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#spogahorse

spoga horse 2025 experiences strong growth: More exhibitors, more internationality, more business

Record figures for spoga horse 2025: Around 440 exhibitors (+8 percent compared to previous year) from 33 countries and a 5 percent increase in exhibition space +++ More than 8,500 visitors (+10 percent compared to previous year) from 77 countries +++ Four-time Olympic gold medallist, World and European Champion, Jessica von Bredow-Werndl celebrates premiere on THE STAGE +++ Brand-new spoga horse E-COMMERCE VILLAGE establishes itself as the industry's digitalisation platform +++ spoga horse START-UP VILLAGE doubles the number of participants up to 28 companies +++ "next generation" special event focuses on the key question: "How can we get kids riding horses?" - spoga horse sets ground-breaking impulses for a strong equestrian industry

spoga horse 2025, leading innovation trade fair of the international equestrian industry, set new benchmarks and impressively demonstrated its global relevance. From 8 to 10 February 2025, the key players of the global equestrian industry came together in the exhibition halls of Koelnmesse. Around 440 exhibitors presented innovative products and forward-looking trends, whilst more than 8,500 trade visitors used the platform to network and transact successful business deals.

spoga horse on expansion course: High level of internationality, more exhibitors and a strong brand presence

"spoga horse is not only the no. 1 ordering fair for the equestrian sport, but also a trendsetter for the entire industry. This is where decision-makers meet up to discover the latest innovations and form sustainable partnerships," emphasised Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "The increasing number of international participants underlines the appeal of spoga horse: The foreign share of the trade visitors was 58 percent and an impressive 76 percent among the exhibitors," Oliver Frese stated.

Stefan Rosenkranz, Chief Operating Officer BSI, Association of the German Sporting Goods Industry, confirmed this development: "As the leading B2B trade fair spoga horse sets new benchmarks. The high level of internationality and innovative power turn the trade fair into the most important meeting point for the trade and for industry networking."

Innovation and digitalisation are pushing the industry forward - exhibitors draw positive conclusion



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www.spogahorse.com

Your contact:
Sarah Kuna
Tel.
+49 221 821-3746
e-mail
s.kuna@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

Especially the brand-new spoga horse E-COMMERCE VILLAGE set benchmarks: As the central platform of digital solutions for the equestrian sport, it offered practical approaches for the specialised trade - from online shop design through to cash register and ERP systems. Together with the spoga horse START-UP VILLAGE, which greeted double the amount of exhibitors this year compared to the previous year and offered young companies a stage for pioneering products, Hall 7 became the innovation hub of the industry. It became apparent here that digital solutions and new business models are shaping the future of the equestrian sport.

- **Diego Zambon, General Manager, KASK:** "spoga horse 2025 has been a landmark event for KASK and marked our first joint group appearance alongside Fabbri and Vogel. This edition provided a valuable opportunity to strengthen partnerships, engage with clients from around the world, and highlight the synergy of our three brands, which are all driven by a shared dedication to innovation, quality, and craftsmanship in the equestrian industry."
- **Hans-Georg Johannsmann, Sales & Brand Manager, Pikeur Reitmoden Brinkmann GmbH & Co. KG:** "spoga horse 2025 has been a great success for us. With high visitor numbers and a strong presence from the international trade, it's given us the perfect platform for showcasing our new Pikeur and Eskadron collections. The numerous events created an impressive external impact - we are completely satisfied."
- **Sonja Pettke, Managing Director, Waldhausen GmbH & Co. KG:** "This year's spoga horse was an attractive trade fair for key market players from both the German and international markets. For Waldhausen, the event continues to be a crucial platform for engaging with the specialist trade and further developing the market."
- **Alexander Hagen, Senior Vice President International, Ariat International:** "spoga horse 2025 has been a great success for us. We welcomed numerous customers from Germany and international markets at our stand - with particularly strong interest from the export market in Eastern Europe."
- **Andrea Rasia, CEO, Prestige Italia S.p.A:** "We are delighted with our participation in spoga horse 2025. The event's organisation was very professional, and it provided us with an opportunity to engage with industry specialists, share lessons learned, and stay up to date with the latest innovations. Every edition opens up valuable prospects for mutual growth and contributes to the equestrian sector's further development. We're already looking forward to the next edition."

These were the highlights of spoga horse 2025

- **EQUI LIVING "next generation" special event:** The special area was dedicated to the question of how to inspire children for the equestrian sport again. Together with strong partners like "Pferde für unsere Kinder" (Horses for our children), CHIO Campus, KIDDINX (Biba & Tina), Coppenrath Verlag, the Hobby Horse Association and the German Equestrian Federation (FN), innovative projects and solutions were presented that make it easier to gain a foothold in the equestrian sport and reinforce youth promotion in a targeted manner.
- **Jessica von Bredow-Werndl:** The four-time Olympic gold medallist, World and European Champion, impressed the trade visitors with an inspiring lecture entitled "The Mental Game", in which she shared valuable insights into fears of failure, performance pressure and daily challenges. In her subsequent talk in the scope of

the spoga horse CREATOR DAYS format she spoke about how she masters the balance between top level sport and trailblazing business enterprise. Her summary of spoga horse: "I was impressed by spoga horse - such concentrated expertise in a relaxed, highly professional setting. The exchange with the community was something very special and a wonderful opportunity to share knowledge and inspire the next generation for the equestrian sport."

- **Surprise guest Frederic Wandres:** The team Olympic Dressage gold medallist was part of the festive farewell for Hans-G. Johannsmann (Commercial Director at Pikeur Reitmoden Brinkmann GmbH & Co KG) and thus brought a further gold medal to Cologne.
- **THE STAGE:** The main stage offered highlights like the spoga horse FASHION WALK, the spoga horse TOP INNOVATIONS, the Reitsport BRANCHE Retailer Award as well as discussions on future themes such as AI, E-Commerce and Communications. The programme was hosted by the radio and TV presenter and horse expert, Lisa Kestel.
- **CREATOR DAYS:** The spoga horse CREATOR DAYS partnering with SehrwieViel were once again the central meeting point for social media and influencer marketing in the equestrian sport. 350 participants took advantage of keynotes and panels to further educate themselves and network with leading brands.

spoga horse TOP INNOVATIONS 2025

In the scope of the spoga horse TOP INNOVATIONS Award, the trade fair once again accentuated its role as an innovation driver and distinguished trailblazing products from the equestrian industry. From the 32 entries nominated, a star-studded jury selected six winners (including the spoga horse 2025 special prize), which were officially presented with their award on THE STAGE.

This year's winners are:

- Horse Pilot
- Amahorse Trading srl
- Sueno Pets (Jaqueline Meral Susanne Lenz)
- ContiTech Deutschland GmbH - consteed
- Equisk

This year the special prize of spoga horse 2025 went to:

- REMIRA GmbH

Sebastian Rosito, Vice President Trade Fair Management at Koelnmesse GmbH, emphasised: "The spoga horse TOP INNOVATIONS confirm once more how strongly the industry is aligned towards progress and the future. With this distinction we pay tribute to outstanding services that will shape the future of the equestrian world long-term."

All of the nominated products were presented on the BOULEVARD OF INNOVATIONS and can still be viewed online at spogahorse.de.

Outlook for spoga horse 2026

"Our aim is to unite all relevant players of the equestrian industry at spoga horse," explained J. Bernd Voss, Director of spoga horse. The trade fair not only intends to expand its international reach, but also strengthen the E-Commerce segment and incorporate new target groups.

"Riding schools and other B2B stakeholders play a decisive role for the future of the equestrian industry. That is why we are planning to selectively extend our programme in 2026 to include contents and formats that are tailor-made to satisfy the industry's needs." Voss stated. "We were already able to set important impulses in 2025. We will also implement our resources targetedly in 2026 to further develop the event and further increase the growth in all sections." The aim is to expand spoga horse as an integral meeting point that equally covers the trade, innovation and education.

spoga horse 2025 in figures

- 436 exhibitors from 33 countries
- More than 8,500 trade visitors from 77 countries (58 percent internationality)
- 350 participants on-site and at the spoga horse CREATOR DAYS

Thanks to spoga horse, Cologne remains to be the meeting point of the global equestrian industry and continues to set benchmarks in the fields of innovation and networking. The preparations for the next event are already in full swing - spoga horse 2026 is scheduled to take place from 7 to 9 February.

Note for editorial offices:

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Your contact for any requests:

Sarah Kuna

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-3746

Mobile +49 176 125-63293
s.kuna@koelnmesse.de
www.koelnmesse.com