

FIERACAVALLI 2017: MORE THAN 160,000 ENTHUSIASTIC VISITORS IN VERONA FROM 63 COUNTRIES

The 120th edition of VeronaFiere's equestrian event is scheduled 25-28 October 2018.

Verona, 29 October 2017 - Fieracavalli closes today and certainly consolidates its status as the European landmark event in the equestrian sector. Once again this year, there were more than **160,000 visitors** over the four shows days in Verona. Enthusiasts travelling from 'abroad' came to **16.5% of total**, representing **63 countries**. Two hundred events animated the 12 halls of the show, including top-level sporting competitions such as Jumping Verona, morphological competitions, western disciplines, shows and educational activities. Fieracavalli 2017 also welcomed numerous initiatives as regards "family-friendly" entertainment, with performances in the outdoor areas, the Evening Gold Gala and Fieracavalli Nights, not to mention the great return of Horseball, the Children's Village and Arabian horses.

The breeding sector has always been the absolute protagonist of the event thanks to **3 thousand examples** representing **60 international breeds** highlighting bio-diversity in Italian and abroad thanks also to the efforts of **35 associations**. Visitors also saw the best equipment for equitation and superb horseback tourism offerings presented by **750 companies** from **25 countries**. The next edition - number 120 - is already scheduled for **25-28 October 2018**.

*"Fieracavalli this year continues a tradition of success that began 119 years ago," said **Maurizio Danese, President of Veronafiere**. "Veronafiere is closely involved with institutions, federations, associations and companies to promote the development of a green economy sector that in Italy boasts more than 400,000 horses and employs almost 50,000 people. In 2018, we will celebrate the important goal of 120 editions and we are already working to celebrate this date with new initiatives and even greater involvement of the city of Verona and its historic centre. Our dream is to bring horses back into the Arena."*

*"This year's results rewarded our commitment towards constant improvement and innovation at Fieracavalli," commented **Giovanni Mantovani, CEO & Director General of Veronafiere**. The international calibre of the show has grown, with arrivals from 63 countries compared to 59 last year. From a commercial point of view, companies achieved good business on all four days. Enthusiasts and sector operators were welcomed by the entire equestrian value chain in Verona through its top-level events. Especially Jumping Verona, the only Italian stage of the Show Jumping World Cup, the Regions Cup Under 21 and the European Arabian Horse Morphology Championship. In addition to sport, we continued to focus on tourism - and inaugurated the first urban horse trail in Italy here in Verona itself and creating a university master's degree in equestrian tourism."*

[Photo 1](#) - Fieracavalli | 2018 dates

[Photo 2](#) - Fieracavalli 2017 | Gold Gala

[Photo 3](#) - Fieracavalli 2017 | performances

[Photo 4](#) - Fieracavalli 2017 | Westernshow

[Photo 5](#) - Fieracavalli 2017 | Show jumping

[Photo 6](#) - Fieracavalli 2017 | performances

[Photo 7](#) - Fieracavalli 2017 | urban horse trail

Link to [Fieracavalli Photogallery](#) (user: fieracavalli2017; password: photogallery) - Photo credits: © Photo VERONAFIERE-ENNEVI

Link to [Fieracavalli YouTube](#) channel

Link to [Fieracavalli Facebook](#) channel

Link to [Fieracavalli Instagram](#) channel

Link to [Veronafiere Facebook](#) channel

Link to [Veronafiere Twitter](#) channel

Veronafiere Press Service

T. +39 045 829 8350/8242/8138/8210E-mail: pressoffice@veronafiere.it | Twitter: [@pressVRfiere](#)

Facebook: [Fieracavalli](#) - Twitter: [@fieracavalli](#) | Follow us also on Instagram: [@fieracavalli](#)

Press Office - Fieracavalli

Studio Marcati - TISS | T. +39 02 3672 8150/8153 | E-mail: fieracavalli@studiotm.org