

Scheduled at Veronafiere Thursday 6 - Sunday 9 November

**116TH FIERACAVALLI HIGHLIGHTS EQUESTRIAN TOURISM:
33 MILLION RIDERS IN EUROPE IN A SECTOR WORTH 9 BILLION EUROS.**

The 2014 Edition of the most important international event dedicated to the equestrian world was presented yesterday morning at the Hotel Parco dei Principi in Rome.

Rome, 28 October - More than 2,700 horses representing 60 breeds from all over the world, 650 companies attending from in excess of 25 countries, 35 breeders' associations and nearly 200 sports competitions, exhibitions and conferences. These are the facts and figures behind the 116th edition of Fieracavalli scheduled in Verona 6-9 November. The event was presented yesterday morning at the Hotel Parco dei Principi in Rome.

"Fieracavalli has been a landmark since 1898 for the international equestrian scene thanks to its most important primacy: being able to involve - through the *natural affinity* we feel it is our mission to promote - athletes, companies and enthusiasts. This year, the event focuses on tourism with the new international "Saddlebags" event - an entire hall dedicated to the best national and international equestrian tourism proposals. With 120,000 followers, 7,000 km of dedicated routes and allied business worth more than 900 million euros, equestrian tourism is a fundamental driving force for promoting the sector," said **Ettore Riello, President of Veronafiere.**

Horses in Europe generate significant numbers: athletes, amateurs and tourists add up to 33 million riders in a sector by now worth 9 billion euros overall.

"This edition of Fieracavalli is 'at the top' not the least thanks to sporting events - first and foremost Jumping Verona, the only Italian stage of the Longines FEI World Cup™, which for the fourteenth time will bring to Verona the best riders and horses in the international show jumping circuit," says the **CEO & Director General of Veronafiere, Giovanni Mantovani** -. Competitors include German Daniel Deusser, the reigning indoor champion, and the riders with the most medals in history, Ludger Beerbaum. Yet our biggest wager is on young rider Roberto Previtali (21 years) who this year joins the Italian team for the first time to compete in Verona. The rider is sponsored by Fieracavalli itself and precisely yesterday won Grand Prix Fieracavalli BMW in the national event in di Vermezzo."

And Fieracavalli is increasingly international: "We have increased investments to attract commercial delegations to Verona from France, Switzerland, Romania, Czech Republic, Russia, Croatia, Macedonia and Slovenia. And for the first time we also have companies attending from Sweden, India, Oman and China," adds the **Deputy Director General of Veronafiere, Mario Rossini.**

"The Verona event is the best showcase for the biodiversity of Italy," emphasises **Pietro Salcuni, the President of the Italian Breeders' Association**, "and finds its landmark in the Italialleva Hall with 355 champions belonging to 7 breeds in the Stud Book and 16 populations in the Official Register."

"The Ministry of Agricultural, Food and Forestry Policies has always sustained Fieracavalli," says **Giuseppe Castiglione, Undersecretary of MIPAAF**. Rural development has to pass through promotion of local areas involving history, culture and biodiversity where horse routes and food and wine are among the vital strategic assets for re-launching our country."

One of the strengths of Fieracavalli lies in its ability to bring together - over just four days - business, sport, spectacular shows and entertainment. Starting from the Children's Village and the Westernshow – with the most eagerly-awaited American mount specialities - through to morphology events in the Arabian Horse Show and culminating with Dressage performances by Iberian, South American and Friesian horses. And the enjoyment continues with Fieracavalli Nights – 20.00 to 23.00 – and the Gold Gala *Visions*, an essential appointment for all lovers of equestrian art.