideas and products. The feedback from the Industry – Partner – Skilled Craft network is extremely optimistic, and so the

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organisers of the FAF are drawing a positive interim balance in the run-up to the trade fair.

Klaus Plaschka, Managing Director of GHM Gesellschaft für Handwerksmessen mbH: "The FAF is the most important platform for networking in the industry, and through its reorientation, it brings together everything that the participants want. For example, events and more opportunities than ever to test and handle products. The feedback from the market confirms that we are on the right course. We are delighted to get such a positive response, and we are looking forward to finally opening the doors to the FAF again in April 2024."

Guido Müller, President of Bundesverband Farbe Gestaltung Bautenschutz (Federal Association for Paint, Design and Building Protection): "The FAF is more than just a trade fair. It is the family reunion of the creative finishing sector, from painters and varnishers to plasterers and interior decorators. If you want to be at the cutting edge of technology, make new and surprising business contacts and soak up the spirit of our innovative industry, you have to be there in Cologne."

Oliver Heib, Chairman of Bundesverband Ausbau und Fassade (Federal Association for Finishings and Façades): "We are all delighted that the trade fair "FAF 2024 – Farbe, Ausbau und Fassade" will now be taking place in Cologne from 23.04.2024 to 26.04.2024 after a long wait. This important event brings together experts, specialists and interested parties from the finishing and façade sector and offers an outstanding platform for the exchange of the latest developments and innovations in this field. We are absolutely sure that FAF 2024 will make a significant contribution to promoting sustainable construction practices, sharing expertise and strengthening the industry."

About FAF FARBE, AUSBAU & FASSADE

FAF is the leading European trade fair for façade and interior architecture. It moderates between the trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses associated trades, such as interior decorators and floor layers, as well as architects and planners. FAF offers an outstanding customer experience in which it addresses the relevant topics on materials, techniques, trends and questions of business management and thus makes industry participants fit for the challenging daily routine and the future. Its focus is on the German-speaking market, but the proportion of foreign trade fair participants – especially from neighbouring European countries – is growing continuously.

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