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#spogahorse #spogadog

spoga dog 2027 powered by ZZF: New B2B trade fair format for dog supplies launches in Cologne

Koelnmesse is expanding its trade fair portfolio: With spoga dog powered by ZZF, a new independent B2B trade fair format for the providers of dog supplies is being launched from 30 January to 1 February 2027. The new trade fair will be co-staged with spoga horse and will subsequently run biennially. Koelnmesse was able to win over the ZZF - German Pet Trade & Industry Association - as a partner, who will support the new trade fair format with the contents and organisation.

Koelnmesse is specifically expanding its trade fair offerings with spoga dog and leveraging existing synergies between the equestrian and horse industries and the needs of manufacturers from the dog segment. The aim is to cover the needs of the trade and industry as well as tap into additional market potential. The trade fair is consciously designed as an independent B2B event that is co-staged with spoga horse and addresses both young companies on the market as well as established manufacturers. spoga dog will be managed by Bernd Voss, who is taking on this position in addition to his role as Director of spoga horse.

Independent B2B trade fair creates synergies and leverages potential

The new trade fair offers brands from the dog supplies, accessories, dog food, care, health, safety and transport sections an independent platform. From 2027 onwards, the concept envisages a co-staged event in Hall 6, whilst spoga horse continues to be held in Halls 7 and 8. This ensures a clear content-related and spatial segregation between the suppliers from the equestrian and horse segment and the exhibitors of dog supplies - while allowing simultaneous leveraging of the structural and content-related synergies.

"As Koelnmesse, we excel at providing the suitable platforms for trends and markets, and we are strategically expanding the offerings of our trade fair families accordingly," said Sebastian Rosito, Vice President Trade Fair Management of Koelnmesse GmbH. "With spoga dog we are responding to a development that has been emerging for some time: There is a big overlap between equestrian athletes and dog enthusiasts and an interesting premium segment has arisen to meet their needs. In the form of spoga dog, we will successfully bring these worlds together in Cologne for the first time in 2027."

spoga dog 2027 powered by ZZF is already receiving strong support from the industry



spoga horse
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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

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Torsten Burmester

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

The ZZF has been deeply rooted in the pet industry for over 75 years and will contribute its experience in organising trade fairs and congresses to the new trade fair format spoga dog. Gordon Bonnet, Chief Operating Officer of the ZZF - German Pet Trade & Industry Association, emphasised: "Around 10.5 million dogs and approximately 1.25 million horses live in Germany. Over half of all horse owners also have a dog, which means there is a strong target group overlap among the product segments horse and dog supplies. Many spoga horse trade visitors will be accompanied by their dog - in future there will also be the appropriate trade fair for them too. Combining these two theme worlds creates a B2B platform, which will reach the specialised dealers and manufacturers efficiently: Hooves and paws are thus making a new match."

The need for an independent format was confirmed by the widespread positive feedback from the industry. The planning of spoga dog is generating great interest among numerous national and international manufacturers. Existing exhibitors of spoga horse are also welcoming this further development. For Olaf Krause, Chief Operating Officer of EQUOVIS GmbH, the new trade fair is a logical step:

"As a leading manufacturer of horse feed, EQUOVIS GmbH, strongly supports the new trade fair spoga dog, because the number of horse owners, who also have a dog is high and rises continually." Krause added: "In line with this trend we have developed specialised products for dog nutrition under the brand Höveler DOG, which we would like to exhibit at spoga dog - for us this is a real asset!"

The preparations for the first edition of spoga dog powered by ZZF are already in full swing and the application phase begins soon. You can find further information at spogadog.com.

About the pet industry and the ZZF

People live together with pets in 44 percent of all households in Germany (How many dogs, cats, small mammals and birds live in Germany? | ZZF). Behind cats, dogs are the most popular four-legged companion of humans: In total, 10.5 million dogs are found in 21 percent of Germany's households.

The ZZF - German Pet Trade & Industry Association- was founded in Wiesbaden in 1947 and asserts itself for a responsible and animal-friendly pet keeping and represents the professional and economic interests of pet shops, manufacturers and wholesalers of pet food, care and supply products, pet breeders and wholesalers as well as pet groomers in salons (dog hairdressers).

Media contact

ZZF - German Pet Trade & Industry Association

Press Officer / Head of Communications
Antje Schreiber
Mainzer Straße 10

65185 Wiesbaden

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+49-(0)611/447553-14
presse@zzf.de

www.zzf.de

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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