

No. 2 / October 2024, Cologne
#spogahorse

spoga horse TOP INNOVATIONS 2025: The industry's best new products under focus

+++ International jury selects the up to 30 best innovations of the worldwide equestrian sport industry at spoga horse 2025 +++ 5 winners receive the renowned distinction spoga horse TOP INNOVATION +++ Apply now - the application deadline is 22 November 2024 +++

The renowned innovation competition, spoga horse TOP INNOVATIONS, is entering the fifth round. Applications can be submitted with immediate effect [via spoga horse's website](#). The entry deadline is already on **22 November 2024**.

Conditions of participation

All registered exhibitors of spoga horse 2025 are eligible to participate. Exclusively new, innovative products can be taken into consideration for the spoga horse TOP INNOVATIONS. The participation fee is €260 per entry. Further conditions of participation can be found under this [link](#).

Interdisciplinary jury elects the spoga horse TOP INNOVATIONS 2025

An international jury will nominate up to 30 innovations from among all of the entries. These serve as a pre-selection. These nominations will be announced on 10 January 2025. The five most outstanding products will be distinguished with the title "spoga horse TOP INNOVATION" and a corresponding trophy on 8 February 2025 in the scope of the prestigious award ceremony on the most important platform, the spoga horse THE STAGE.

The jury, which comprises of an interdisciplinary panel of top-class experts from the fields of Sport & Breeding, Creators, Science and the trade, will be announced soon.

All of the evaluation criteria at a glance

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

About spoga horse



spoga horse
08.02. - 10.02.2025
www.spogahorse.com

Your contact:
Franz Peter Mann
Tel.
+49 221 821-2528
e-mail
F.Mann@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

spoga horse is the leading B2B trade fair for the international equestrian sport industry, which comes together once a year in the exhibition halls of Koelnmesse. It serves as a global display window for the latest innovations and trends - from fashion, to equestrian sport accessories, feed, investment goods for the stable and transport, through to new care and health products. With its high number of exhibitors and visitors and significantly extended digital offer, spoga horse positions itself as the central B2B platform and the "place-to-be" with the most relevance and the highest reach within the industry.

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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

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Your contact:

Franz Mann

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Köln

Deutschland

Telefon: + 49 221 821-2528

f.mann@koelnmesse.de

www.koelnmesse.de