Press release

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#spogahorse

Top international jury for spoga horse TOP INNOVATIONS 2027: Andrew Hoy to contribute his sporting expertise

Three-time Olympic gold medallist, Andrew Hoy, to serve as jury member and keynote speaker on THE STAGE +++ TOP INNOVATIONS jury unites perspectives from sport, training, the specialised trade and trade journalism +++

The Australian eventer and three-time Olympic champion, Andrew Hoy, is taking on a dual role at the spoga horse TOP INNOVATIONS 2027: The eight-time Olympian will appear as a keynote speaker on THE STAGE and, in his role as jury member, will contribute his decades of experience in top-level international sport and horsemanship to the judging process of the TOP INNOVATIONS. Together with three renowned industry experts, he will evaluate products and solutions that drive innovation across the equestrian sector.

New jury unites expertise from sports, commerce and media

Alongside Andrew Hoy, the international jury for the spoga horse TOP INNOVATIONS 2027 award comprises three further renowned industry experts. The German eventer and qualified master equestrian, Anna Siemer, joins the spoga horse TOP INNOVATIONS 2027 jury, bringing with her extensive experience in competitive sport, horse training and day-to-day stable management. Virve Ruutu-Martikainen, founder and Managing Director of the Finnish equestrian retailer, HippoSport Oy, will represent the perspective of the international specialist retail sector. Her focus lies, in particular, on customer needs, market relevance and the potential of new products for the retail sector. The Dutch trade journalist, Adriana van Tilburg, completes the panel, adding her expertise in the areas of horse breeding and international specialised media.

Up to 20 products to be nominated

The spoga horse TOP INNOVATIONS award provides a platform for products and concepts that drive the development of the international equestrian industry. The jury evaluates the submissions based on six criteria: Innovation strategy and solution approach, sustainability, differentiation from rival products, quality and functionality, design and the overall concept. Up to 20 products can be nominated for the spoga horse TOP INNOVATIONS. The jury will select up to five award-winning products from these nominees.

The nominated products will be announced in January 2027 during spoga horse. They

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Mayor of the City of Cologne
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Cologne
District Court Cologne, HRB 952

will be on display on the Boulevard of Innovation during the event. Tribute will be paid to the award-winning products of spoga horse TOP INNOVATIONS 2027 at the start of the trade fair. The award ceremony will be held on THE STAGE at 2:00 p.m. on 30 January 2027.

Note for editorial offices:

spoga horse photos are available in our image database on the Internet at www.spogahorse.com/imagedatabase.
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