

*Scheduled at Veronafiere Thursday 10 - Sunday 13 November*

## **118<sup>th</sup> FIERACAVALLI: THE HEART OF THE EQUESTRIAN WORLD BEATS IN VERONA**

**Fieracavalli continues its success story going back more than a century. The landmark event on the international equestrian scene back again in Verona: over four days the show will host 3000 horses representing 60 breeds, 760 exhibitors from 24 countries and more than 200 events. Horse tourism and sport are the stars. Germany is the Guest Country in 2016 and delegations of buyers are also expected from Austria, Switzerland, Russia, Czech Republic and the Balkans. Non-stop spectacle until 23.00 with Fieracavalli Nights.**

**Verona, 19 October 2016** – Passion, culture, sport, tourism as well as local areas, business and performances all sharing a common theme: horses. The equestrian world returns to the limelight to Veronafiere **with the 118<sup>th</sup> edition of Fieracavalli**, scheduled 10-13 November 2016 ([www.fieracavalli.it](http://www.fieracavalli.it)).

Three thousand horses representing 60 breeds, more than 760 exhibitors from 24 countries - and more than 130,000 square meters of halls, competition rings and outdoor areas. Not to mention 35 breeder associations, 200 events including sporting competitions, shows and conventions, with 160,000 visitors expected from 80 countries. These are the figures behind the most important international event in the sector, the landmark in a field which in Italy alone boasts 400,000 registered horses, 310,000 riders, 5,000 companies and 48,000 employees (including 19,000 breeders).

*"For well over a century, Fieracavalli has explored the relationship between people, horses and local areas," said **Maurizio Danese, President of Veronafiere** ; "it has become the occasion of maximum visibility and promotion for the entire value chain. For this edition, we continue our focus on the combination of tourism and sport as the main levers for the development of breeding and protection of Italy's impressive bio-diversity, with 25 registered breeds."*

Inasmuch, **"La Valigia in Sella-Saddlebags"** returns with new proposals: an entire hall dedicated to sport in all its forms - a phenomenon which, under the aegis of the **Italian Equestrian Tourism and Trekking Federation-Ante**, boasts 120,000 enthusiasts in Italy, 7,000 kilometres of bridledways and 4,500 specialist farm holiday centres.

As regards sport in the saddle, **Jumping Verona** brings to Fieracavalli for the 16th year running the only stage in Italy of the prestigious **Longines FEI Show Jumping World Cup™**, in addition to many other events organised by the **Italian Federation of Equestrian Sports**, Western discipline contests and teams.

Fieracavalli is the only place where visitors can admire all the main equine breeds: from the Italian breeds promoted by the **Italian Breeders' Association** and the **Ministry of Agriculture, Food and Forestry Policies**, through to the finest Spanish, Arabian and American champions.

This edition also sees the launch of collaboration with the **Ministry of Health** that will become a landmark for animal-assisted therapy.

Set up in 1898 as a horse market, Fieracavalli retains its business vocation with three halls presenting the best national and international brands in fields including riding accessories and items, clothing, technical equipment, horse feed, pharmaceuticals, veterinary requirements and accessories for horse riding centres and stables.

*"Fieracavalli is the landmark for professionals, riders, enthusiasts, federations and associations," said **Giovanni Mantovani, CEO & Director General of Veronafiere**. We aim to make it an increasingly international event and this year Germany was chosen as our Guest Country - a country boasting great equestrian traditions and number one in Europe in terms of rider numbers. Consequently, we will welcome six new German companies and a delegation of 500 operators from Bavaria, as well as buyers especially expected from Austria, Switzerland, Russia, the Czech Republic Russia and the Balkans."*

There is also plenty of room for entertainment with **Westernshow** and **Kids Islands** dedicated to children: there are non-stop performances until 23.00 with **Fieracavalli Nights**, while the Gold Gala involves some of the most famous international equestrian artists. And even the gastronomy offering is enhanced this year, with the **Street Food Festival** and a selection of the best Italian *food trucks*.

And all this, as ever, Fieracavalli will once again confirm its commitment to animal welfare, with a horse-friendly exhibition centre ensuring veterinary services 24 hours a day, two supervisory committees – one ethical, the other technical-scientific – and partnership with **Islander Project** which launched adoptions of abused horses and donkeys in Italy.