

No. 06/ Mük/ 07. February 2017, Cologne

spoga horse spring 2017: High level of internationality, top quality and a very good mood

After three successful trade fair days, spoga horse spring came to a close on 7 February 2017 with a good result. Including estimates for the last day of the fair, 3,700 trade visitors from over 50 countries attended the international trade fair for equestrian sports. The foreign share of trade visitors was around 50 percent. In total, 184 companies from 24 countries used spoga horse spring as a platform for presenting their new products. With a 66 percent share of foreign exhibitors, spoga horse once again increased its level of internationality by five percent compared to the previous year. "spoga horse spring once again confirmed its importance as the international trade fair for equestrian sports. The constant share of foreign visitors as well as the increased level of internationality of the exhibitors underlines this positioning," commented Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH.

Furthermore, the trade fair participants praised the very good mood at the spring edition of spoga horse. "In terms of the ordering behaviour, quality of visitors and the overall event, spoga horse was awarded top marks," stated Hamma. For three days, business, networking and entertainment was on the agenda in Hall 8 of the fair grounds in Cologne. In addition to the large selection of exhibits, the supporting programme including the spoga horse fashion walk, the spoga horse academy, the VIP Club (Very Important Premieres Club) and the presentation of the "Reitsport Markt Dealers' Award", also made a significant contribution towards the very good atmosphere at the event.

Dirk Kannemeier, Vice President of the Federal Association of the German Sports Goods Industry (BSI), also assessed spoga horse spring 2017 positively: "Overall we can be satisfied with the result of spoga horse spring 2017. The number of trade visitors and the order volumes were constant with the previous year level so that all in all we can draw a positive balance."

Very good results achieved by the exhibitor and visitor survey

The first-class variety of offers as well as the target group-relevant supporting programme had a positive effect on the satisfaction of the visitors: 82 percent of the people interviewed were satisfied or even very satisfied as far as achieving the goals of their visit were concerned. As such, the recommendation rate was correspondingly high: Almost 90 percent would recommend a good business acquaintance to visit spoga horse. The quality of the visitors also contributed towards the good mood at the trade fair:

78 percent of the visitors interviewed are involved in procurement decisions, 50 percent are even decisive in the decision-making process. The exhibitors also came



spoga horse
International Trade Fair
for Equestrian Sports

05.-07.02.2017
www.spogahorse.com

Your contact:
Kathrin Munker
Tel.
+49 221 821-2528
Fax
+49 221 821-3544
E-mail
k.muenker@koelnmesse.de
de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
info@koelnmesse.de
www.koelnmesse.de

Executive Board:
Gerald Böse
(President and Chief Executive
Officer)
Katharina C. Hamma
Herbert Marner

Chairwoman of the Supervisory
Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of
jurisdiction:
Cologne

to positive conclusion: Almost 93 percent would recommend another company to participate in spoga horse.

Page
2/2

Informative and inspiring: the supporting programme of spoga horse spring

Selected exhibitors presented their latest collections on the spoga horse fashion walk twice a day. The fashion show with professional models and strong choreographies was once again this year a real crowd-puller. The spoga horse academy was also very well-attended. In addition to expert information on themes of the equestrian industry, the diversified lecture programme also offered the opportunity for discussions and a constructive exchange with industry experts. Furthermore, exclusive live presentations of products and premiere presentations were on the agenda in the VIP Club. The award ceremony of the Reitsport Markt Dealers' Award is also a fixed item on the agenda of the supporting programme. Hofmeister Pferdesport from Gevelsberg secured itself first place in the main category "Best Specialised Dealer". All information and this year's winners are posted at www.spogahorse.de/Presseinformation

spoga horse spring 2017 in figures:

184 companies (spring 2016: 184) from 24 (22) countries, 66% (61%) of whom came from abroad, participated in spoga horse spring. These included 58 (68) exhibitors and 5 (4) additionally represented companies from Germany as well as 117 (109) exhibitors and 4 (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 2017 is being staged from 3 to 5 September, parallel to spoga+gafa. For further information visit www.spogahorse.com.

Your contact:

Kathrin Münker
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany
Tel. +49 221 821-2528
Fax +49 221 821-3544
k.muenker@koelnmesse.de
www.koelnmesse.de