

Closer, together.

Fieracavalli

International Horse Exhibition

124th

Edition

Verona,
3-6 November 2022



veronafiere
Trade shows & events since 1898

The essence
— of horses
for 124 years



Closer, together.



Edition

Fieracavalli

— International Horse Exhibition —

Horses — an all-Italian passion



2

A true passion — for 1 Italian in 4



30% of families

for sport or as a hobby, horses are a genuine passion for Italians, as highlighted by the Eurisko research commissioned by Veronafiere for Fieracavalli.



3 million people in the saddle

8% of the active population sat in a saddle in the twelve months preceding the survey



Slow Tourism

35% of enthusiasts organized at least one horseback excursion in the 12 months preceding the survey

facts and figures

Equitation



Average expenditure on horse care



Number of associations and sports clubs (C.O.N.I. register data)



Registered members of F.I.S.E., joined by 23,000 members of the FITETREC horse trekking association



Competitions organized in Italy



International competitions



Spectators at sporting events



Employees in the sector



Impact of the sports sector on Italian GDP

The importance — of the sector

Concentration of profiled target



Networking capacity



Unique experiences



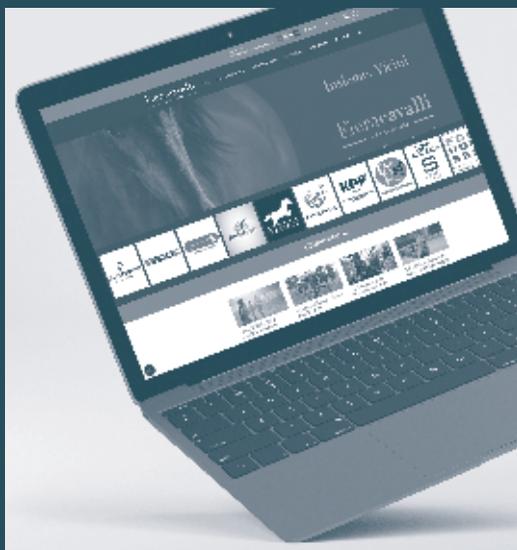
Fieracavalli — facts & figures

40 mln

→ Chats associated with Fieracavalli involved 1 million active users on social media channels and the event website

230,000

→ The social media community on official Facebook, Instagram and Twitter channels



6,5 mln

→ People reached in the two weeks of the event in November 2021

141,700

→ Views of live streaming broadcasts on www.fieracavalli.it

A web community — of enthusiasts



The power — of popularity

One of Italy's most-popular trade fair events visited by the general public and best-loved by the press.

Fieracavalli involves a growing number of users, with year-by-year growth of 27%

Exhibitors: — a choice of excellence

Sport

-

More than 60,000 people keen to buy technical items tour the business halls and 35% finalize purchases.

Leisure

-

25% of visitors also tour the commercial halls for lifestyle shopping.

Excellence of the selection

-

Thanks to its long history, attendance at the event is synonymous with excellence for exhibitors.



Why — join us here?

Appeal to buyers



Quality of the flow



Positioning quality



—
The best
of sport





The very best — in Show Jumping

The only Italian stage of the World Cup

Jumping Verona, the only Italian stage of the Longines FEI Jumping World Cup™, confirms its status the most eagerly awaited indoor event in the sporting season. For four days every year, it attracts to Verona the top names in international show jumping



and the entire world focusing around it: from sponsors to enthusiasts.

The next edition will also welcome two special events in the show jumping schedule: the return of the Grand Fieracavalli 124x124 Award and the second year of the Italian Champions Tour, a team circuit for Italian riders.

35 show jumping — — competitions

Partnership with F.I.S.E. and C.O.N.I.

The Italian Federation of Equestrian Sports and C.O.N.I. have always worked alongside Fieracavalli.

The event is one of the main sporting organizers in the equestrian sector and has always found in F.I.S.E. and its President, Marco Di Paola, a valid ally for organization and promotion of Italian equestrianism.



Longines FEI — — Show Jumping World Cup™

Overall prize fund
€ 760,000

Main sponsor
Longines

Roll of Honour

By restricting the radius only to the period when the World Cup was staged at Fieracavalli, the nineteen riders winning the event here are all legends: Rodrigo Pessoa, Jeroem Dubbeldam, Daniel Deusser, Michael Whitaker, Simone Delestre, Christian Ahlmann and Scott Brash, this latter won the event in 2019. The podium after the pandemic was taken by Simone Delestre, who won the 2021 leg.





Breeder

2.500 horses — 60 breeds on show

Horses: guardians of biodiversity

About 2,500 animals representing more than 60 breeds listed in the various stud books - Arabian, American, Iberian and Friesian, as well as all the Italian breeds: CAITPR (shire), Haflinger, Maremmani, Bardigiani, Sanfratellani, Esperia Pony, Tolfetani, Murgesi, Norci, Micci Amiatini and Ragusa or Martina Franca donkeys.

Last but not least, all the American Breeds: Quarter Horse, Appaloosa, Paint and Quarabs representing morphological and aptitude characteristics of horses from across the ocean. A world of horses waiting to be discovered.



Italian — breeds

The Itallialleva Show with A.I.A.

A tour of Italy in the saddle without leaving the exhibition centre? Fieracavalli, thanks to the sector associations dedicated to improving biodiversity and the territory in Italy, you can discover all the many horse and donkey breeds throughout our country.

A long-standing relationship bonds the AIA and Breeder Associations-Breeding entities recognized by the Ministry of Agriculture (MIPAAF) with Fieracavalli: for over a quarter of a century, the large ring in the Hall hosting the Italian Breed Show showcases the equine biodiversity to be found all over our country, bringing together technical, educational and cultural features intended for the general public.



The days organized by the Breeders System have always been an important technical and informative occasions also involving the Institutions and entities the Association collaborates with from time to time.



Data about — the Italian breeding — system

Educational aspects

-

Thanks to collaboration projects with university, and research institutions and training in schools, interesting opportunities for meeting and discussion have been created.

What you will find in Verona

-

From the National Stud Book Exhibitions now further enhanced by the Biodiversity Showcases to the finals of the local area circuit competitions for the various.

Horses in Italy
480,000

Owners
224,526



Sustainable projects



Horses — & social inclusion

Horses are an engine for tourism and sustainable economies.

The event has always focused on the relationship between People and Horses. Over the years, an awareness that this relationship is more effective when it is equal has come to the fore - as demonstrated by data emerging from research by the Riding the Blue project which highlight how the relationship with horses can be decisive in the treatment of Autism Spectrum Disorder in children.



Horses — art & society

Experiences involving Art, Social Inclusion, Horse Therapy and Horse Whispering.

Horses, precisely because of their versatility and ability to act as mediators, have become the protagonists of various areas where the event implements the same approach towards social inclusion and openness with results that often far exceed expectations.

The experimental Riding The Blue project has achieved exceptional results. Coordinated by Prof. Leonardo Zoccante and in collaboration with the University Hospital of Verona, in less than three years it has already been published in the Journal of Clinical Medicine. Fieracavalli is committed to promoting the campaign that seeks to obtain recognition of Horse Assisted Therapy by the National Health Service.

The horse, as a symbol of social inclusion, is also at the heart of projects set in motion by Fieracavalli and other realities around the country.

This is the case of the long-standing collaboration between Montorio Prison

and Fieracavalli, whereby a number of some inmates are involved in equestrian art courses or other courses that help them re-integrate into the world of work.

The link between Veronafiore and Montorio Prison, however, goes back some considerable time.

In 2013, Maria Grazia Bregoli - the enlightened director of the prison just outside Verona committed to creating reintegration and rehabilitation opportunity for associated with horses: set up the first stable managed by inmates inside the prison itself, followed by training course as stable technicians and the Reverse carpentry workshop, a company specializing in sustainable design that will provide several installations for Fieracavalli. The eagerly awaited Horse Friendly Arena, an area completely dedicated to schools, is also back with "whisperers" over 4 days of lessons and internships for enthusiasts.



Closer ——— together



Shopping area



24.000 sqm ——— of trade show areas

The largest showcase — of equestrian business

The most important national and international brands of equestrian items and technical equipment come together at Fieracavalli.

With more than 750 exhibiting companies, there are also many opportunities for shopping for casual wear and unique accessories to expand your equipment and see everything new in the sector at first hand.

Find the best — offerings in Verona

The finest equipment

The world's top manufacturers of stables and the most important national and international brands for equitation riding and veterinary equipment, technical devices, horse feed and country-style accessories for stables/riding schools can all be found in Hall 4 which will present, over the four days of the Show, all the latest news to professionals and sector exports.



— 3 business areas

Exhibition area
24,000 sqm

Halls
3 specific halls

The shopping area

Demand from specialized companies is growing year after year to exhibit at the Show in the trade area of Hall 6 which, boasting 12,000 square metres, is a major attraction for the most important brands for clothing, accessories and equipment in the equitation field.

The increasingly international exhibition venue hosts more than two hundred stands every year - offering everything needed for horse riding: boots, caps and saddles, as well as casual clothes for days in the countryside.



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