Be on fire

be part of the BBQ Deep Dive by spoga+gafa

Exciting brands from the entire barbecue world, an overview of the highlights of the coming season, 6 interesting panel discussions with hot topics and digital networking at its best - be there when spoga+gafa invites the industry to the digital event BBQ Deep Dive from 17.10. to 21.10.2022 and benefit as a participant.

BBQ Deep Dive -

the ideal addition to your marketing mix

The European BBQ industry is growing - and now, with the BBQ Deep Dive by spoga+gafa, it has an adequate international forum on a digital level. Join us for this digital industry gathering from 17.10. to 21.10.22 and benefit from the high-quality digital programme and AI-supported matchmaking.

On 5 days, industry experts will give you in six exciting discussion rounds an exclusive look at the current trends, themes and must-haves of the coming months. The talks will be played out live daily at 1:00 p.m. during the BBQ Deep Dive and will additionally be made available on demand later.

After the talks, you can use the spoga+gafa platform's unique combination of networking and matchmaking. The integrated tools support you in the search for products, the right contacts and make it easier than ever for you to identify buyers and decision-makers of the global industry and get into personal contact with them.

Your advantages

- Industry-relevant digital programm live as well as on demand
- AI-supported matchmaking and appointment tool
- Digital product and exhibitor placement and search
- Your direct personal access to industry experts and decision-makers

Be part of it

Go to the spoga+gafa platform, easily log in with your Koelnmesse access and enjoy the international industry forum. Of course, you can actively shape your participation: Sponsor a panel, organise your own talk, set trends and present your brand and your products in the heart of the industry.

Program and trends: short look

17 October, 1:00 p.m.
Rethink meat - A deep dive into the protein revolution

18 October, 1:00 p.m.
10 questions for Severin: Why e-BBQ doesn't work! Or does it?

19 October
1:00 p.m.
Exclusive industry insights: 365 a year

2:00 p.m.
FSC – A tool for responsible forest management

20 October, 1:00 p.m.
The relevance of Social Media: How influencers change the way of marketing in the BBQ industry.

21 October, 1:00 p.m.
Pellets, Plancha & Pizza oven: Why is Plancha the new hype?

koelnmesse