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Final Report

First-class result: spoga horse convinces across the board

spoga horse autumn closed its doors after three excellent exhibition days with an increase in attendance of around six percent. In total, over 39,000 visitors from 106 countries attended the International Trade Fair for Equestrian Sports, which is traditionally staged parallel to the international garden fair, spoga+gafa. At 60 percent, the share of trade visitors from abroad was first-rate. "spoga horse has once again exceeded our expectations this year. Both in terms of the level of internationality as well as the number of visitors, the trade fair for equestrian sports has shown increased growth compared to the previous year," explained Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "The relocation to Hall 11 and the related extended range of offers and independence went down very well with the trade fair participants. spoga horse autumn convinced in all its key figures and in terms of quality and once again more than substantiated its position as the number one industry marketplace," Hamma added. In total, 429 companies from 31 countries (share of foreign exhibitors: 80 percent) presented their new products in Hall 11 and provided a first-class range of high-quality offers.

From riding fashion, helmets, shoes, boots to saddles and bridles, through to care and feed products, accessories and services: Once again this year spoga horse autumn offered a complete condensed overview of the market at one location. Indeed, in spite of the extended amount of floor space, Hall 11 was already fully booked long before the event began. The industry's entire line-up of international key players were represented in the exhibition halls in Cologne - young, innovative companies enhanced the international new products show of the equestrian sport industry perfectly.

The German Association of the Sports Goods Industry e.V. (BSI) also drew a positive balance after the trade fair: "Due to spoga horse autumn relocating to Hall 11, the visitors initially had to reorientate themselves. After minor initial difficulties, the frequency of visitors in the Hall was however very good from Monday onwards - and it was possible to compensate for the rather weak first exhibition day over the following days. Overall, we have received positive feedback from our members on the outcome of spoga horse autumn. In particular the high level of internationality and the quality of the trade visitors was praised. We are satisfied with spoga horse autumn 2016," summed up Dirk Kannemeier, Vice President of the BSI.

In line with the positive mood, the results of the trade visitor survey were very good too: 91 percent of the visitors were satisfied or very satisfied regarding having



spoga horse
International Trade Fair
for Equestrian Sports

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www.spogahorse.com

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Headquarters and place of
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Cologne

achieved their goals for the trade fair. 90 percent would recommend a good business acquaintance to visit spoga horse. The high quality of the visitors is also reflected by the survey: 73 percent of the respondents are involved in procurement decisions, 43 percent are even decisive in the decision-making process.

Distinguished: the spoga horse award

After the successful performance of the German team at the Olympic Summer Games in Rio de Janeiro, further prizes were awarded in the equestrian sport sector: On 6 September, the winners of the spoga horse award were announced. The organisers, Koelnmesse and their media partner equitrends, received over 50 entries this year in the three categories Innovations, Sales Concepts and Sustainability. In the category Innovations Equisense convinced the jury with 'Motion'. HKM was distinguished in the category Sales Concepts. First place in the category Sustainability went to Horseware.

spoga horse autumn 2016 in figures:

429 companies from 31 countries, 80 percent of which were from abroad, participated at spoga horse autumn. These included 78 exhibitors and 7 additionally represented companies from Germany as well as 333 exhibitors and 11 additionally represented companies from abroad. Including estimates for the last day of the fair, around 39,000 visitors from over 106 countries attended spoga horse autumn and spoga+gafa 2016. The share of foreign trade visitors was 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 5 to 7 February 2017. Further information is available at www.spogahorse.com.

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