

No. 11 / September 2019, Cologne
#spogahorse

spoga horse autumn confirmed to be the leading trade fair for equestrian sports: Cologne plays host to 6,500 visitors from 72 countries

- Number 1: With 435 companies exhibiting sold-out long in advance
- Top level: 85 percent share of foreign exhibitors underlines the high level of internationality of spoga horse autumn
- Perfectly combined: New spoga horse Fashion Days concept presented

spoga horse autumn closed on 3 September with a top result after three successful trade fair days. Including estimations for the last day of the fair, 6,500 trade visitors from 72 countries attended the leading international trade fair for equestrian sports in Cologne. The share of foreign visitors was 76 percent. In addition to the excellent number of visitors, this year spoga horse autumn once again excelled through its strongly diversified offer. "With 435 exhibitors from 33 nations, the trade fair has once again confirmed its leading position as the industry's international meeting point," emphasised Catja Caspary, Vice President Trade Fair Management, Koelnmesse GmbH. "As the international communication and ordering platform of the equestrian sport industry, spoga horse autumn is a must-attend event." The entire product range from equestrian fashion, safety clothes and leather goods, to care and feed products, through to accessories and services as well as the special event dedicated to dogs is presented. The continuation of the concept confirms the first-class results of this year's autumn event: spoga horse autumn 2020 is scheduled to take place from 6 to 8 September 2020. Previous to that there is going to be a new format for spoga horse spring: The spoga horse Fashion Days will be celebrating their premiere from 8 to 10 February 2020.

spoga horse autumn also ensured high spirits among the exhibitors, as **Monique van Dooren-Westerdaal**, board member of the German Association of the Sports Goods Industry e.V. (BSI) confirmed: "The BSI members were very satisfied. Their full diaries and a high number of international trade visitors led to good results."

Trade visitors: Satisfaction across the board

spoga horse autumn also left a lasting, positive impression on the visitors. In particular the internationality and the diversity of the exhibitors was praised. **Dani G. Waldman**, for female riders competing for Israel, also used spoga horse as a source of inspiration: "All of the big brands of the entire industry meet up here and smaller brands are represented too. It gives me a very good impression of everything that is available. It is wonderful: One visits one location where one can see the entire offer and where everything is also presented so nicely."



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01.09. - 03.09.2019
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spoga horse award 2019: The winners

Once again this year the expert jury of the organiser Koelnmesse and the trade publication equitrends distinguished innovative products as well as sustainable CSR projects (Corporate Social Responsibility) at spoga horse autumn. In total 38 entries were submitted to this year's spoga horse award. However, ultimately there can only be two winners: Albert Kerbl with GoLeyGo, a lead rope with a magnetic closure system convinced in the category Innovations. Followed closely by HKM with the Comfort Temperature riding jacket, which equipped with an integrated power bank and heated elements, allows riders to defy cold days at the stables. The company GT Concept was victorious in the category sustainability with its saddle made of sustainable cork. The company Freejump Systems came second with its vegan ankle boots and chaps, also made of cork.

spoga horse autumn 2019 in figures:

435 companies from 33 countries, 85 percent of which were from abroad, participated at spoga horse autumn. These included 67 exhibitors from Germany and 368 exhibitors from abroad. Including estimations for the last day of the fair, 6,500 visitors from 72 countries attended spoga horse autumn. The share of foreign trade visitors was 76 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 coming spoga horse Fashion Days are being staged from 8 to 10 February 2020.

The next edition of spoga horse autumn will take place on 6 to 8 September 2020.

Further information is available at www.spogahorse.com

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