

No. 1 / November 2025, Cologne
#spogahorse

spoga horse 2026 almost sold-out / Regine Mispelkamp as the star guest in Cologne / Ticket shop is open

The excitement is rising: Heading into its final stages spoga horse 2026 is sending out positive signals. The leading international B2B trade fair for the equestrian sport is already almost fully-booked, which underlines its high relevance for the industry. The ticket shop has been open since mid-October and visitors can look forward to a special star guest: the para-dressage Olympic participant, Regine Mispelkamp, who will be holding a keynote speech on THE STAGE entitled "The person behind the performance".

spoga horse 2026 is already recording an excellent number of exhibitor registrations months before the trade fair opens and is confirming its role as the leading global trade fair for the equestrian sport. Almost all available exhibition space has already been booked. This is clear evidence of its strong market position and the high international demand. Over 440 exhibitors from 32 countries are awaited at the coming edition. With an international share of around 80 percent, spoga horse thus remains the global meeting point for the trade, industry and for the international equestrian community.

The market-dominating brands that have already confirmed their participation include Amahorse, Albert Kerbl, Ariat, Cavallo, Equest, Equovis, HKM, KASK, KEP Italia, Kingsland, LeMieux, Passier, Pikeur, Röwer & Rüb, Samshield, Schockemöhle Sports, Sommer, Sprenger, UVEX Sports, Vestrum and Waldhausen.

Bernd Voss, Director of spoga horse, stated, "spoga horse 2026 is going to be a major business event. First of all, I would like to thank our many exhibitors, who place their trust in us. I am expecting an event that will get the fiscal year and the World Championships year 2026 off to a perfect start for all parties involved. I hope the success of spoga horse will serve as encouragement for show organisers, who are currently facing challenges in running their events. In addition to the established segments Fashion, Equipment for Horse and Rider, as well as Horse Care and Health, we have significantly further expanded the range of spoga horse's offerings with our Village concepts for capital goods, digital products, young companies and last, but not least with the new Dog Village powered by pet and have thus once again increased its appeal for our trade visitors."

A special highlight this year: The currently most successful para-dressage rider and Olympic participant, Regine Mispelkamp, will make an appearance on THE STAGE as a star guest and hold a keynote speech on the theme "The person behind the



spoga horse
07.02. - 09.02.2026
www.spogahorse.com

Your contact:
Paul Schubert
Tel.
+49 17612563104
e-mail
p.schubert@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

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

performance". After winning two silver and one bronze medal, the four-time German Champion dominated the medal table at the 2024 Paralympics with Highlander Delight's. This year she claimed the silver medal at the German Championships with her top young horse, Pramwaldshof's Bayala. At the recent European Championships in Ermelo in the Netherlands, she was nominated for the German team with Pramwaldshof's Bayala and won three gold medals with the Oldenburg mare: Team gold, individual gold and finally gold in the freestyle!

The TOP INNOVATIONS are a further highlight in the programme. The award is the most prestigious innovation competition in the equestrian industry and recognises the most innovative products in the areas of fashion, equipment, horse care, digital services and health. This year up to 20 new products will be nominated, five will ultimately be selected as the winners. The distinguished jury consists of Matthes Röckener, Karsten Lütteken (Beerbaum Stables), Audrey Chong (The Tack Shop Singapore) and Annalisa Sella (Equestrian Hub Middle East, Dubai).

For anyone, who wants to be there live: Seize this opportunity now and purchase your ticket. The spoga horse app is now also available in the App Store and on Google Play. Accreditation for press representatives will also be available shortly.

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 on Facebook:

www.facebook.com/spogahorse

spoga horse on Instagram:

www.instagram.com/spogahorse/

Your contact for any requests:

Paul Schubert
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-3217
p.schubert@koelnmesse.de
www.koelnmesse.com