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#spogahorse2022

spoga horse 2022: Increased internationality thanks to new concept

After three successful trade fair days, spoga horse 2022 came to a close on 25 July with a strong result. About 5,000 trade visitors from 73 countries attended the leading global B2B trade fair for the equestrian industry to experience the current trends and new products, to network and inform themselves in the scope of inspiring talks and events. "The new concept and diverse range of products and services at spoga horse 2022 was very well received by trade visitors and exhibitors", said Oliver Frese, Executive Vice President and COO of Koelnmesse GmbH. The internationality grew to 73 percent. "I am particularly pleased about the large participation from abroad, both on the part of trade visitors and exhibitors. This not only underlines the relevance of spoga horse as a leading B2B trade fair, but also shows that the industry feels comfortable and secure at the fair." Overall, 329 exhibitors from 26 countries presented equestrian sport products and services.

Not only the organisers, but also national and international exhibitors were pleased about the return of spoga horse.

Stefan Rosenkranz, Managing Director of BSI - Bundesverband der Deutschen Sportartikel-Industrie e.V. (Federal Association of the German Sporting Goods Industry): "After the break in the fair caused by the pandemic, the restart of spoga horse was a special challenge for the fair and also for all exhibitors. It was therefore very impressive to see how many brands continued to show their commitment to a world-leading equestrian sport trade fair. The digital and live supporting programme at spoga horse THE STAGE was particularly positive, with interesting panel discussions, lectures and fashion shows, which created a lively event. We are very grateful for the determination and commitment of the exhibitors and visitors who chose to attend the fair. Even though trade visitors from Germany in particular were not yet present in the desired numbers, we believe in the future of spoga horse and are already looking forward - hopefully in a "normal environment" again - to a successful fair from 4 to 6 February 2023."

Yves Joosen, Managing Director of Kevin Bacon: "For us, the contacts we have made at spoga horse are very interesting and important. That's why spoga horse is an important trade fair for us, in order to further develop the relationships we have made. You really notice that there is someone in the organisation who understands the equestrian business and the world we all live in."

Katharina Hironimus-Dalic, founder and CEO of the start-up equimus: "For us, the



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first time spoga horse was not only our entry into the B2B business, but also a great opportunity to network in the equestrian industry. I am delighted that we are already so well perceived with our products and that sustainability in connection with functionality is becoming more and more important - also in equestrian sports. We are looking forward to spoga horse 2023!"

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Plenty of new aspects for the trade audience

In 2022 spoga horse introduced a totally new concept, which convinced with its combination between an exhibition, event, information and educational platform. The highlights:

- Informative panel discussions with strong content partners on trend topics such as sustainability, animal welfare and digitalisation took place on the main platform, **THE STAGE**.
- The **spoga horse TOP INNOVATIONS 2022** distinguished the most exciting industry innovations for the second time. (The five winners were: NOVOSTABLE SMART CAM ONE by NOVOSTABLE, Infinity by De Sutter Naturally, horseshape platform by TEC Competence GmbH & Co. KG, Pivo Pod Active by 3i Inc and Cool Air Bandage & Leg wraps by Estrelle Equestrian; for further information see [here](#)). The winners and all 30 nominees were displayed on the BOULEVARD OF INNOVATIONS in an eye-catching way for visitors.
- International top brands presented their new collections with an impressive programme on the **spoga horse FASHION WALK**.
- In the scope of the **spoga horse CREATOR DAYS partnering with SehrwieViel**, over 70 creators received further training in the course of diverse keynotes and workshops, networked with the companies present, got to know the trade fair and ultimately produced extensive content on the social media networks.
- Beyond the exhibition halls, both the visitors and the exhibitors were also able to follow the extensive trade fair programme on the digital content and networking platform **spoga horse @home** and via the **spoga horse app**. In the run-up to the fair, the industry met online at various pre-events to discuss hot topics such as influencer marketing and sustainability. After the fair, numerous contents are also available on-demand.

The winners of the Reitsport Branche Retailer Award 2022 powered by spoga horse

For the first time this year, the trade magazine Reitsport BRANCHE (Equestrian sport INDUSTRY) launched the Reitsport BRANCHE Retailer Award Germany/Europe powered by spoga horse together with and as the media partner of spoga horse. The best equestrian sport retailers from Germany and Europe were distinguished and honoured on THE STAGE live at spoga horse 2022 on 24.07.22. The German company "Reitsport Matzen" topped the ranks at both German and European level. The winners at a glance:

Best Retailer Germany 2022: Reitsport Matzen

TOP Retailers Europe 2022: Hogsta Ridsport (Sweden), Ruitersport Equidrôme (the Netherlands), Selleria Faggini (Italy), Reitsport Matzen (Germany)

Michael Meenen, Chief Editor Reitsport BRANCHE on Reitsport Matzen's double distinction: "Among other things the fact that Reitsport Matzen has further developed over the last years in a thoroughly creative manner was decisive for the decision. The owner, Antje Matzen's innovative and competent team playfully master the balancing act between stylish and down-to-earth. The exclusive shop design was just as impressive as the care and promotion of young riders in the company's own Pony Club with around 120 children."

Outlook for spoga horse 2023

After the successful re-start of spoga horse 2022, the plans for the 2023 event are pacing ahead. The next edition of spoga horse will be staged in Cologne and online from 4 to 6 February.

Dr. Maria Näther, Director spoga horse, gave an initial foretaste: "In spite of all the challenges it was important and right to stage spoga horse 2022 on this special venue date. The strong result in particular proves it was the right decision. Which is why we are all the more delighted to return to our usual date in 2023, to be precise from 4 to 6 February. The industry can look forward to plenty of new and trusted elements."

The offer for young, innovative companies had also been highly claimed in 2022: This year, twice as many German start-ups were represented in Hall 8 compared to the last event. "In 2023 we will set up an international start-up village to offer young, innovative companies from around the world the chance to make an effective appearance at the trade fair. Furthermore, our innovation competition spoga horse TOP INNOVATIONS will be back - we are already looking forward to receiving many exciting entries." The kick-off of the spoga horse CREATOR DAYS was also a great success with over 70 participants. The latter were almost unanimously in favour of the format being held again in 2023.

spoga horse 2022 in figures:

329 companies from 26 countries, 77 percent of which came from abroad, participated at spoga horse 2022. Including estimates for the last day of the fair, around 5,000 visitors from 73 countries attended spoga horse 2022. The share of foreign trade visitors was around 73 percent.

Note for editorial offices:

spoga horse photos are available in our image database on the Internet at www.spogahorse.com in the "News" section or www.spogahorse.com/imagedatabase
Press information is available at: www.spogahorse.com/pressinformation
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