



Hall 7
C40/D41

Congress programme
11th International
Swimming Pool and
Wellness Forum
28-31 Oct 2025

Welcome to the International Swimming Pool and Wellness Forum from 28 to 31 October 2025!

This year's programme is as diverse as our industry and offers exciting content for both the public and private swimming pool markets. You can look forward to first-hand trend reports and practical solutions covering everything from making swimming pools more attractive, pool construction, digitisation, climate resilience and personnel policy to water treatment. In its 11th edition, the forum once again looks beyond the pool edge to our European neighbours. This year's partner country, Belgium, will provide insights into the Belgian swimming pool and wellness market. The presentation of the 'Belgian Excellence for aquanale' swimming pool awards is eagerly awaited. On Wednesday, the challenges and innovations in the Swiss labour market will be discussed, followed by the popular aperitif. On Thursday morning, trends and perspectives in the Italian pool and wellness market will be presented, followed by a get-together in the 'Caffè Italia'.

Thanks to numerous partners, participation is free of charge for all trade fair visitors.

The organisers and speakers look forward to welcoming many visitors and extend a warm welcome to swimming pool builders, public pool operators, hoteliers, architects, planners, swimming pool employees and all other interested parties.

All lectures are free* of charge and can be can be attended without registration.

*An admission ticket for aquanale/FSB is obligatory.

Languages:

English and German (simultaneous interpreting)

Venue:

Koelnmesse GmbH | **Hall 7, C40/D41**

Messeplatz 1 | 50679 Cologne

Organized by



Tuesday, 28 October 2025**Hall 7, C40/D41**

- 11:00 - 11:45** **Chlorine gas training**
NN
- 13:00 - 13:45** **Latest news on pay scale policy: Verdi and the aquatic industry**
Presentation followed by a panel discussion
Ralf Nix, Federal Head of the Environment, Green Spaces, Crafts and Commercial Services Group, Verdi
- 14:00 - 14:45** **Reforming the job description 'Specialist employee for swimming pool operations'**
Maximilian Faber, city councillor of the municipality of Friedrichsdorf, Head of Sports Facilities and Swimming Pools, Executive Board member of LV Hessen Bundesverband Deutscher Schwimmmeister e.V.
- 15:00 - 15:45** **DIN 19643: Current status of swimming and bathing pool water treatment**
Thomas Beutel, expert in swimming pool technology and dosing plant engineering, Lutz-Jesco
- 16:00 - 16:45** **Marketing for pool builders: Greater digital visibility**
Ben Treffer, sales & marketing expert, Poolbau-Marketing
Fabian Vogel, Management & Business Development, Poolbau-Marketing
- 17:00 - 17:30** **Every Child a Swimmer: How to get as many children as possible to learn to swim**
Bill Kent, Chairman, International Swimming Hall of Fame



Wednesday, 29 October 2025**Hall 7, C40/D41**

- 11:00 - 11:45** **New findings from an engineering perspective**
Host: NN
Experience with ceramic filter systems
Tom Devin, founder & Director, DevinConsulting
Carbon-free pools with geothermal probes
Andreas Debus, Managing Director, Kannewischer Ingenieurgesellschaft
Pool out of the box: A modular swimming pool with three locations
NN
- 12:00 - 12:45** **Sustainability and decarbonisation of public pools**
Panel discussion on energy monitoring, user-dependent building control and decarbonisation
- 13:00 - 13:45** **IOC IAKS Architecture Prize 2025**
Presentation of award-winning swimming pools



Wednesday, 29 October 2025**Hall 7, C40/D41****14:00 - 14:45****Planning criteria for energy-efficient swimming pools**

Frank Eisele, expert in swimming pool and wellness technology and building services for indoor swimming pools, WWS Eisele

Ullrich Staib, Managing Director, SHS Schmierer - Swimming Pools + Wellness

Alexander Ziegler, Managing Director, ISO

15:00 - 16:00**Electrical installations in swimming pools**

Frank Eisele, expert in swimming pool and wellness technology and building services for swimming pools, WWS Eisele

Fritz Schindler, expert in electrical engineering

16:30 - 17:30**Swiss swimming pool market**

Insights into the Swiss swimming pool market with a focus on challenges and innovations in the training of swimming pool experts

Peter Rust, President of the Training Commission, aqua suisse

Yves Burgener, Executive Board member, aqua suisse

Followed by aperitif



Thursday, 30 October 2025**Hall 7, C40/D41**

- 10:15 - 10:45** **Caffè Italia – Italian pool and wellness market – trends, topics and perspectives**
Dott. Maurizio Gorato, Vice President of Assopiscine
Giacomo Rossetto, Executive Board member, Assopiscine
Followed by discussion over drinks and snacks at the bsw stand next to the ISWF area
- 11:00 - 11:30** **Controlled treatment of pool water, taking the example of Grone outdoor nature pool**
Michael Messner, Press Officer, Deutsche Gesellschaft für naturnahe Badegewässer e.V.
- 11:30 - 12:00** **The tub is empty! Or: What do we do when we run out of pool water?**
Proposed solutions for climate-resilient pool water
Michael Messner, Press Officer, Deutsche Gesellschaft für naturnahe Badegewässer e.V.
- 12:00 - 12:30** **The first climate-neutral outdoor nature pool in Winsen/Luhe – concept, implementation and initial practical experience**
NN, Polyplan-Kreikenbaum Group
- 13:00 - 14:00** **Initial and continuous further training in the swimming sector**
Thomas Schwarz, head of advanced training, lecturer,
Federal Technical College of the Federal Association of German Swimming Instructors
- 14:30 - 15:30** **Building for exercise – technology meets water**
Host: Dieter Vatheuer, Managing Partner, Prova Unternehmensberatung
- Welcome address**
Jürgen Kannewischer, Präsident der Internationalen Akademie für Bäder-, Sport- und Freizeitbauten in Deutschland e.V.
- Cost reductions in swimming pool construction by lowering the standards demanded in the regulations**
Christoph Keinemann, owner, GSF - Planning Company for Sports and Leisure Facilities
- Ventilation – current situation**
Bernd Pietsch, Managing Partner, Wolff & Partner
- POS systems**
Thomas Gutjahr, Managing Director, entervo-access
- 15:45 - 16:15** **Energy-efficient fitting of indoor swimming pools**
Joachim Hopp, owner, pool architect
- 16:30 - 17:45** **Belgium Special: the partner country introduces itself**
Belgische Federatie van Zwembad- en Wellnessprofessionals Fédération Belge des Professionnels de la Piscine et du Bien-Être
- The Belgian swimming pool and wellness market**
Joeri Dils, Managing Director, T&A
- The Belgian Federation of Swimming Pool and Wellness Professionals: In the service of the industry**
N.N.
- Presentation of the swimming pool awards ‘Belgian Excellence for aquanale’**
Followed by Belgian reception

Friday, 31 October 2025

Hall 7, C40/D41

11:30 - 12:00 **Chlorine gas training**
NN

12:30 - 13:30 **Using proficiency badges to inspire children and young people to swim**
Dr. Uwe Hoffmann, President of the Association of German Recreational Divers



Venue: Koelnmesse GmbH / Hall 7, Messeplatz 1 / 50679 Cologne

ISWF organised by: Bundesverband Schwimmbad & Wellness e.V. (bsw)
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Trade fair information

aquanale – International trade fair for Sauna. Pool. Ambience.
Halls 7 and 8, 28 to 31 October 2025, www.aquanale.com

FSB – International Trade Fair for Public Space, Sports and Leisure Facilities
Halls 9 and 10, 28 to 31 October 2025, www.fsb-cologne.com



Further information

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www.aquanale.com

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