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#spogahorse

New villages, new opportunities: spoga horse 2026 brings the DOG VILLAGE onto the exhibition area

spoga horse 2026 is marked by further development. The leading international trade fair of the equestrian industry is introducing the DOG VILLAGE for the first time at the coming event - a new participation format especially for the suppliers of products for dogs. Furthermore, the offer is going to be expanded to include the STABLE VILLAGE, which addresses the suppliers of capital goods.

On introducing the DOG VILLAGE, spoga horse is tapping into a rapidly expanding segment that has high relevance for the equestrian sport trade. Over half of all horse owners also have a dog, the share within the equestrian sport community is likely to be even higher. Many suppliers have therefore already expanded their product range accordingly. The new participation format offers brands from the dog supplies, dog food, care, health and accessories sections a clearly visible, thematically focused presentation area at spoga horse for the first time.

"The connection between horses and dogs has long since become reality in the everyday lives of the horse community. Dogs are becoming increasingly more present in the equestrian sport trade too and the product offer more diversified. In the DOG VILLAGE section, we are creating scope for this lifestyle and are lending a growing market segment an attractive platform at spoga horse. spoga horse is thus building on its strong position to further expand its profile," stated Oliver Frese, Chief Operating Officer of Koelnmesse.

DOG VILLAGE and STABLE VILLAGE will enhance the concept in future

In addition to the DOG VILLAGE, a second participation format is making its debut: the brand-new STABLE VILLAGE. The STABLE VILLAGE addresses suppliers from the stable and paddock technology and transport vehicle sections.

The German Association of Sporting Goods Industry (BSI) also welcomes the enhancements: "We support the decision to expand the offer of spoga horse to include the sections Capital Goods and Dogs. The two villages offer two new, attractive participation formats to position spoga horse as the leading global trade fair of the equestrian sport," stated Stefan Rosenkranz, Chief Operating Officer of the BSI.

spoga horse remains to be the industry's driving force

With the introduction of the two new VILLAGES spoga horse is responding to the current market developments and once again positioning itself as the pacesetter of the industry. Both formats follow spoga horse's successful village strategy, which already set impulses with the START-UP VILLAGE and E-COMMERCE VILLAGE. The



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current booking status for spoga horse 2026 also underscores this development: Almost 90 percent of the available exhibition space has already been allocated - a strong sign of the industry's confidence and the relevance of the trade fair as a key business platform. spoga horse 2026 is scheduled to take place from 7 to 9 February 2026 in Cologne.

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