

No. 2 / 2026, Cologne
#spogahorse

spoga horse 2026 heading for the World Championships year with a strong tailwind: More exhibitors, more space, almost fully-booked

Approaching its final stages, spoga horse 2026 is sending positive signals. The leading international B2B trade fair for the equestrian industry is already almost fully-booked, which underlines its high relevance for the trade and industry.

The global equestrian industry is meeting up in Cologne from 7 to 9 February 2026, for the leading trade fair and innovation event and the signs could hardly be better: spoga horse is almost fully-booked and there is high interest from Germany and abroad. In the year of the World Equestrian Championships, the industry's attention will focus on Cologne in February.

Over 450 exhibitors from over 30 countries will present their latest products at spoga horse 2026 - from equestrian fashion and equipment, to feed and care products, through to transport and stable solutions. Over 8,700 trade visitors are expected to place their orders, inform themselves about new trends, strengthen their business relations and gain new impulses for the market.

THE STAGE: The heart of spoga horse

THE STAGE is once again the central hub for exchange and inspiration. Keynotes, panels and award ceremonies are on the agenda on the main stage. The focus lies on key future topics such as the trade, digitalisation, artificial intelligence, E-Commerce and communications, enhanced by fashion impulses on the FASHION WALK as well as examples of best practice from the market.

A special highlight awaits the visitors on the Saturday: In her keynote, the para-dressage Olympic participant, Regine Mispelkamp, will talk about her career, her multiple sclerosis and her special connection to horses.

The spoga horse TOP INNOVATIONS will also be under focus on THE STAGE. The nominated new products will be presented on the Boulevard of Innovations, giving the trade visitors a concise overview of the current developments and trends.

Furthermore, the award ceremony of the Reitsport BRANCHE Retailer Award 2026 powered by spoga horse is also an integral part of the stage programme. The award recognises outstanding stationary, digital and hybrid specialised equestrian dealers for their excellence in the trade.



spoga horse
07.02. - 09.02.2026
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CREATOR DAYS, EQUI LIVING and the spoga horse NIGHT

In 2026, the influencer and content format, the spoga horse CREATOR DAYS partnering with SehrwieViel, is entering its fifth round. Brands, content creators and industry experts come together here for panels, talks and networking and turn the format into a central meeting point for modern equestrian sport marketing.

The special area EQUI LIVING will once again focus on the "next generation". Under the motto "How can we get children riding?", together with partners from the sport, education and entertainment sectors, new ways of attracting children and youths to the equestrian sport and sustainably promoting young talents will be demonstrated.

The programme is rounded off by the spoga horse NIGHT powered by Bibi & Tina, which offers the exhibitors and trade visitors a platform for relaxed networking, exchange and joint celebrations in a special atmosphere.

The spoga horse VILLAGES: New main themes and strong formats

New at spoga horse 2026: The DOG VILLAGE powered by pet, which bundles companies from the dog supplies section for the first time in a dedicated zone to form an independent thematic focus within the trade fair.

The STABLE VILLAGE, which is positioning itself as a central platform for capital goods, stable technology and infrastructure, is also new.

The START-UP VILLAGE powered by ekor is fully-booked, which underscores the high pressure for innovations and the dynamism within the market. Young companies present their forward-looking products, services and business models here.

The E-COMMERCE VILLAGE powered by WOXOW is entering its second round and is further establishing itself as the key point of contact for digital solutions, online marketing tools, platforms and business models for the equestrian sport trade.

Accreditation for press representatives is open

The accreditation for journalists is still open. Press representatives are invited to accompany spoga horse 2026 live and report on the trends and developments of the industry:

[Accreditation for journalists | spoga horse](#)

Note for editorial offices:

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