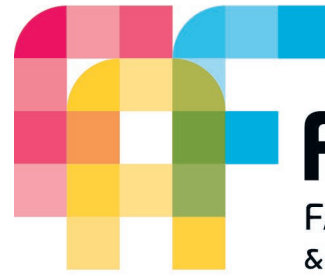


Press release



FAF

**FARBE · AUSBAU
& FASSADE**

The leading trade fair
for facade design and
interior architecture

FAF CONNECT New Network Platform launched

The FAF FARBE AUSBAU & FASSADE trade fair will take place in Cologne from 23 to 26 April 2024. It will be flanked for the first time by the digital networking platform FAF CONNECT already before, during and especially after the physical event in Halls 7 and 8 at the exhibition centre.

Munich, 10 January 2024 – FAF 2024 will be digitally enhanced by FAF CONNECT. This means visitors and exhibitors can finally get in touch with each other directly before and after the trade fair. One of the many additional benefits of this platform: more targeted fair planning for visitors and exhibitors.

The advantages of FAF CONNECT

- Connecting trade visitors and exhibitors via appointments, invitations and news
- Visitors become followers because they follow the exhibitor profiles
- Interested parties, trades and users receive personalised news about their product or offer interests and thus always stay up to date
- Published events at the FAF exhibitor stands bring the right experts together
- Presence on FAF CONNECT before the trade fair until the next FAF

The platform provides personalised and interactive functions to intensify the exchange between exhibitors and visitors and extend it beyond the trade fair.

"Trade fairs are places of exchange that set trends and connect people. Our vision is to turn FAF into a platform that promotes high-quality contacts. Exhibitors can use their digital presence at FAF CONNECT to reach their

**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

target group even more precisely and increase the marketing value of their participation." says Bettina Reiter, Director of FAF.

Thanks to FAF CONNECT, trade fair visitors benefit from numerous advantages: It is their interests that take centre stage, they can filter categories and topics precisely according to their requirements and expectations and thus get to the exhibitor content relevant to them more quickly. And: trade fair visitors and interested parties can follow their focal topics and companies and plan their fair participation in advance in a much more targeted manner. Based on their individual interests, they then will find personalised recommendations for their FAF visit in their e-mail inbox with information from exhibitors that is relevant to them. Another major advantage is that they will stay up to date between FAF trade fairs without any effort on their part and will regularly receive customised inspiration.

Exhibitors, in turn, can use their content on FAF CONNECT to draw visitors' attention to their company and attract the right visitors. On the platform, they can present their products and brands in the best possible way with images, videos and texts and thus provide an insight into what exactly they will be showing on their stand even before the trade fair. A smart algorithm enables personalised email updates for trade visitors who are interested in specific products or services. In addition, the algorithms rank the content according to visitor interest.

Free registration for trade fair visitors at FAF CONNECT:

<https://connect.faf-messe.de/en>

Further information on the new FAF CONNECT community platform:

<https://www.faf-messe.de/en/messe/faf-connect>

The FAF FARBE, AUSBAU & FASSADE trade fair – the leading European trade fair for façade design & interior design – will take place at the Cologne Exhibition Centre from 23 to 26 April 2024.

All info about the FAF 2024: <https://www.faf-messe.de/en>

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.

Media contact

Bernd Degner, Press and Public Relations
bernd.degner@ghm.de
Tel.: +49 89 189 149 166

www.faf-messe.de

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Note to editors:

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

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