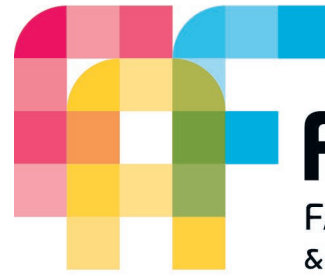


## Press release



# FAF

**FARBE · AUSBAU  
& FASSADE**

The leading trade fair  
for facade design and  
interior architecture

### FAF 2024 in Cologne

## Must have: The ultimate FAF cheat sheet

Only a few days to go until the start of FAF – FARBE AUSBAU & FASSADE, the international industry get-together in Cologne. Visitors can expect lots of innovations and trends for the near and distant future. What should you definitely see, try, experience and take away with you? Here are the top ten tips for FAF 2024.

**Munich, 18 April 2024** – Take the list with you and off you go on a discovery journey through the FAF exhibition halls with 16,740 square metres of occupied space to the offerings of 305 exhibitors and a supporting programme that is well worth experiencing! With the following tips, you will be even better prepared from Tuesday, 23 April 2024 (FAF runs until Friday, 26 April 2024) at the exhibition grounds in Cologne-Deutz.

### Tip 1: Prepare your visit online with FAF CONNECT

Contact the most important suppliers and exhibitors (arrange appointments via FAF CONNECT), get tips and information about the events at the FAF FORUM. In addition to the function of an exhibitor catalogue, the new digital exchange and meeting platform FAF CONNECT provides exhibitors and trade fair visitors with more planning security for a successful trade fair visit. Visitors can put together their own personal programme before the trade fair and receive corresponding recommendations. Exhibitors can advertise their offers to specific target groups, network with interested parties and send trade fair tickets to customers. The platform with its relevant topics runs before, during and after the trade fair:

[connect.faf-messe.de/en](https://connect.faf-messe.de/en)

### Tip 2: After preparing for the trade fair digitally, network effectively on site, meet people, make new contacts and find experts!

The FAF FORUM (hall 7, booth 7.128) is a central point of contact for this. This is where exhibitors, industry experts and tradespeople give talks,

23.-26.04.  
**2024**  
COLOGNE

faf-messe@ghm.de  
faf-messe.de

**GHM Gesellschaft für  
Handwerksmessen mbH**

**Press and Public Relations  
Department**

P.O. Box 82 03 55  
81803 Munich, Germany

Paul-Wassermann-Str. 5  
81829 Munich, Germany

P +49 89 189 149 160  
F +49 89 189 149 169

www.ghm.de

Management:  
Dieter Dohr (CEO and President)  
Klaus Plaschka

Commercial Register Munich  
HRB 40217  
VAT No.: DE 129358691

discuss and explain practical issues in pitches, discussions and panels on everything that moves the industry: from digitalisation to sustainability and HR management: [www.faf-messe.de/en/aussteller/faf-forum/](http://www.faf-messe.de/en/aussteller/faf-forum/)

### **Tip 3: Get inspiration from the federal associations**

The Bundesverband Farbe Gestaltung Bautenschutz (Federal Association Colour, Design, Building Protection) provides a glimpse into the future at its stand in hall 7.117, where it presents the future of the painting and decorating trade in the form of the Delphi study "Malerhandwerk 2040" (Painting Trade 2040). More than 500 companies and numerous experts were surveyed on key topics in the industry, and nine specialist and master craftsmen will be interpreting and creatively realising selected Delphi theses at the trade fair. Visitors to the trade fair should take the opportunity to enter into a dialogue about the future of the painting trade in 2024.

More on the sports side is an event featured by Bundesverband Ausbau und Fassade (Federal Association of Finishing and Façade): The first highlight will be the selection competition of the national team of plasterers for the World Skills 2024 in Lyon in September: visitors can experience Germany's best plasterers up close and be inspired by the impressive skills of this trade.

### **Tip 4: Brand new: Get to know interior trends**

**Debut No. 1:** Anyone who wants to get a taste of creative interior design cannot avoid FAF FARBWERTE (Hall 8, Stand 8.500). This special area, a first timer at FAF, is dedicated specifically to creative interior design trades as well as interior designers, planners and interior decorators with a curated presentation of materials and trends. Here, the Institute for International Trendscouting of the HAWK University of Applied Sciences and Arts Hildesheim and exhibitors will be demonstrating the targeted use and effect of colour, particularly in the interior sector:

[www.faf-messe.de/en/messe/highlights/faf-farbwerte/](http://www.faf-messe.de/en/messe/highlights/faf-farbwerte/)

**Debut No. 2:** The FAF FARBWERTE AWARD 2024 powered by AiT-Dialog. A jury of experts, including representatives from trade associations such as Bundesverband Farbe Gestaltung Bautenschutz, the Zentralverband Raum und Ausstattung (Central Association Interior and Furnishings) and the bdia (Association of German Interior Architects), will determine the 1st, 2nd and 3rd place from the material and trend presentations submitted to FAF FARBWERTE on Tuesday, 23 April.

**Tip 5: Search the innovation gems**

Take a look at the relevant industry partners, but also at the FAF START-UP AREA (hall 7, booth 7.123) and see the innovative strength of the industry with your own eyes. This is why FAF dedicates this special area to young companies, where they can present themselves and their innovative products in an eye-catching way. In addition to this, however, it is essential that you find at least three new good ideas for your own trade business, plan time for presentations by experts at the FAF FORUM and discover forward-looking topics and trends. Otherwise: take a stroll and be inspired.

[www.faf-messe.de/en/messe/highlights/start-up-area/](http://www.faf-messe.de/en/messe/highlights/start-up-area/)

**Tip 6: Get social-media savvy**

And get hold of one of the highly sought-after appointments for a FAF SOCIAL MEDIA CONSULTANCY – it's worth booking in good time via the FAF website! Influencers from the industry give fellow tradespeople practical optimisation tips on the indispensable topic of social media – to achieve more visibility, more traffic, more customers.

[www.faf-messe.de/messe/social-media-sprechstunden/](http://www.faf-messe.de/messe/social-media-sprechstunden/) (in German only)

**Tip 7: Do it yourself – test products under everyday conditions** in the FAF WERKSTATT powered by MEGA Group (Hall 8, Stand 8.511). This is where manufacturers show their new products live and tradespeople try them out. Both benefit: Craftspeople learn new things, while the industry receives important suggestions for improvement. At least as important, talking shop with fellow tradespeople about their own experiences - plan to go! [www.faf-messe.de/en/aussteller/faf-werkstatt/](http://www.faf-messe.de/en/aussteller/faf-werkstatt/)

**Tip 8: Benefit from the exhibitor events at FAF!**

The entire programme can be found on FAF CONNECT, for example: "Pictorial Living Ideas" a talk show series by Schöffel PRO on the subject of interiors, the search for "Malerstars", the Influencer of the year or the "Finnaale" wallpapering championship at the Erfurt booth.

All events via [connect.faf-messe.de/en/exhibitor-events](http://connect.faf-messe.de/en/exhibitor-events)

**Tip 9: Look around and check what's on about HR topics and for young talents in the industry**

Be sure to take advantage of the HR presentations and panel discussions on personnel marketing and much more at the FAF FORUM. This is also

where some of the FAF NACHWUCHSTAGE events take place, which are important for all those who have now finished school and are interested in training in the skilled trades, as these are specially tailored to the next generation of industry professionals. There are further events on this topic at the stands of the two federal associations and at the FAF WERKSTATT.

**Make a note in your diary:** On Wednesday, 24 April, from 10 am to 3 pm, the Bundesverband Ausbau & Fassade is hosting the "Next Generation Day Plasterers" (hall 8, booths 507 and 610). On Friday, 26 April, from 10 am to 1 pm, Bundesverband Farbe Gestaltung Bautenschutz will be offering a training day on the topic of "Perspectives for further training - careers in the painting and decorating trade" (FAF FORUM, hall 7/128).

**Tip 10: Go home with a full notebook.** At least 10, preferably 20 or more new contacts and lots of new information, ideas and plans in your notebook or smartphone. Implement impulses and ideas at home, discuss with the team on Monday.

[www.faf-messe.de/en](http://www.faf-messe.de/en)

#### **About FAF FARBE, AUSBAU & FASSADE**

FAF is the leading trade fair for façade and interior architecture. It moderates between the networking trades of the creative finishing sector. The painting and stucco plastering trades are represented in particular. In addition, the new FAF also addresses neighbouring 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.

#### **Media contact**

Bernd Degner, Public & Media Relations Manager  
P +49 89 189 149 166  
[bernd.degner@ghm.de](mailto:bernd.degner@ghm.de)

Publication free of charge – please send a reference copy

#### **Note to editors**

Press releases and photos regarding FAF FARBE, AUSBAU & FASSADE can be downloaded here: [www.faf-messe.de/en/presse/](http://www.faf-messe.de/en/presse/)

#### **Social Media**

[www.facebook.com/fafmesse](https://www.facebook.com/fafmesse)  
[www.instagram.com/faf\\_messe/](https://www.instagram.com/faf_messe/)  
[www.linkedin.com/company/faf-farbe-ausbau-fassade/](https://www.linkedin.com/company/faf-farbe-ausbau-fassade/)  
[www.youtube.com/@faf-farbeausbaufassade7947](https://www.youtube.com/@faf-farbeausbaufassade7947)  
[www.tiktok.com/@faf.messe](https://www.tiktok.com/@faf.messe)