

No. 6 / 2025, Cologne
#spogahorse

Strong signal for the equestrian sport industry: spoga horse and BSI extend cooperation

spoga horse and the Association of the German Sporting Goods Industry (BSI) are continuing their successful collaboration: The cooperation will be strengthened long-term and strategically expanded.

The long-standing and trustful partnership between spoga horse and the BSI plays a decisive role for the further development of the trade fair and of the entire equestrian sport industry. By extending the cooperation, both parties are confirming their joint goal to further develop the trade fair as the leading international platform, strengthen its global reach and promote innovations within the industry in a targeted manner.

"Our industry needs consistency, innovation and growth. By continuing and intensifying our partnership we are addressing precisely these issues: We are reinforcing spoga horse as an international industry meeting point and are jointly pushing its further development forward," emphasised Oliver Frese, Chief Operating Officer of Koelnmesse GmbH.

Stefan Rosenkranz, Chief Operating Officer of the German Sporting Goods Industry, also considers the extension of the cooperation to be an important step: "We are delighted about the continuation of our meanwhile very close and fruitful cooperation. The recent successful edition of spoga horse and joint projects like the new equestrian sport consumer survey demonstrate impressively, what our partnership makes possible."

The successful cooperation not only underlines the leading role of spoga horse as a B2B platform of the international equestrian industry, but also significantly contributes towards its strategic further development.

Photo to download: <https://koelnmesse.onlinemedianet.de/originalPreviewJW.jsp?previewGUID=B345FA96-460A-4BEB-AF48-A6D0E796057B>

For further information see: www.spogahorse.com

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.



spoga horse
08.02. - 10.02.2025
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

spoga horse on Facebook:

www.facebook.com/spogahorse

spoga horse on Instagram:

www.instagram.com/spogahorse/

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