

PISCINE GLOBAL

PRESS RELEASE
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PISCINE GLOBAL CONSOLIDATES ITS INTERNATIONAL LEADERSHIP

THE 2024 EDITION OF PISCINE GLOBAL, WHICH TOOK PLACE FROM 19 TO 22 NOVEMBER AT LYON EUREXPO, CONFIRMS ONCE AGAIN ITS STATUS AS THE BENCHMARK GLOBAL EVENT, ATTRACTING OVER 24,000 PROFESSIONALS FROM THE WORLD OF SWIMMING POOLS AND WELL-BEING.

With the proportion of international visitors rising to 42% in 2024 compared with 35% in 2022, and a programme reflecting current priorities in the sector, the show underlines its position as the essential venue for discussion, inspiration and building the sector's future.

A TRADE SHOW with a strengthened international dimension

WITH OVER 62% OF EXHIBITORS COMING FROM 32 COUNTRIES OUTSIDE FRANCE, AND NEARLY 42% OF VISITORS FROM 113 DIFFERENT COUNTRIES, PISCINE GLOBAL CONFIRMS ITS GLOBAL REACH.

As well as the record numbers of visitors, the WAPSA (World Alliance of Pool & Spa Associations) conference and presentations and the many international visitors from Australia, Brazil, the United States and other major export markets reflect the exhibition's position as a global benchmark.

This appeal makes Piscine Global the most international trade show in Lyon. This growth also illustrates the show's ability to live up to the expectations of a sector in search of innovative, sustainable solutions suited to the needs of the market.

At European level, the exhibition confirms its strong commitment to the industry on the continent, with over 73% of exhibitors coming from Europe. Visitors from European countries are also on the increase, with growing numbers from (among others): **GERMANY** (+8%), **SPAIN** (+2%), **ITALY** (+19%), **PORTUGAL** (+33%), **THE UK** (+5%) AND **SWEDEN** (+10%). Recognising the best European projects, the EUSA Awards were once again a highlight of the show.

In the French market, Piscine Global sustains its role as a catalyst for engagement and innovation. It is the ideal venue for launching innovations and new releases. During the 2024 edition, the Pool Innovation Awards showcased the sector's boldest new solutions. Jobs and training were also at the forefront at the Pool Campus, including the final of the "best apprentices in France" competition for swimming pool professionals, which took place at the trade show.





QUALIFIED VISITORS looking for innovations

Piscine Global attracted over 24,000 visitors to this 2024 edition, all highly qualified thanks to the refined selection system. Pool manufacturers, installers, distributors, architects and project managers all came together at the show, which also attracted renewed interest from local authorities and private estates (with a 137% increase in this type of visitor compared with 2022).

This year's show emphasised innovations, emerging trends and sustainable solutions **to imagine the swimming pool of the future.**

Visitors particularly appreciated the responses to current priorities, such as renovating private or local authority pools and designing more sustainable, efficient pools in terms of water and energy. Piscine Global thus positions itself as a single place for sourcing innovative products, discussing the major transitions in the sector and preparing for the challenges of the future.



COMBINING BUSINESS WITH PLEASURE unique DNA

The trade show is not content with being a professional event – it is also a time for enjoyment and exchange. Between high-impact business meetings and festive get-togethers, visitors and exhibitors alike praised the positive energy and inspiration generated by Piscine Global. This cocktail of business and pleasure makes the show an unmissable event for bringing teams together, strengthening partnerships and facing the future with enthusiasm.



DIGITALISATION: success for the Piscine Connect app

The digital transition was another feature of this year's show: **80% of visitors** and **95% of exhibitors** used the Piscine Connect app. This enabled them to arrange appointments (555 appointments organised, three times more than in 2022), access the community on site and prepare for and extend the experience throughout the year. Serving as a guiding thread between editions, the app confirmed its central role for the sector in terms of business and relationships.



“ This 2024 edition once again confirmed that Piscine Global is the all-important event for our sector. Visitors were even more qualified, interested and truly international, and we saw large numbers at our stand. The high-quality organisation created an environment that was conducive to discussion and business opportunities. The talks on topical subjects such as ecology also provided enriching perspectives for meeting tomorrow's challenges. An unmissable event for innovation and connecting to the future of our industry! ”

Elise Casanova – Marketing Manager – Walter Piscine



© Nicolas Rodet

“ Piscine Global is an essential event that gives us the chance to meet prospective customers from France and around the world, and to continue our export growth. It's also an opportunity to meet and host our dealers and to talk to everyone involved in the profession. ”

(taken from Guide-Piscine.fr)

Mickaël Morin – Chairman – Mondial Piscine

“ Taking part in Piscine Global this year proved to us that this trade fair is a key event for the European market. Compared to the previous show, there was a real spirit of post-pandemic recovery in the air. We saw significant investment from companies, which are focusing resolutely on innovation and new solutions, illustrating the enthusiasm for the future of the sector. The exhibitor offering has expanded further, with the enlargement of the pavilions, making attendance even more beneficial. From the very first day, we were able to make many high-quality contacts, strengthening our network and opening the door to new commercial opportunities. ”

Valerio Borsato – Sales Manager
– Barchemicals

“ The 2024 edition of Piscine Global was a great success! High-quality visitors, curious and looking for concrete solutions. A warm, welcoming and professional atmosphere! We are already looking forward to the 2026 edition. ”

Nahéma Gouffé – Export Communications and Customer Relations Officer – Syclope Electronique

“ The 2024 Piscine Global exhibition was once again an exceptional platform for SPECK to present our innovations and talk to professionals in the sector. The quality of the visitors and the show's international outlook impressed us and helped us forge valuable partnerships. For us, Piscine Global remains a key date in the calendar, playing an active part in building the future of the swimming pool and well-being sector. ”

Armin Herger – Managing Director – SPECK Pumpen

“ *This was a great edition of the show, lots of visitors, constructive discussions, things to think about and areas for action to develop and evolve our market, while preserving the friendly, sharing approach typical of our sector. Thank you to GL EVENTS for supporting us through this unmissable event, which is a powerful driver for creating and consolidating strong bonds between our brands, products and customers.* ”

Stéphane Figueroa – Chairman of the FPP – CEO of Fluidra France



Fabien Gilot, chairman of the athletes' commission of the French Olympic Committee and co-founder of Unit Group, **Capucine Marraud des Grottes**, director of the GreenTech+ division, and **Stéphane Figueroa**, chairman of the FPP and CEO of Fluidra France

“ *We are proud to have supported the sector once again with its priorities and strengthened our position as the undisputed leader. More than ever, Piscine Global reflects the excellence and innovation of a fast-changing sector.* ”

Capucine Marraud Des Grottes
GreenTech+ Divisional Manager
- GL events Exhibitions

“ **More testimonials can be found on the Piscine Global official website.** ”



Free access to photos of Piscine Global 2024 at the following link:

<https://memento.photo/events/galerie/S5rwCF4i/dashboard/medias>



DATE SET FOR 2026

Proud of this success, the Piscine Global team has already set the date for industry professionals' diaries for the next edition, which will be held

ABOUT Piscine Global

Organised by the GreenTech+ division of the GL events group, Piscine Global is the landmark international trade show in the field of swimming pools and well-being. Organised in partnership with France's federation of swimming pool and spa professionals (FPP), it attracts key industry stakeholders, experts and innovators from around the world to explore the latest trends and products and the most advanced technologies. Piscine Global is determined to promote sustainable development and support initiatives to improve the swimming pool and well-being industry.

from 17 to 20 November 2026 at Lyon-Eurexpo.



WWW.PISCINE-GLOBAL.COM

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