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#spogahorse

Brand diversity, growth in the number of exhibitors, Jessica von Bredow-Werndl as the star guest, youth promotion, E-COMMERCE VILLAGE and much more: spoga horse 2025 sets new benchmarks

The global equestrian industry is excitedly awaiting its annual highlight: the leading B2B innovation trade fair, spoga horse 2025. Once again from 8 to 10 February the "who's who" of the equestrian industry will be meeting up in Cologne to let themselves be inspired, do business, network and share what unites them all - their common love of horses. The high demand for tickets is already delighting all involved and impressively demonstrates the significance the trade fair has for the industry.

Around 450 partners from 32 countries will present their latest products, services and projects. From equestrian sport equipment, fashion and feed, through to high-tech solutions for transportation and the stable - spoga horse is the number 1 trading platform for companies of all sizes.

EQUI LIVING "next generation" special event

The EQUI LIVING special event in Hall 8 offers a platform for forward-looking solutions and places the focus on a key issue: "How can we encourage children to ride?" From toys to sponsoring projects like the "100 school horses plus" project of the FN and the CAMPUS project of the CHIO Aachen, through to playful elements - on this special zone innovative approaches will be presented that make it easier for children to get a foothold in the equestrian sport and which support youth promotion long-term.

The participation of the dressage rider, Jessica von Bredow-Werndl, world champion and Olympic gold medallist as well as a role model in the world of equestrian sport, is a special highlight. She will share her expertise in appearances on THE STAGE and during the spoga horse CREATOR DAYS. Further highlights include the TOP INNOVATIONS, where the industry's best new products are distinguished as well as the FASHION WALK, which presents the latest trends and collections in a spectacular show. Furthermore, on the penultimate evening the spoga horse NIGHT powered by Bibi & Tina offers exhibitors and trade visitors the opportunity to groom business contacts and establish new business relations in a relaxed atmosphere.

The brand-new spoga horse E-COMMERCE VILLAGE in Hall 7 is a further highlight of spoga horse, because it offers the specialised trade and the industry practical



spoga horse
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www.spogahorse.com

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solutions for the digital transformation.

Page

2/2

Your invitation to spoga horse - apply for accreditation now!

spoga horse 2025 is the perfect place to actively co-shape the future of the equestrian industry and conclude business deals. Apply for accreditation today and secure your place at this global industry get-together. For further information and to register see: [spoga horse press accreditation](#).

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