



FIERACAVALLI

VERONA

128

5 – 8 NOVEMBRE 2026



Fieracavalli: a catalyst for dynamic and innovative interest.

Verona's identity is closely linked to its horses, a symbol of the city's tradition and international spirit. As a leading event in the global equestrian industry, Fieracavalli is strategically located at the crossroads of Europe's main commercial routes. Over time, this annual event has contributed significantly to the growth of the surrounding region, supporting the development of many small and medium-sized businesses connected to the equestrian world.

By embracing innovation while preserving the horse's noble and historic traditions, Fieracavalli has become a true catalyst of interest - not only for long-time enthusiasts, but especially for the many young people who see the horse as part of a contemporary lifestyle. Through this connection, Fieracavalli brings together sport, music, design, art, social commitment, history, leisure, tourism, and adventure.

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For over a century, a benchmark in the international equestrian landscape.

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2025 edition: a continuously expanding event

> **more than**
140.000 visitors

Coming from 73 countries

> **700 companies**

From 25 countries

> **2.300 horses**

60 different breeds

> **128.000 sqm**

Across 12 halls and 6 outdoor areas

> **200 events**

Including shows, competitions and conferences

A 5% increase compared to the 2024 edition. The number of participating countries has also grown, rising from 60 to 73 - clear evidence of increasing international interest.

International buyers: delegations attended from Saudi Arabia, Argentina, Hong Kong, and the United Arab Emirates, alongside 600 industry professionals from Austria, Slovenia, Croatia, and Bosnia.

Why attend: an international trade fair increasingly setting the benchmark for the industry

For over a century, Fieracavalli has been a leading reference point in the international equestrian landscape. The event promotes a horse-centered culture that brings together business, entertainment, and local identity. With more than 700 exhibitors from 25 countries, Fieracavalli stands as one of the largest international showcases for the equestrian trade, offering extensive commercial areas where the finest national and international brands are represented.

At Fieracavalli, industry professionals and trend-focused audiences discover a comprehensive range of solutions tailored to every need, from riding equipment and accessories to apparel, technical gear, horse feed, pharmaceuticals and veterinary products, as well as supplies for riding schools and stables. Supporting and taking part in Fieracavalli means being present at the leading international trade fair for the equestrian sector - the ideal marketplace for business. Over the course of just four days, the event attracts more than 140,000 visitors from 57 countries, bringing the entire industry to Verona, from professionals and athletes to emerging talents, families, and an increasingly knowledgeable community of enthusiasts.

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The Economic Impact of the Equestrian Industry

Global Impact

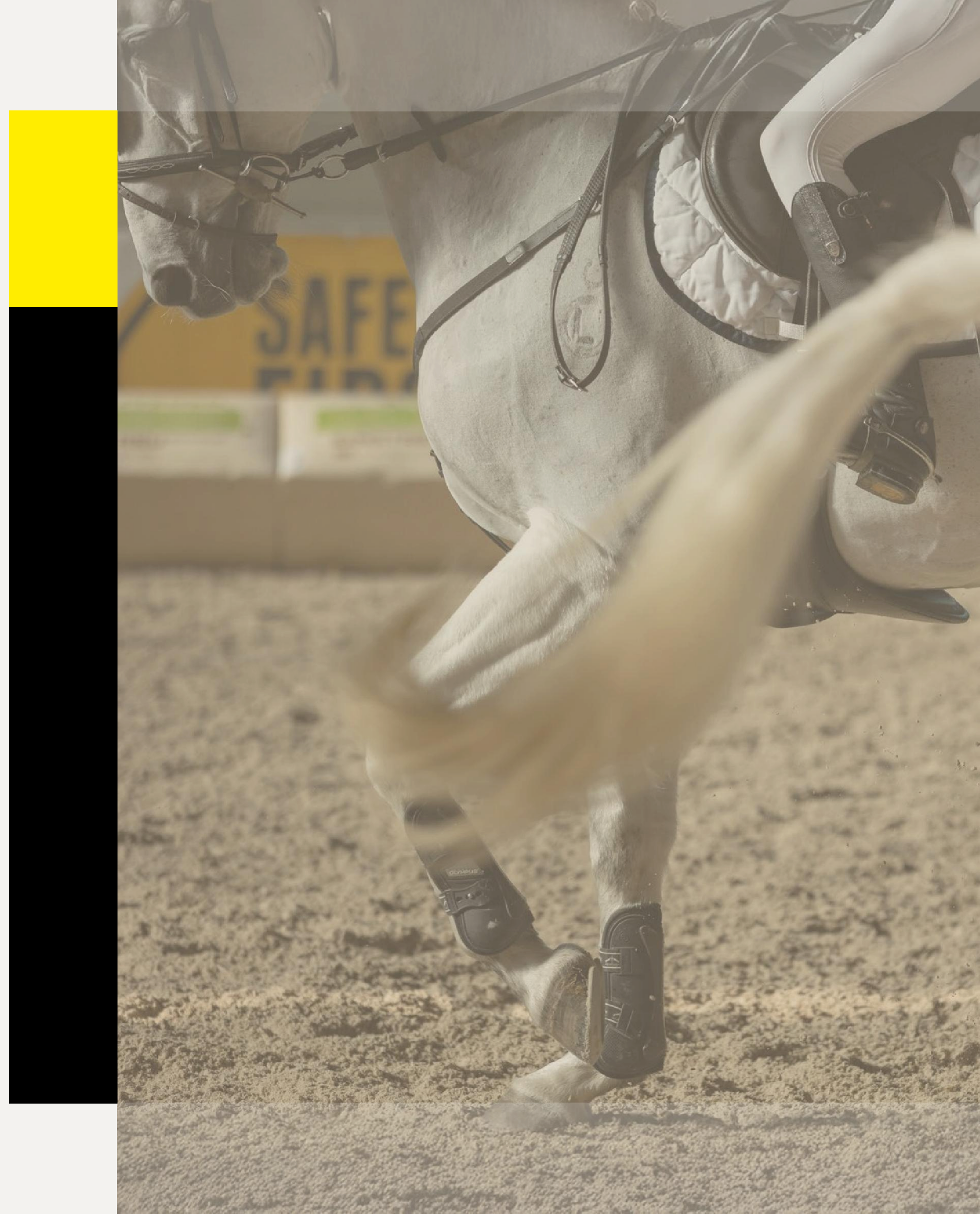
An industry valued at over 300 billion dollars, encompassing breeding, sport, entertainment, and leisure activities.

The industry in Italy

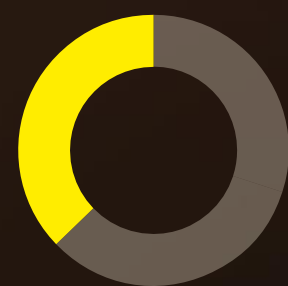
It generates 3 billion annually, with over 400,000 horses and more than 5,000 equestrian centers.

Career opportunities

It provides over 100,000 jobs across direct and related sectors.



Our Target Audience



37% Families

Age: 35-50

Origin: Northern & Central Italy

Enthusiasts and curious visitors who spend the day at the fair discovering new trends and experiences. Through engaging and ethical educational activities, they are introduced to the world of horses in a way that promotes respect for animals.

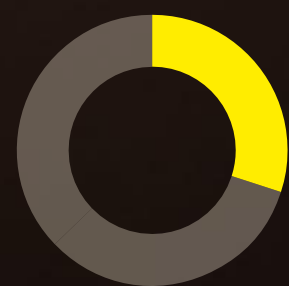


20% Specialists

Age: over 40

Origin: Italy/worldwide.

International buyers, World Cup athletes, breeders and foreign delegations.



30% Young people

Age: 16-30

Origin: Europe

Horse lovers stay at the fair for several days and experience every aspect of the event. They are true enthusiasts - athletes or amateurs - who make technical purchases and follow the competitions.



13% High Spender

Age: over 40

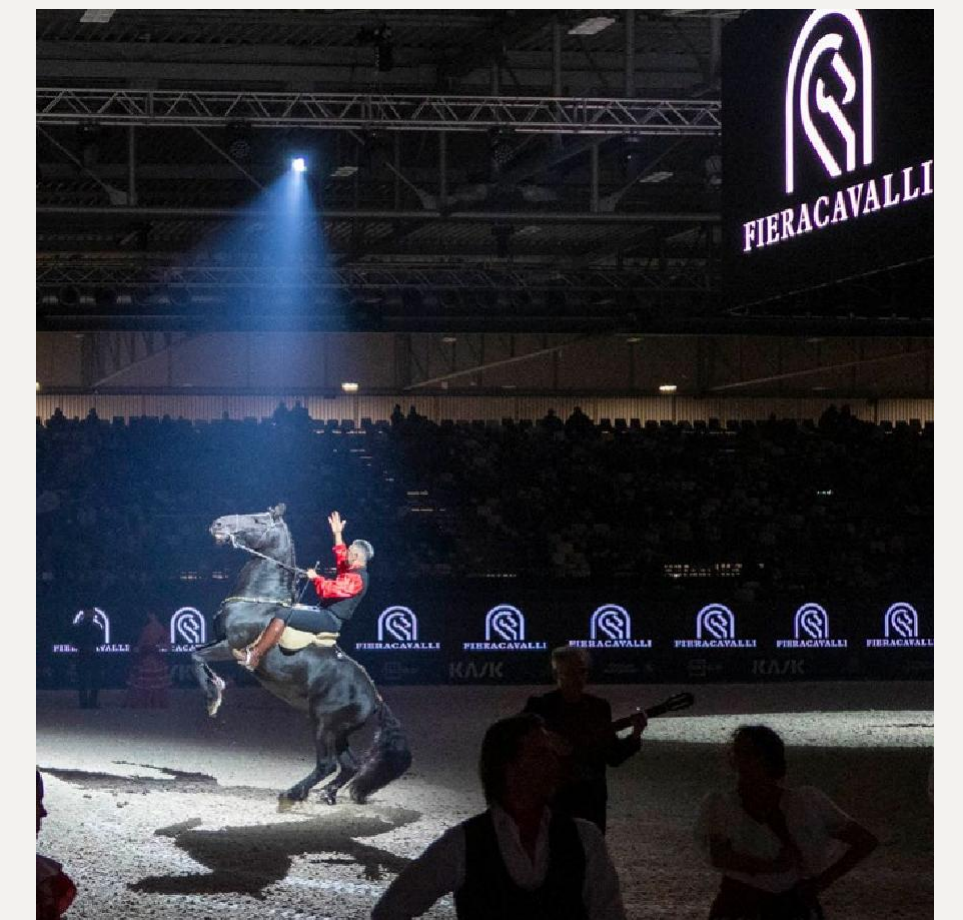
Origin: Italy/worldwide.

Equestrian enthusiasts, industry leaders, breeders and executives. They form the core audience of Jumping Verona, stay for the weekend, gather in the World Cup Terrace hospitality areas, and follow the finals with great dedication.

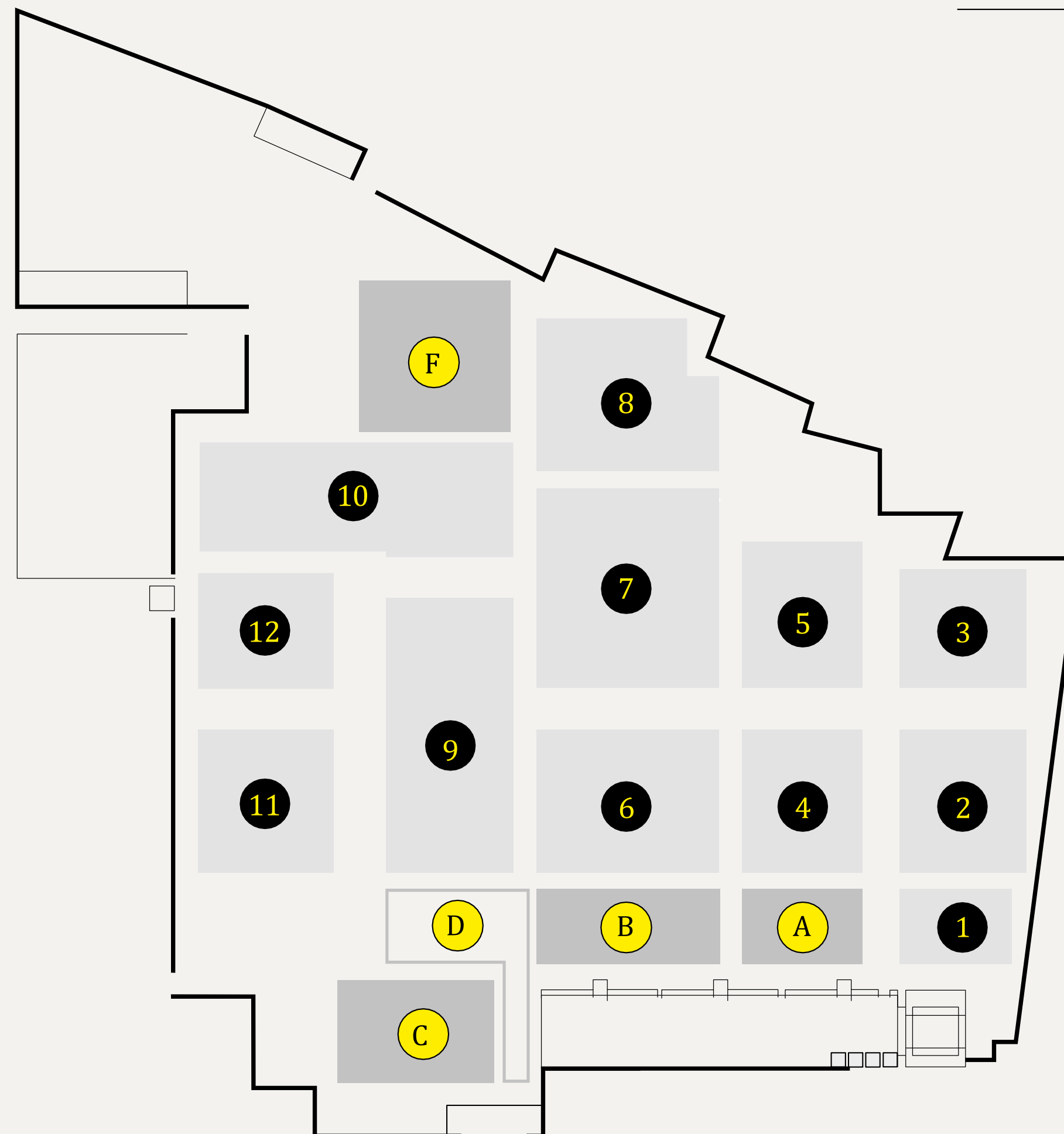


Fieracavalli: flexible space customization

The new layout, featuring customizable walkways and hall entrances, creates fresh opportunities for branding and enhanced visibility for our partners. Lounge areas across the exhibition halls - from show jumping to the western show - can be transformed into engaging spaces for guests and top clients. The competition arena itself can be fully branded with logos and campaign visuals from our main partners.



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Sport and competitions: High-level Performance and Spectacle at Fieracavalli

During the event, Verona becomes a global capital of sport, hosting some of the most prestigious national and international equestrian competitions. Among them is the renowned **Longines FEI Jumping World Cup™**, a must-see fixture that has been a cornerstone of the international equestrian calendar for over twenty years. An unmissable event for the world's leading riders and horses.



Western and Outdoor Pavilion: adrenaline, passion and the true spirit of the Western and outdoor way of life

A key highlight of the 2026 edition will be the complete renewal of the Western Pavilion, celebrating the timeless appeal of the Western myth and immersing visitors in an authentic and engaging atmosphere. The Western world has always embodied energy, discovery, unspoiled landscapes, and an outdoor way of life. For this reason, the 2026 edition of Fieracavalli will bring these elements together in a single pavilion, combining energy, passion, and content to create a space that pays tribute to freedom, tradition, and the wild spirit of iconic America.



FIERACAVALLI USA

A highlight of the past edition and the upcoming ones is the beginning of Fieracavalli's expansion into the **United States**, in collaboration with **Giuliana Marple**, through the establishment of a **Horse–Human Academy** focused on training techniques for psychological wellbeing through the horse, including therapeutic approaches for conditions such as PTSD. This collaboration marks Fieracavalli's presence in the **U.S.A**, bringing the Italian vision of the human–horse relationship beyond borders.

This project reflects Fieracavalli's international spirit, continuing to promote global exchange, inspiration, and innovation, with the wellbeing of horses at the center of the stage.





An event offering multiple points of engagement and interest for the public

Breeds from allover the world

At Fieracavalli, the *Breeds from Around the World* section celebrates the extraordinary diversity of the global equestrian heritage, offering visitors the opportunity to admire unique horses from every corner of the world up close.

Area Shopping

The leading national and international brands in equestrian equipment and technical gear come together at Fieracavalli. With more than 750 exhibiting companies, the event offers countless opportunities to discover, experience firsthand, and purchase the latest innovations in the industry.

On the path of sustainability

Through a wide range of initiatives designed to give voice and visibility to projects centered on the horse, Fieracavalli has consistently stood out for its strong commitment to sustainable, ethical, and social development. These projects place the relationship between humans and horses at their core, reflecting the event's long-standing values and vision.





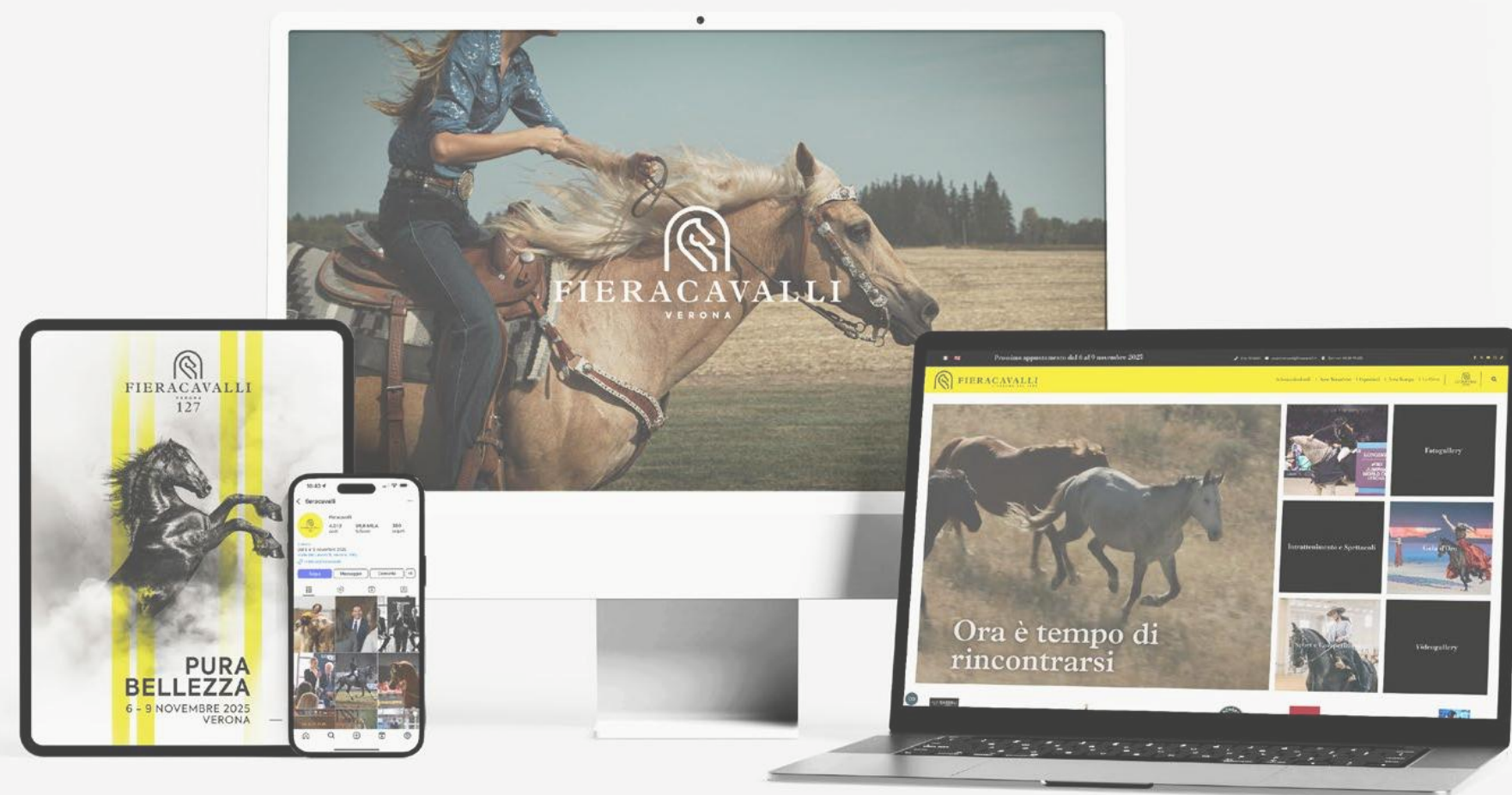
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Web, App and Social media: staying connected with Fieracavalli

Fieracavalli offers an integrated digital ecosystem through its website, app, and social media channels, all constantly updated to ensure maximum visibility for exhibitors and partners. Supported by a dedicated team of industry experts, each platform delivers exclusive content, real-time news, and in-depth features, creating an engaging and interactive experience for audiences while providing effective promotion for participating companies.



Web, App, and Social Medias: stay always connected and follow Fieracavalli

THE NUMBERS

Instagram

103.000

followers

TikTok

30.816

followers

Facebook

187.848

*Number of likes on
our page*

YouTube

5.380

subscriptions

10,5

*MILLIONS of people
reached*

+33 %

320.351

*Fieracavalli
active users*

+9,4 %

1.286

*Original content
created*

+3 %



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