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#spogahorse

## New formats, strong figures, clear direction: spoga horse 2026 impresses with record results



A thoroughly positive resumé for spoga horse 2026: Around 460 exhibitors (plus six percent compared to the previous year) from 33 countries and more than 9.000 trade visitors from 79 nations +++ High level of internationality among exhibitors and visitors +++ Successful premiere of the new formats DOG VILLAGE powered by pet and STABLE VILLAGE +++ As of 2027, DOG VILLAGE will evolve into the independent trade fair, spoga dog powered by ZZF, co-staged with spoga horse +++ Regine Mispelkamp, four-time Paralympic medallist, inspires the audience on THE STAGE +++

The global equestrian industry came together in the halls of Koelnmesse for spoga horse from 7 to 9 February 2026. As the leading, innovation trade fair, it offered three days of opportunities for order placement, new products and in-depth discussions. An increase of more than six percent in the number of exhibitors compared to last year underlined the positive results of the trade fair. Around 460 exhibitors from 33 countries presented their new products, more than 9.000 visitors from 79 countries used the trade fair to network and initiate business deals. The international share among the exhibitors was 77 percent and 60 percent among the visitors.

### spoga horse draws a positive balance: International participation and high quality of the trade visitors

"spoga horse 2026 demonstrated once again the strength and the international reach of the equestrian industry," explained Oliver Frese, Chief Operating Officer of Koelnmesse GmbH. "The thoroughly positive feedback from the exhibitors, the high international share and the continued strong growth confirm spoga horse as the leading business platform for the trade and industry."

The German Association of the Sporting Goods Industry (BSI) also drew a positive conclusion. Stefan Rosenkranz, Chief Operating Officer of the BSI, explained: "spoga horse underscores its role as the leading B2B industry meeting place for equestrian sports. The quality of discussions, the national and international participation, and the supporting programme make it a firmly established date in the industry calendar. We are already looking forward to spoga horse 2027."

### The VILLAGES as characteristic elements of spoga horse 2026

The spoga horse VILLAGES continued to shape and expand the image of spoga horse

spoga horse  
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again in 2026. The START-UP VILLAGE powered by ekor was once again fully-booked and offered young companies a platform to present products and business ideas. Many visitors made a beeline for the E-COMMERCE VILLAGE powered by WOXOW to inform themselves about digital solutions in the equestrian sport trade.

The STABLE VILLAGE was the first new participation format introduced in 2026. At its premiere, numerous suppliers from the Stable and Paddock Technology, Infrastructure and Capital Goods sections covered the entire range of products. Primarily, professional users took advantage of the opportunity to discuss specific projects and investments.

#### **From DOG VILLAGE to spoga dog: Successful format will become an independent trade fair in 2027**

DOG VILLAGE powered by pet, which was part of spoga horse for the first time in 2026, attracted plenty of attention. The high interest shown by both trade visitors and exhibitors clearly demonstrated that dogs have long since played an important role in the equestrian sport trade. DOG VILLAGE thus laid the foundation for the new B2B trade fair format spoga dog powered by ZZF, which will be co-staged with spoga horse at the location in Cologne from 2027 onwards.

#### **THE STAGE: The central platform for exchange and orientation**

THE STAGE was once again the central content hub at spoga horse. The programme included fashion shows, lectures, panel discussions and award ceremonies. Among others, the themes ranged from the trade, communications, digitalisation, E-Commerce and the implementation of artificial intelligence. The appearance of Regine Mispelkamp, para-dressage rider and four-time Paralympic medallist, was a special highlight. In her keynote speech entitled "The person behind the performance", she spoke about her sporting journey, personal challenges and her relationship to horses. The stage programme was enhanced by the FASHION WALK and award ceremonies such as the TOP INNOVATIONS and the Reitsport BRANCHE Retailer Award 2026.

The panel entitled "Diversity of Riding Styles - New Potential for the Market", where experts discussed various disciplines and their economic opportunities from a B2B perspective, was a further special programme highlight.

#### **spoga horse TOP INNOVATIONS 2026**

The trade fair also recognised the most innovative products of the equestrian industry with the spoga horse TOP INNOVATIONS Award again in 2026. The jury selected six winners from among around 50 entries, including also the Special Prize of spoga horse 2026. The award was officially presented on THE STAGE.

This year's winners are:

SOFT'UP PRO Stirrups and the Airvest Plume by FREEJUMPSYSTEM

Trailblazer Jogging Shoe by Equine Fusion AS

Motionlite 2.0 Back Protector by Racesafe

RAMBO magnetic turnout rug by Horseware Products

The spoga horse 2026 Special Prize went to the Mental Balance Institute GmbH's self-coaching tool Mental Kiste®.

Sebastian Rosito, Vice President Trade Fair Management of Koelnmesse GmbH, said: "The distinguished products impressively demonstrate the innovative and dynamic nature of the equestrian industry. spoga horse provides the central platform for showcasing this innovative strength and driving the industry's progress forward."

All nominated products were presented on the BOULEVARD OF INNOVATIONS and can be viewed at <http://spogahorse.de>.

#### **Further highlights of spoga horse 2026: EQUI LIVING "next generation" and spoga horse CREATOR DAYS**

In the scope of the EQUI LIVING "next generation" special event, spoga horse 2026 once again addressed the question of how to inspire children for the equestrian sport. Numerous partners presented practical concepts focusing on promoting the next generation of young riders and facilitating their entry into equestrian sports. Around 170 participants from the riding school sector - which was a record turnout to-date - took part in the masterclass entitled "NEXT GENERATION: Recruiting young talents" which was followed by a subsequent get-together in cooperation with the German Equestrian Federation (FN).

The spoga horse CREATOR DAYS partnering with SehrwieViel were also part of the trade fair programme in 2026. Around 380 participants from the sections content creation, marketing and industry engaged in an exchange about current developments in social media and influencer marketing in the course of lectures, panels and discussions.

**Overall, the exhibitors came to a positive conclusion about the trade fair**

Many exhibitors were satisfied with the outcome of spoga horse 2026 and particularly praised the high international participation as well as the quality of the trade visitors.

"spoga horse continues to set the benchmark for excellence within the equestrian industry, and this year was no exception. The show provided an invaluable platform for meaningful collaboration with our retail partners, inspiring conversations with suppliers, and the opportunity to showcase our newest innovations to an engaged global audience. We deeply appreciate spoga horse commitment to elevating the industry, and we are proud that our Horseware Rambo(R) Turnout, featuring our new patent-pending magnetic closure system, won the spoga horse Top Innovations

Award. The energy and professionalism spoga horse brings each year strengthen our shared ambition to push the industry forward."

**Louis O'Neill, Chief Executive Officer, Horseware Ireland.**

"spoga horse 2026 was a strong international trade fair for Waldhausen and provided an important platform for exchange and dialogue with customers and partners from around the world. Especially through personal conversations, the relevance of this trade fair for the industry once again became clear. In our 190th anniversary year, we are also celebrating 60 years of spoga horse - a partnership that has stood for trust, growth, and the creation of valuable networks for decades."

**Sonja Pettke, Member of the Management Board, Waldhausen GmbH & Co KG**

"spoga horse 2026 has been a great success for us. The outstanding feedback on our new booth, the strong visitor traffic and the many forward-looking, high-quality conversations exceeded our expectations. They clearly show that, despite all digital progress, our industry remains a true "people's business". Real impact is created through personal exchange and strong partnerships. This is exactly why platforms like spoga horse are so important to us. We leave Cologne full of energy, momentum and confidence for the year ahead."

**Katharina Haase, Brand & Sales Managerin, Pikeur Reitmoden, Brinkmann GmbH & Co. KG**

"spoga horse offers LeMieux the opportunity to engage in a direct, personal exchange with our international partners, showcase the innovative power behind our latest collections and keep our finger on the pulse of the global equestrian sport market. The energy, the insights and the relationships that we build at spoga horse play a decisive role in the further development of our brand."

**Andrea Burke-Davies, Commercial Director, LeMieux**

#### **Outlook for spoga horse 2027**

"Our aim is to continually further develop spoga horse and further expand its role as the central business platform of the equestrian sport industry," explained Bernd Voss, Director of spoga horse. "The overwhelming response to the new VILLAGES shows that we are on the right track with this alignment. Formats like the DOG VILLAGE illustrate how spoga horse is tapping into real market developments, thus laying the foundation for new, independent trade fair concepts like spoga dog."

spoga horse will continue to reinforce Cologne's role as a meeting point for the international equestrian industry in future. The new trade fair duo, spoga horse and spoga dog powered by ZZF, is scheduled to take place in Cologne from 30 January to 1 February 2027.

#### **Note for editorial offices:**

spoga horse photos are available in our image database on the Internet at [www.spoga-horse.com](http://www.spoga-horse.com).

[spogahorse.com/imagedatabase](http://spogahorse.com/imagedatabase).

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