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Final Report

spoga horse autumn successfully on course for international growth

After three excellent trade fair days, spoga horse autumn will have achieved a first-class result when it closes its doors today. The trade fair not only recorded a slight plus in the number of exhibitors, but also increased its share of foreign exhibitors up to 80 percent in total. 432 exhibitors from 33 countries presented the new products and trends of the equestrian sport industry for the summer season 2016. "In the scope of spoga horse we offer the industry high-profile contacts and new business potential twice a year. The trade visitors aren't offered such a condensed overview of the market anywhere else," summed up Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH. "The increased growth and the level of internationality confirm the quality of the event. spoga horse is 'the place to be' on the international events calendar of the equestrian sport industry." The portfolio of exhibits ranged from clothing for the horse and rider, saddle and leatherware, care products, through to health and feed products. Traditionally, spoga horse autumn is held parallel to the garden and leisure trade fair, spoga+gafa. Including estimates for the last day of the trade fair, in total around 37,000 trade visitors from 108 countries attended the two fairs.

spoga horse autumn was once again sold out early on, although the organisers had made additional exhibition space available directly next to the hall for the first time. This made it possible to expand the exhibition space by almost 5 percent. The increase in the amount of exhibitors was primarily due to the growth in the numbers of foreign exhibitors. The strongest European participations came from Great Britain, France and Italy. Since there is no comparable pure trade fair format in these countries, spoga horse is particularly important for the international sales business of the exhibitors.

The German Association of the Sporting Goods Industry e.V. (BSI) also considers spoga horse to be a success in the eyes of its members. The equestrian sport industry can look back on a strong spring and was expecting a continuation of the good growth in turnover in the second half of the year. "spoga horse set important impulses here," Dirk Kannemeier, Vice President of BSI, commented on the trade fair. "High-quality, international visitors are decisive for the success of the trade fair. We are delighted that



spoga horse
International Trade Fair for
Equestrian Sports
30.08.–01.09.2015
www.spogahorse.com

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spoga horse offers this. Our members are reporting very good international business deals and a high demand."

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The excellent quality of the visitors was also confirmed by the independent visitor survey. Around 80 percent of the visitors interviewed are involved in procurement decisions, 56 percent are even decisive in the decision-making process. With a foreign share of over 60 percent, spoga horse was once again also able to slightly increase the constant high level of internationality among its visitors.

spoga horse award

For the first time this autumn, in addition to innovations, entries in the categories Sales Concepts and Sustainability were also distinguished with the spoga horse award. In the **Innovations** category, the happy winners were H+P Handels GmbH & Co. KG/Suedwind Equestrian with the sole technology, IceLock 3S, and Gloria Brushes with the one-handed, wooden sweat scraper. The company Cavallo won first place for its benefits package in the category **Sales Concepts**, followed by HKM Sports Equipment with its 'Horse' shop furniture. In the category **Sustainability/CSR**, Kentucky Horsewear came second with its synthetic sheepskin, behind Mountain Horse, who dispenses with the use of real fur and substances that are harmful to the environment, while at the same time implementing only waste down left over from meat production processes.

spoga horse autumn 2015 in figures:

432 companies from 33 countries, 80 percent of which were from abroad, participated at spoga horse autumn. These included 85 exhibitors and 3 additionally represented companies from Germany as well as 331 exhibitors and 13 additionally represented companies from abroad. Including estimates for the last day of the fair, around 37,000 visitors from over 108 countries attended spoga horse and spoga+gafa 2015. The share of foreign trade visitors was over 60 percent.*

* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM).

The next spoga horse spring is scheduled to take place from 31 January to 2 February 2016. Further information is available at www.spogahorse.com.

Note for editorial offices:

spoga horse autumn 2015 photos are available in our image database on the Internet at www.spogahorse.com in the "Press" section.

Press information can be found at www.spogahorse.com/pressreleases

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