

No. 8 / September 2017, Cologne
#spogahorseHerbst - final report

spoga horse underlines its position as the leading international trade fair for equestrian sports.

Very good result: The International Trade Fair for Equestrian Sports had registered around 39,000 trade visitors when it closed its doors on 5 September 2017. 425 exhibitors from 32 countries presented their new products in Cologne. The key figures of spoga horse autumn 2017 speak for themselves. The trade visitors come from 113 countries, 60 percent of whom come from abroad. As such the trade fair has once again become more international. This clearly underpins the leading international position of the trade fair," explained Katharina C. Hamma, Chief Operating Officer of Koelnmesse. In terms of the number of exhibitors, this year's event achieved a three percent increase. "The companies rely on the trade fair as an industry platform and appreciate the first-class quality of the trade visitors," continued Hamma. Once again, spoga horse autumn impressed with an expanded range of offers in Hall 11. As a result of the adapted layout over the two floors of the hall, the trade visitors' quality of stay was further optimised. The outcome was constantly busy stands and aisles as well as intensive discussions everywhere.

In addition to riding fashion, helmets, shoes and boots, saddles and bridles, care and feed products, through to accessories and services, spoga horse also offered an extended range of items for dogs this year. Whereby all key players of the equestrian sport industry were represented in Hall 11 and offered the trade visitors a condensed market overview. Furthermore, the young, innovative companies that presented themselves to the international trade visitors in the pavilion of the Federal Ministry of Economic Affairs and Energy (BMWi) also brought a breeze of fresh air and new ideas.

The fact that the diversified offer once again attracted more international trade visitors to the exhibition hall was also confirmed by the members of the **Germany Sports Equipment Industry Association e.V. (BSI)**. In her capacity as a member of the BSI Committee, Monique van Dooren-Westerdaal summed up that "spoga horse went very well from our point of view. The distribution over the two floors of the hall was solved extremely well with a successful mixture of all product sections. There was a high number of international customers. The members were able to hold very good discussions, also with many new international customers."

The mood was very positive and not just among the exhibitors. The trade visitors also confirmed that spoga horse is the number one marketplace of the industry: 84 percent of the visitors were satisfied or very satisfied regarding having achieved their fair objectives. 92 percent would recommend a good business acquaintance to



spoga horse autumn
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visit spoga horse. In addition to the positive mood, the high quality of the visitors also underlined the significance of the trade fair: 73 percent of the respondents are involved in procurement decisions, 53 percent are even decisive in the decision-making process.

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This is what the future looks like: the winners of the spoga horse award

For the 17th time, together with its media partner equitrends, Koelnmesse distinguished exhibitors for their ideas of tomorrow with the spoga horse award in the categories Innovations, Sales Concepts and Sustainability. Komperdell Sportartikel secured itself first place in the category Innovations in 2018 with the safety vest, Equestrian Cross Body Protection. Horseware Products Ltd asserted itself in the category Sustainability with the waistcoat Isola Gilet. The gold medal in the category Sales Concepts went to HKM Sports Equipment with a product collection for the cinema film Wendy. Cabasus claimed the special jury prize with an app & movement tracker.

spoga horse autumn 2017 in figures:

425 companies from 31 countries, 81 percent of which were from abroad, participated at spoga horse autumn. These included 82 exhibitors from Germany and 343 exhibitors from abroad. Including estimates for the last day of the fair, around 39,000 visitors from 113 countries attended spoga horse autumn and spoga+gafa 2017. 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 4 to 6 February 2018. Further information is available at www.spogahorse.com.

Note for editorial offices:

photos are available in our image database on the Internet at www.spogahorse.com in the "Press" section. Press information is available at: www.spogahorse.com/Pressinformation

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