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spoga horse expands its VILLAGE concept: New platforms for HEALTH & CARE and WESTERN

HEALTH & CARE VILLAGE and WESTERN VILLAGE to be launched in 2027 as new theme areas of spoga horse +++ Focus on equine health, care, prevention as well as Western riding as a special international segment +++ Existing formats such as STABLE VILLAGE, START-UP VILLAGE powered by ekor and DIGITAL GROWTH VILLAGE powered by WOXOW remain part of the trade fair concept +++

spoga horse is further developing its VILLAGE concept for the 2027 event: The new HEALTH & CARE VILLAGE and the new WESTERN VILLAGE will create two additional platforms for relevant segments.

The leading B2B trade fair is picking up on the current market developments with these new theme areas. The topics of equine health, prevention, care and therapeutic solutions are highly popular. The theme of Western riding was already addressed at this year's spoga horse, among others on THE STAGE. With this new platform, the trade fair is creating additional visibility and a targeted point of contact for suppliers and brands from this section.

The HEALTH & CARE VILLAGE focuses on equine health, care and prevention

With the HEALTH & CARE VILLAGE, spoga horse is creating its first dedicated area for products and solutions related to equine health, care, prevention and well-being. The new format addresses among others the suppliers of care products, over-the-counter medical products, therapeutic accessories, insect protection, health and recovery solutions as well as medical devices.

The HEALTH & CARE VILLAGE is bundling these offers in a dedicated Village format for the first time, thus ensuring equine health greater visibility within spoga horse. The exhibitors benefit from a clearly positioned environment and direct access to relevant target groups. The trade visitors gain a concise overview of products, services and innovations related to care, prevention, therapy and animal welfare.

WESTERN VILLAGE creates a new platform for an international discipline

As of 2027, Western riding is acquiring its own platform within spoga horse for the first time in the form of the WESTERN VILLAGE. This lifestyle-oriented riding style has a strong global community, with a clear identity and own product range. Including among others saddles, clothing, hats, boots, accessories, horse equipment as well as WESTERN FASHION and lifestyle products.



spoga horse
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The format targets national and international brands, manufacturers, specialised retailers, distributors, stable owners as well as professional Western riders. The aim is to connect high-quality suppliers with international buyers and offer the Western community an authentic, high-quality B2B environment in Cologne.

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"The success of the current VILLAGE formats demonstrates how important thematically-focused platforms have become for the industry. With the HEALTH & CARE VILLAGE and the WESTERN VILLAGE, we are tapping into two segments that have clearly-defined target groups, high relevance and strong development potential. As such, we are providing a better orientation for the trade visitors and additional visibility for the suppliers, who would like to present their products in an appropriate environment," explained Bernd Voss, Director of spoga horse and spoga dog.

Established VILLAGE formats to be continued

In addition to the new theme areas, spoga horse will continue to stage its existing VILLAGE formats. The spoga horse STABLE VILLAGE unites the suppliers of capital goods related to stables, pastures and transport, offering companies from sections such as stable construction, smart stable technology, sustainable equipment and transport solutions a focused communal area.

The START-UP VILLAGE powered by ekor also remains part of the trade fair concept, offering young innovative companies from the equestrian industry a platform for visibility, networking and market entry. THE DIGITAL GROWTH VILLAGE powered by WOXOW continues to drive digital solutions for the equestrian retail trade - from online marketing and merchandise management to modern webshops and digital business processes.

Furthermore, the theme of dogs remains firmly anchored within the spoga portfolio: In 2027, spoga dog powered by ZZF is being staged as an independent B2B trade fair, parallel to spoga horse. Since spoga dog is planned as a bi-annual event, the dog market is to remain visible in the intervening years in the form of a spoga dog VILLAGE at spoga horse.

The international alignment of spoga horse is also being further reinforced in 2027.

Alongside the existing country pavilions from Great Britain and France, the Middle East will also be represented with its own platform for the first time. With the new MIDDLE EAST PAVILION, spoga horse is acknowledging the growing importance of the equestrian industry in the region and creating additional visibility for brands and companies from the Near and Middle East.

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