

Trade Shows With A Foreign Flavor

By Paul Wahl, Editor

BETA International, SPOGA Offer Unprecedented Opportunities

While most retailers and many manufacturers will attend one or more equine industry trade shows in the United States, a far smaller percentage will venture abroad for the two largest international trade fairs. If you've ever wondered whether it would be worth your while to go and what you might find, read on.

What's In It For Me?

Whether you're a retailer or a manufacturer, an opportunity to learn more about the equine trade business and how it operates in other settings can be eye-opening, inspiring and energizing.

Retailers will be exposed to products they've probably not seen before and would not see any other way. Manufacturers can reach a burgeoning market with a strong demand for new and innovative products for the horse and rider. Many manufacturers attend in the hopes of finding distributors for their products in the United Kingdom or Europe.

Exchanging ideas and information is a large part of both trade shows, and ample opportunities are provided for sharing.

The venue hosts hundreds of trade shows and events throughout the year.

Both venues are being remodeled to provide better services and more pleasant surroundings.

Hit the Lights

Both trade shows are located in metropolitan areas that are easily accessible and safe.

BETA is held at the National Events Center (NEC) in Birmingham, England. Much like its namesake in the United States (in Alabama), Birmingham was once the center of smoke stack manufacturing. As the emphasis in the country moved away from manufacturing, Birmingham fell on hard times. Part of its recovery plan was the construction of the NEC.

The center hosts more than 100 trade shows and similar events each year. Indeed, during the 2006 BETA show, four trade shows will be happening simultaneously, including The National Boat, Caravan and Outdoor Show, the Craft, Hobby and Stitch International and Moda UK, a menswear, footwear and accessories market.

The International Equestrian Sports Center at SPOGA (what we call SPOGA) is part of the International Trade Fair for Sport, Camping and Garden Lifestyle.

It is held in a sprawling Messeplatz complex of halls on the banks of the Rhine in Cologne in northern Germany. Cologne has been a trade center and crossroads since 50 AD.

