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#spogahorse

Strong early bird result for spoga horse 2027: High international reach and strong brand presence already

Excellent number of registrations for spoga horse 2027: 240 companies from 26 countries already registered by the end of the early bird phase +++ Approx. 83 percent of exhibitors are international +++ 75 percent of the halls already booked +++ Many top brands on board again

spoga horse 2027 is starting its hall planning with an excellent number of registrations and is thus building on the strong development of the previous events. At the end of the early bird phase, 240 companies from 26 countries have already registered for the leading B2B innovation trade fair of the international equestrian industry. Particularly pleasing: Around 83 percent of the companies registered are from abroad. With 75 percent of the halls already booked, this also underscores the strong early bird result and the international relevance of spoga horse.

Many top brands already registered

The companies that have registered early include many international and national top brands such as Amahorse, Ariat, Bense & Eicke, BSI, Cavallo, EGO7, Ekkia, Eldorado, Equestrian Stockholm, Equest, Equovis, Fleck, Freejump, Gruppo Selleria, Harcour, Horseware, HV Equestrian, Joh's Stübben, KASK, KEP, Kerbl, LeMieux, Leovet, Neue Schule, Passier, Pikeur, Prestige, PS of Schweden, Roeckl, Röwer & Rüb, Samshield, Schmidt, Schockemöhle, Schweizer-Effax, Sprenger, Suedwind, Trolle, USG, UVEX, Vestrum and Waldhausen. spoga horse is thus in an early phase of the trade fair preparations already sending a clear signal for the strong participation from Germany and abroad.

Strong starting point for the trade fair duo, spoga horse and spoga dog powered by ZZF

"We are starting the hall planning with a very high number of registrations and will further optimise all participation formats again over the coming weeks and months and, of course, talk to many other companies about participating at spoga horse 2027. I am convinced that we will be able to set new impulses for the event in the year of the World Equestrian Championships and we will inform our visitors about the development of the trade fair well in advance. I am especially looking forward to the premiere of the trade fair duo comprising spoga horse and the new B2B trade fair, spoga dog powered by ZZF, here in Cologne from 30 January to 1 February 2027," stated J. Bernd Voss, Director of spoga horse and spoga dog.



spoga horse
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Information regarding hotel bookings

It is recommended to book early for spoga horse and spoga dog 2027. Due to the fact that the ISM and the Men's Handball World Championships are taking place in Cologne simultaneously, there is expected to be a high demand for accommodation.

Note for editorial offices:

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