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## spoga horse spring remains at a constant high level

**Business, networking and premieres: spoga horse spring 2016 has come to a close in Cologne after three successful trade fair days. In total, 180 exhibitors from 22 countries presented products and services from the equestrian sport sector. The share of foreign exhibitors was 63 percent. spoga horse spring has established itself as an international industry platform. "There is no comparable concept of a pure trade fair abroad," explained Katharina C. Hamma, Chief Operating Officer, Koelnmesse. "This becomes evident from the constantly high internationality of the trade visitors, which was around 50 percent this year again. The trade visitors appreciate the business atmosphere and concentration on the business." Including estimates for the last day of the fair, 3,900 trade visitors from 54 countries ensured a good order level and took advantage of the presence of the international equestrian sport industry to establish new business contacts. In addition to business and networking, the information and supporting programme of the event went down very well with the trade visitors. Exclusive added value was offered at spoga horse in the form of lectures that were extremely useful for one's own business and live presentations.**

Dirk Kannemeier, Vice President of the German Association of the Sports Goods Industry (BSI), confirmed the significance of the spring fair for the business: "The trade fair is very important for our members, because it is possible to pre-order items here for the autumn/winter collections. At spoga horse spring the majority of the turnover is made, which couldn't otherwise be generated."

Among others, the wide range and good quality of the offer at the trade fair ensured good order levels: According to an independent visitor survey, 67 percent of the trade visitors were satisfied or very satisfied with the range of products. Enhanced by networking and premieres, the event offered the trade visitors a comprehensive overview of the industry, which in turn contributed towards the general success. Just under 76 percent of the trade visitors stated that they were either satisfied or very satisfied in terms of having achieved the goals of their visit. spoga horse also convinced with top values regarding the recommendation rate: Over 85 percent would recommend a good business acquaintance to visit the trade fair.



spoga horse  
International Trade Fair for  
Equestrian Sports  
31.01.–02.02.2016  
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### **Sales promotion through the academy, VIP Club and fashion walk**

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In addition to the international business contacts, the comprehensive information and event programme of spoga horse offered exclusive added value and excellent impulses. Expert knowledge for equestrian sport dealers was the focus of the lectures of the **spoga horse academy**, which concentrated on the development and the success of one's own business. To this end, experts from areas such as trade research or online marketing held lectures on themes such as increasing turnover or the use of social media in sales.

Further sales promotion impulses were set in the show ring of the **VIP Club** (Very Important Premieres Club): With live presentations of novelties on horses, a better understanding for the product and a direct know-how transfer for the application was conveyed to the trade visitors. There were also live presentations in motion on the **fashion walk**: For the third time, exhibitors of the spring event presented their fashionable novelties twice a day to a full house. The visitors explicitly praised the opportunity to examine important brands in direct comparison and the presentation of the outfits in motion. Thus, both the academy and the VIP Club offered added value, which in turn enables the dealers to advise their customers more efficiently.

### **Reitsport Markt Dealer's Award**

In cooperation with the trade publication, Reitsport Markt, on the first day of the trade fair Koelnmesse distinguished the best specialised dealers with the Dealer's Award for their excellent work. Horsemax from Norderstedt near Hamburg was delighted to receive the award for the 'Best Specialised Dealer'. BAUHOFER Reitsport & Mode from Ravensburg picked up the prize in the sub-category 'Best Smallest Specialised Store' (Store size up to 200 square metres) and Reitsport Centaurus from Taunusstein, Hessen was voted 'Best Newcomer', whilst Reitsport Fröhlich GmbH claimed the coveted trophy as the winner of the 'Pro Trade' special award.

### **spoga horse spring 2016 in figures:**

180 companies (spring 2015: 181) from 22 (23) countries, 63% (63%) of whom came from abroad, participated in spoga horse spring. These included 62 (62) exhibitors and 3 (5) additionally represented companies from Germany as well as 112 (111) exhibitors and 3 (3) additionally represented companies from abroad.\*

\*The visitor, exhibitor and exhibition space figures of this trade fair are determined and certified in accordance with the definitions of the FKM - Society for Voluntary Control of Trade Fair and Exhibition Statistics.

spoga horse autumn 2016 is being staged from 4 to 6 September, parallel to spoga+gafa. Further information is available at [www.spogahorse.com](http://www.spogahorse.com).

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**Note for editorial offices:**

Spoga horse photos are available in our image database on the Internet at [www.spogahorse.com](http://www.spogahorse.com) in the "Press" section.

Press information is available at: [www.spogahorse.com/pressinformation](http://www.spogahorse.com/pressinformation)

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