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#spogahorse2024

spoga horse 2024: Growth and innovation at every turn

Over 400 exhibitors, 82 percent from abroad +++ Over 7,700 visitors from 72 countries +++ Over a hundred influencers at spoga horse CREATOR DAYS +++ Further growth and expansion of offering range planned for 2025

spoga horse 2024 convinces with a positive result: Compared to last year, the leading and innovative trade fair for the global equine sports industry has grown significantly in all parameters this year and has once again consolidated its international pioneer status. Over 7,700 visitors from 72 countries attended the trade fair, an increase of around 25 percent compared to 2023. More than 400 exhibitors (+25 percent compared to 2023) from 30 countries presented current and future trends. The proportion of exhibitors from abroad rose to 82 percent (2023: 76 percent). Once again, the combination of diverse business opportunities, an entertaining supporting programme, inspiring panel discussions and networking and education opportunities were at the heart of the success. This was complemented by the broad mix of exhibitors, from established brands to innovative start-ups. The extensive involvement of influencers in all aspects of the show was unique in the industry. "The fact that the fair is growing so comprehensively is a clear sign that the industry has accepted our strategic direction and the February date," says Oliver Frese, COO of Koelnmesse GmbH. "I am also particularly pleased that we are not only more international all round but have also recorded a strong increase in the number of visitors from German-speaking countries compared to last year. The exhibitors confirm this time and again: Trade visitors come to spoga horse with significant order volumes, and business is done at our trade fair," adds Frese. The exhibitors were equally positive.

Stefan Rosenkranz, Managing Director of BSI - Bundesverband der Deutschen Sportartikel-Industrie e.V.: "We can draw an extremely positive conclusion. The trade fair has now established itself as the world's leading B2B trade fair for the equestrian sports industry, which is confirmed by the significant increase in the number of visitors from Germany and abroad. Amongst other things, the high level of innovation in many areas of the industry should be highlighted. The varied supporting programme was also well received. Despite the challenging economic environment, our member companies were able to hold very good discussions with their trading partners. We are already looking forward to an exciting and innovative spoga horse 2025!"

Michael Manefeld, Managing Director of Waldhausen GmbH & Co. KG: "spoga horse is the leading B2B trade fair for equestrian sports, and this year it has once again



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proved this. This is where the business of tomorrow is done.”

Page
2/5

Jonas Niemeyer, CEO of HKM Sports Equipment GmbH: “As the leading B2B trade fair for the global equine industry, spoga horse 2024 has once again proven that it is the perfect event in the annual calendar for networking, opening up new sales regions, maintaining existing customer relationships and gaining new ones, as well as presenting new products/innovations to a broad trade audience. We are also pleased to see that this year there has been a greater focus on the very important issue of increasing the sustainability efforts of the entire industry - and we are responding with a number of new product capsules. This year, for example, we presented a new OEKO-TEX STANDARD 100 trouser concept for the first time, which is unique in the industry.”

Lars Beck, CEO of Kingsland Equestrian: “spoga horse 2024 has been a great success for Kingsland Equestrian. The combination of cutting-edge technologies such as Polygiene®, Tanatex, iwarm, and PrimaLoft® ThermoPlume™, along with fashion-forward functional designs in our AW 2024 collection, has attracted significant attention from enthusiasts and professionals in the industry. And this year’s fair is particularly special for us as we celebrate Kingsland’s 25th anniversary.”

Andrea Rasia, CEO of Prestige Italia: “As longstanding exhibitors at spoga horse, we are thrilled to report an exceptionally positive turnout this year. The enthusiastic reception and interest in our newest products, in particular Prestige Brillante AS-X and Rubino AS-X, featuring the game-changing AS-X Technology, have been remarkable. Moreover, winning the spoga horse TOP INNOVATIONS 2024 award is a testament to the impact these innovations are making in the equestrian industry. With great excitement, we eagerly look forward to the upcoming editions to continue pushing the boundaries of innovation and excellence.”

Highlights of spoga horse 2024

In 2024, spoga horse scored again with its concept of an exhibition, event, information, and training platform. Numerous parts of the programme could be streamed via [ClipMyHorse.TV](https://clipmyhorse.tv) and watched later as video on demand.

The anchor point of spoga horse 24 was the large main stage, THE STAGE, where the spoga horse TOP INNOVATIONS, the spoga horse FASHION WALK, start-up pitches and numerous panel discussions took place. This year, the latter focused on topics such as sustainability, (social media) marketing, promoting young talent and equine health. The event was hosted by Annica Hansen, who has made a name for herself as a TV presenter, entrepreneur, and influencer.

The special show "EQUI LIVING" focused on the topic "Healthy stomach, healthy horse" in 2024. Together with the feed experts and consultants from EQUOVIS, the latest findings on stomach-friendly, adaptable, and economical nutrition were presented and discussed.

For the third time, the spoga horse CREATOR DAYS in cooperation with SehrwieViel was THE industry meeting point for social media marketing and influencer marketing

in equestrian sports. Over a hundred influencers attended numerous keynotes, panel discussions and interviews to learn more and network with key brands in the equestrian industry.

Page
3/5

On the 4th and 5th of February, professionals from all areas of the equestrian industry came together with companies, brands, and organisations for the first time at the interdisciplinary congress BARN NET CONNECT to exchange ideas, projects and perspectives, discuss challenges, illuminate controversies and find common ground for the future of the equestrian world.

Sebastian Rosito, Senior Vice President at Koelnmesse GmbH: "The diversity of our programme, our exhibitors and our visitors already shows where spoga horse is heading. We are working very actively to ensure that we really do bring together all the players in the sector at the trade fair. At the same time, we are concentrating on further developing the growth areas of the trade fair."

spoga horse TOP INNOVATIONS 2024

Once again, five companies have been awarded the prestigious spoga horse TOP INNOVATIONS award. This year, a top-class international jury of experts went through nearly 60 entries, narrowed them down to 32 nominees and finally selected the five most innovative products in their opinion. All the nominated innovations were on display in the BOULEVARD OF INNOVATIONS throughout the show.

The winning products were from the following companies: Horseware Ireland, Prestige Italia Spa, Struck Apparel, uvex sports GmbH and WeatherBeeta UK Ltd.

The special 'Best Start-up Product' award was presented for the first time at spoga horse 2024 to recognise the innovative strength of the many start-ups exhibiting and taking part in the competition. This year, the special prize went to Barnery GbR for their magnetic bridle holder 'Barnery 2'.

The Equine Professional Favourite powered by BARN NET special prize was also awarded for the second year running. The prize is a special award for the most promising innovation from the point of view of those who work with horses daily and was chosen by a jury of over 50 professionals. This year's winner of the special prize was Vierkant Software GmbH with its AI-based app "focus horse".

All winning products and the 32 nominees can still be viewed on spogahorse.com.

Reitsport BRANCHE Retailer Awards 2024 powered by spoga horse

In the third edition of the Reitsport BRANCHE Retailer Awards powered by spoga horse, a total of 14 international equestrian sports shops were honoured for their special achievements in 2024. This year's winners were Fundis Reitsport, Helle Kleven Shop, Hipposport Schwäbisch Gmünd, Hofmeister Pferdesport, Horse Reitsport, Hotti 24 - Reitsport von Nüx, Reitsport Fröhlich GmbH, Reitsport Live GbR, Reitsport Manski, Reitsport Ottenhues, Reitsport Schuldt, Tempel Pferdesport, Weissl GmbH and Horse Shop Landenhausen - the latter receiving the coveted "Best Retailer

Germany" award.

Page
4/5

Outlook for spoga horse 2025

The spoga horse team is looking forward to the next event with great expectations due to the strong growth across the board and the large number of international participants. "The entire team has once again worked extremely hard to ensure that spoga horse maintains its position as the world's leading trade and innovation fair for the equestrian industry. We are now enthusiastically preparing for 2025, and companies who want to take part again can already book their space," says J. Bernd Voss, Director of spoga horse. In addition to the clear goal of attracting even more visitors and exhibitors to the next event, there is a clear focus on expanding the target group. "This year has already shown that we appeal to a very broad public and a very broad range of exhibitors. However, our declared aim is to truly bring together the entire B2B community of the equestrian industry at spoga horse. After all, in addition to the classics such as the retail market, riding schools & co. also contribute to the business. We will certainly take this into account in 2025," concludes J. Bernd Voss.

spoga horse 2024 in figures

More than 400 companies from 30 countries took part in spoga horse 2024, 82 percent of them from abroad. Including estimates for the last day of the fair, over 7.700 visitors from 72 countries were counted at spoga horse 2024. More than one hundred influencers reported live from spoga horse. The proportion of trade visitors from abroad was 60 percent.

Note for editorial offices:

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Page
5/5