

No. 1 / August 2023, Cologne
#spogahorse2024

spoga horse TOP INNOVATIONS enters the 4th round in 2024

+++ International jury selects the best 30 equestrian industry innovations worldwide +++ 5 winners receive the distinction spoga horse TOP INNOVATION +++ Apply now - the entry deadline is 1 December 2023 +++

spoga horse is presenting the most famous innovation competition of the equestrian industry for the 4th time already. The applications can be submitted immediately via [spoga horse's website](https://www.spogahorse.com/) . The entry deadline is 1 December 2023.

Special participation conditions

All registered spoga horse exhibitors and young start-ups that have not been on the market for longer than 5 years are eligible for participation. The participation fee is €255 per product. The further terms and conditions are available under the following [link](#).

International jury

The internationally renowned jury will select the 30 strongest innovations from among all of the entries. The 30 nominees will be announced on 15 January 2024. The best 5 innovations will be awarded the title spoga horse TOP INNOVATION and the respective trophy at spoga horse 2024 on 3 February during the prestigious award ceremony on the STAGE.

The jury for 2024 comprises of experts from the sections Professionals, Retailers and Influencers:

Influencer:

- Hella Gabbert, Influencer from Germany
- Evan Donadt, Social Media Content Creator from the USA

Retailer:

- Andreas Manski, Specialised Dealer from Germany - winner of the Reitsport BRANCHE Retailer Award 2023
- Beata Dahlén, Buyer/Product Developer of the company Hööks from Sweden

Professional:

- Malin Hansen, Eventer and Trainer from Germany
- Thibault Delattre, Project Manager & International Manager of Pole Hippolia from France

Evaluation criteria



spoga horse
03.02. - 05.02.2024
<https://www.spogahorse.com/>

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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

The jury evaluates the innovations according to the following 8 criteria:

- Mini pitch for the product (possible as a video link)
- Innovation strategy & approach
- Sustainability
- Differentiation to rival products
- Durability & quality
- Functionality and operation
- Design
- Overall concept

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About spoga horse

spoga horse is the leading B2B trade fair for the worldwide equestrian industry and takes place once a year in Cologne. With its high number of exhibitors and visitors and its in future significantly extensive digital offer, spoga horse is the B2B platform and the "place-to-be" with the most relevance and the highest reach within the industry.

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.

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