

No. 2 / 2023, Cologne
#spogahorse2023

spoga horse 2023: Setting new impulses together

Leading B2B trade fair of the worldwide equestrian industry to be held at the Cologne exhibition halls again from 04.-06.02.2023 +++ Many renowned, international brands are exhibiting +++ Central main platform THE STAGE is the hub of the diversified programme +++ "EQUI LIVING" special event places the focus on the changing living space of the horse +++ spoga horse TOP INNOVATIONS distinguish THE industry's new products +++ spoga horse CREATOR DAYS connect brands, influencers and professionals +++ Start-up Village draws the industry's attention to young innovative minds from all over the globe

Hooves are already being scraped in anticipation: The preparations for spoga horse are in full swing. The objective is to offer the high number of strong brands and individual exhibitors the best possible stage from 4 to 6 February. Above all the excellent quality of international brands like Animo, CWD, Bucas, Böckmann, HKM, Leovet, KASK, Kentucky Horseware, KEP, Kingsland, Tommy Hilfiger, Pikeur/Eskadron, Roeckl, Samshild, Sprenger, UVEX, QHP, Waldhausen and many more must be underlined this year.

The main platform, THE STAGE, is the hub of the diversified programme. The trade fair focuses on the large main platform called THE STAGE - the large central zone, where among others the spoga horse FASHION WALK, the award ceremony of spoga horse TOP INNOVATIONS, the Equestrian Sport Industry Retail Award as well as exciting panels and discussions will take place. Particular attention will be paid here to the themes sustainability, digitalisation or the horse within society. The event will be hosted by Annica Hansen, who has among others presented various TV formats and currently reports about equestrian sport topics on diverse social media platforms.

The annually staged spoga horse TOP INNOVATIONS lend these innovations the perfect platform. 30 products are shortlisted and exhibited on the BOULEVARD OF INNOVATIONS, five of which are ultimately distinguished as spoga horse TOP INNOVATIONS 2023. The winners are selected by an international, high-calibre expert jury from the three sectors Retail, Professional and Influencers. At 2:00 p.m. on Saturday the award ceremony will take place on THE STAGE.

Furthermore, in the scope of the new "EQUI LIVING" special event in Hall 8, spoga horse 2023 is showing where the living space of the horse is headed and how it is changing - on the request of the owners and in line with the current political, ecological and economic developments. A wide range of partners, such as Röwer & Rüb, HAU, HIT or Böckmann are supporting this special event with their new



spoga horse
04.02. - 06.02.2023
www.spogahorse.com

Your contact:
Frank Habekost
Tel.
+49 221 821-2063
e-mail
f.habekost@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

products. This topic will be enhanced by a panel discussion and exciting guests on THE STAGE at 3:00 p.m. on Saturday, 4 February.

Page

2/2

Note for editorial offices:

spoga horse photos are available in our image database on the Internet at www.spogahorse.com/imagedatabase.

Press information is available at: www.spogahorse.com/pressinformation

If you reprint this document, please send us a sample copy.

spoga horse on Facebook:

www.facebook.com/spogahorse

spoga horse on Instagram:

www.instagram.com/spogahorse/

Your contact:

Frank Habekost

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Köln

Deutschland

Telefon: + 49 221 821-2063

f.habekost@koelnmesse.de

www.koelnmesse.de