

Spoga Horse Spring Debuts

The first-ever Spoga Horse Spring, the International Trade Fair for Equestrian Sports presented at the Koelnmesse in Cologne, Germany, Feb. 9-11, attracted more than 4,000 visitors to the stands of 248 exhibitors from 25 coun-

tries. In all, 65 percent of the exhibitors and 45 percent of the buyers came from outside Germany.

The event featured top-name suppliers and visitors with a high level of decision-making authority, according to

Oliver P. Kuhrt, Executive Vice President of Koelnmesse.

“The good mood among visitors and exhibitors has strengthened us in our decision to offer the equestrian sports sector an international spring event here in Cologne, in addition to the trade fair in autumn,” he said.

Koelnmesse staff on the show floor invited visitors to weigh in with their opinions by taking a short computer survey. The results showed about 83 percent were satisfied or very satisfied that they had accomplished their trade fair goals. In addition, more than 90 percent of the visitors stated that they would recommend Spoga Horse Spring to business associates.

The Seminar Arena featured informative presentations several times each day by experts who provided additional know-how for day-to-day business. English translators were available for the seminars. Awards for best retailers were also presented in the Arena.

A state-of-the-art press center was provided to media representatives, who came from around the world.

The next autumn version of Spoga Horse will take place Aug. 31-Sep. 2, 2008 in conjunction with the International Trade Fair for Sports, Camping and Garden Lifestyle, and the International Garden Trade Fair. The second Spoga Horse Spring will be held Feb. 7-9, 2009. For more information, visit www.spogahorse.com.



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Bright, beautiful booths and aisles busy with buyers were hallmarks of the new Spoga Horse Spring show.