

No. 5 / February 2023, Cologne
#spogahorse2023

spoga horse 2023: Leading trade fair is shaping the future of the equestrian industry with a new concept

Inspiring discussions and lectures, a fantastic line-up of brands as well as individual exhibitors and diverse award-winning innovations: That is the resumé of spoga horse 2023. Over the course of three successful trade show days, around 6,200 visitors from 65 countries came together at the international trading platform of the equestrian industry to inform themselves about the comprehensive offer for the horse and rider. 320 exhibitors namely presented the current and future trends of the industry. The hybrid leading trade fair concept that rests on the three pillars - exhibition, content and networking - was now implemented on its original venue date for the first time. The "spoga horse TOP INNOVATIONS" competition, lectures and panel discussions, Fashion Walks, start-up pitches and many more highlights could be watched live or subsequently called up on demand. The response of the exhibitors was thoroughly positive, which was also reflected by the figures. In this connection, at 64 percent the share of international exhibitors is particularly pleasing. "The strong result shows that the readiness of the exhibitors to assert themselves at the trade fair has totally paid off," emphasised Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "We find it important particularly in these times to stage spoga horse on its customary annual date in February again. That gives the industry plannability and security and will enable spoga horse to grow further in the future too," he added. The exhibiting companies proved to be more than satisfied after the trade fair closed too.

Stefan Rosenkranz, Chief Operating Officer of the BSI - Association of the German Sports Goods Industry e.V.: "After an unscheduled trade fair in the summer of 2022, spoga horse is now returning to its originally planned schedule date. The entire set-up, the number and quality of the exhibitors and above all the significant increase in the number of visitors speak in favour of the positive development of spoga horse as the leading global trade fair of the equestrian sport. In addition to the many international trade visitors, the extremely high frequency of visitors from the German equestrian sport specialised trade was also very pleasing. Alongside the good overview of the brands and product ranges, the spoga horse stage with its exciting lectures and discussions on current industry themes rounded off the programme perfectly. We are already looking forward to seeing you again at the next spoga horse!"



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

Martin Sprenger, Chief Operating Officer of Sprenger Pferdesport: "We have been exhibiting at spoga horse for over 50 years and are still impressed at all of what is offered on the programme here. Of course, some things have changed over all the years as a result of new technologies and mega trends such as digitalisation and sustainability. Here, of course, it is necessary to develop innovative business models that keep abreast of the changes within the industry. At spoga horse we notice: Things really do change here."

Chris Franzius, Chief Operating Officer at Barnery: "We are totally delighted that we were able to participate in the Start-up Village at spoga horse this year. It was the best decision for us and our company to present our product to the international equestrian market. Simply just wow!"

Martin Koller, CEO of Tommy Hilfiger Equestrian: "spoga horse gave us the framework conditions to present our brand perfectly. The trade fair was very successful for us and we had great fun!"

Numerous highlights at spoga horse 2023

In the year 2023, there was a great deal of development at spoga horse: The bundled concept comprising of an exhibition, event, information and training platform was expanded and the entire programme was streamed by ClipMyHorse for the first time.

The central hub was the large main platform called THE STAGE, 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 took place. Particular attention was placed here on the themes sustainability, digitalisation or the horse within society. The event was hosted by Annica Hansen, who has among others presented various TV formats and currently reports about equestrian sport topics on diverse social media platforms.

Furthermore, in the scope of the new "EQUI LIVING" special event in Hall 8, spoga horse 2023 showed where the living space of the horse is headed and how it is changing in line with the current political, ecological and economic developments.

A wide range of content partners, such as Röwer & Rüb, HAU, HIT or Böckmann supported this special event with their new products. The show was enhanced by a panel discussion and exciting guests, including several influencers.

Beyond this, the international Start-up Village was expanded this year to offer young, innovative companies of the industry the chance to make an effective appearance at the trade fair.

Award ceremony of the TOP INNOVATIONS and the special prize

The spoga horse TOP INNOVATIONS that are presented annually were a further highlight. A high-calibre international expert jury selected the five in their opinion most innovative products from a pre-selection of 30 products. It was possible to admire the nominated innovations on the BOULEVARD OF INNOVATIONS throughout the entire duration of the trade fair. The products of the following companies were

distinguished: Barnery GbR, Equestrian Technology, Joh's Stübben GmbH & Co KG., Röwer & Rüb GmbH, Suedwind Footwear - H+P Handels GmbH & Co. KG. A special prize was awarded in the Equine Professionals section for the first time too. Here, the target group of equine professionals actively select new "out of the box" ideas, which make everyday life easier for the horse and rider. The special prize went to the company Hoofbeat, who have developed a mobile gait mapping system that monitors the well-being of the horse via data recognition. The special prize was awarded by BARN NET, a partner of spoga horse.

Presentation of the Equestrian Sport Industry Retailer Awards

The decision had also been eagerly awaited to see which international equestrian sport specialised stores would assert themselves in the second edition of the Equestrian Sport Industry Retailer Award Europe 2023 powered by spoga horse. Here the jury selected the following outstanding specialised stores: HypoStore (Emmeloord / the Netherlands), GNL Gabriela Wójcicka (Lodz / Poland), last year's winner Selleria Faggin (Padua / Italy) as well as the Best Retailer 2023 from Germany Reitsport Manski.

Outlook for spoga horse 2024

After the successful re-start of spoga horse 2022, the plans for the 2023 event were pacing ahead. Having only six months' preparation time for the trade fair in 2023, was a tough task for the team. "In spite of this short period, it was the right decision to return to the original schedule date of spoga horse. It was lovely to see and hear that the industry wouldn't like to miss out on the exchange and content platform spoga horse," said Dr. Maria Näther, Director of spoga horse.

In addition to the special prize in the Equine Professional section that was awarded for the first time, in all probability there is going to be a further special prize in the section Sustainability in the coming year. One thing is sure: The equestrian industry is on the move and needs to find sustainable alternatives for an ecological 'hoof print'. The respective innovations will be presented and distinguished at spoga horse 2024. "We are already looking forward to the many fantastic submissions now," Dr. Maria Näther concluded.

spoga horse 2023 in figures:

316 companies from 30 countries, 78 percent of which were from abroad, participated at spoga horse 2023. Around 6,200 visitors from 65 countries attended spoga horse 2023. More than 60 influencers reported live about spoga horse on-site. The share of international trade visitors was 64 percent.

Note for editorial offices:in

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/

Page
4/4

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