

fieracavalli.it

125. Anniversary Edition

# Fieracavalli

a Verona dal 1898

Verona, 9-12 November 2023

## An inimitable event

the event attracts more than 140,000 visitors and is an appointment with undisputed communicative power

## A community of 230 thousand users

a year-round event thanks to its loyal community and side events organised throughout the country

## For enthusiasts

8 dedicated areas  
50 sporting events  
750 exhibitors  
The best technical offer for the sector

## For families and the curious

non-stop shows  
saddle christening  
family area  
2500 horses on show



Organized by

**veronafiere**

Trade shows & events since 1898



# 125° ANNIVERSARY EDITION



For its 125th edition, Fieracavalli is transformed by opening up to a new format developed over 12 pavilions and 3 outdoor areas, like a real journey between nature and tradition. The Golden Gala remains one of the unmissable appointments of the Veronese event.

*This year, the first evening of the Gala, scheduled for Thursday evening, will celebrate the 125th edition with a special event and a Celebration Dinner.*

“ It will be a journey in stages through curiosities, stories, scents and flavours of our regions and the world, like a real journey between nature and tradition.

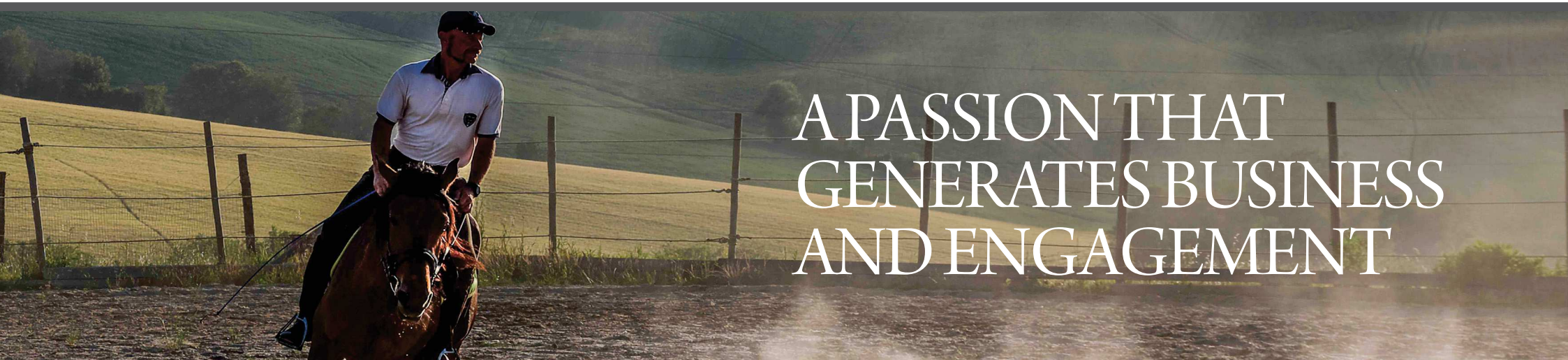
## From 9 to 12 November On stage 125 years of equestrian passion

Fieracavalli has been the reference event on the international equestrian scene for more than a century. Founded in 1898 as a simple horse market, it is, at its 125th edition, a unique fair of its kind, able to gather different targets within an impressive number of visitors, even

reaching 164,000 in just four days. It is the fourth largest national event in terms of number of visitors.

**For 22 years it has been the venue for the only Italian stage of the show jumping world cup.**





# A PASSION THAT GENERATES BUSINESS AND ENGAGEMENT

**A true passion for  
one Italian  
in four.**



**300,000 people  
practise sport at a  
competitive  
level.**



## **3 million Italians in the saddle**

8% of the active population has ridden a horse in the twelve months preceding the survey.

## **Horse synonymous with travel and tourism**

35% of enthusiasts have organised at least one trip on horseback in the last year.

## **A turnover of over 10 billion**

These are the numbers of a sector that involves 48 thousand employees and 5 thousand companies operating at various levels: breeders, sports centres, tourism and animal-assisted therapy.

## **Over half a million horses in Italy**

There are 510,541 horses registered in Italian stud books.

## **Why Fieracavalli?**

**Concentration of profiled targets**



**Networking capacity**



**Unique experiences**



**The must-visit destination  
for an enthusiast**



**Engagement capacity**







# THE NUMBERS OF FIERA CAVALLI

For partners: the power of popularity

Among the national trade fair events most visited by the public and best loved by the press.



**80 million readership and 215 million online views**  
generated by the number of articles and TV reports on the event.

**14 millions**  
People reached in the month of the event.

One of the largest and most active web communities among Italian trade fair brands of mind.



**63.881 streaming views**

The views of the live streaming on [www.fieracavalli.it](http://www.fieracavalli.it)

**258.813 loyal users**  
The social community on the official Facebook, Instagram, TikTok and Twitter channels.





# THE FIERACAVALLI NUMBER ONE

For exhibitors: a choice of excellence

## Sport

More than 60,000 people interested in technical purchases circulate in the halls, 35% finalise their purchase.

## The excellence of selection

Thanks to its longevity, attendance at the event is synonymous with excellence for the exhibitor.

## Leisure

25% of visitors also visit the trade halls for lifestyle purchases.

**More than 700 exhibiting companies choose Fieracavalli's showcase every year to speak to the public and buyers.**



**Ability to engage the buyer**



**Quality of passage**



**Quality of positioning**





## Young people:

Age 16-30, origin: Europe. Horse lovers, they also stay several days at the fair and experience all aspects of the event (from dawn to dusk). They are pure fans, athletes or amateurs, they make technical purchases, follow the competitions.

## Specialists:

Age over 40, origin: Italy/World. Buyers, World Cup athletes, breeders and foreign delegations.

**A loyal audience open to discovery, who experience the fair as an all-embracing experience.**



## High Spender:

Age over 40, origin: Italy/world. Horse lovers, industrialists, breeders, managers. They are the audience at Jumping Verona, they stay at weekends, occupy the tables on the World Cup terrace and follow the finals assiduously.

## Families:

Ages 35-50, with children, provenance: central north. Passionate and curious, they spend the whole day at the fair, make purchases, they visit all the halls in search of novelties/curiosities.

# VISITORS: THE IDENTIKIT OF OUR PUBLIC

33%  
Young people

12%  
Enthusiasts and  
high spenders



20%  
BTB specialists

45%  
Families





# DESIGNING THE FUTURE

## **A completely redesigned area**

Where spaces dedicated to horse handling are fully integrated with spaces dedicated to visitor circulation.

## **A project that puts the horse back at the centre**

between sustainability, biodiversity, safety and animal welfare.

## **Thematic food islands**

They will be the second beating heart of the event, which aims to promote the territory also from a food and wine point of view, enhancing the agrifood excellences linked to it.



# FOR BRANDS

## Numerous customisation possibilities for sponsors

With over 140,000 visitors in attendance, the new layout, with customisable hall walkways and entrances, offers new opportunities for customisation and visibility for our partners.



The lounge areas of the halls, from show jumping to western shows, can become moments of engagement for guests or top clients. The competition field can be branded with logos and campaign images of the main partners.

**Visibility opportunities are multiplied in each individual hall and in the district.**

# THE NEW LAYOUT:

A journey through history and flavours in every pavilion



## A journey to discover biodiversity and local food and wine

This year the layout of the event will be organised with themed food islands linked to the territory of origin of the horse breeds. Alongside the traditions linked to the customs and morpho-aptitude

characteristics of horses expressed by the various demonstrations and educational areas, it will be possible to taste products and recipes typical of the territory they come from.



Iberian horse, culture and flavours of Spain and Portugal



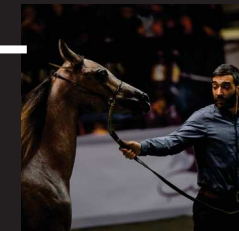
Friesian horse, culture and flavours of Belgium and the Netherlands



American horse, culture and flavours of the Stars and Stripes



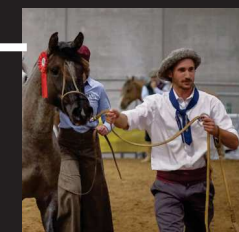
Arabian horse, culture and flavours of ancient lands



Italian horse, culture and flavours of all its regions



Criollo horse, culture and flavours of the Pampas







**Beginning with its urban horseback trail, which is about to be nominated as a Unesco World Heritage Site, through to the ‘Sapori di Razza’ (Breed Flavours) gastronomic competition that, in addition to the restaurateurs at the fair, involves inns and historic restaurants in Verona and its territory.**



## A WIDESPREAD FAIR

**The link that the fair has with the city has over the years created initiatives to promote the territory and horses**



## Urban Equivie

The ‘Equivie Urbane’ network of the Municipality of Verona is being extended.

The initiative aims to enhance and strengthen the bond that the city has built over the centuries with this splendid animal in its various uses. Riding along them it is possible to visit the entire area surrounding the city centre, the hills and the plains of the Verona area in an ideal route that unites the 3 tracks, created by Fieracavalli together with ASD Horse Valley.



# THE 2023 SCHEDULE



The adrenaline of international sport. the excellence of the technical offer, the importance of biodiversity and animal welfare.



# THE 2023 SCHEDULE



Over 60 breeds on show from around the world, non-stop shows and the Golden Gala, the family area and the journey through flavours.





## The only Italian stage of the World Cup is in Verona

Jumping Verona, the only Italian stage of the Longines FEI Jumping World Cup™ confirms itself as the most eagerly awaited indoor event of the sporting season. Every year it attracts to the city - over four days - the Gotha of international show jumping and the entire world that revolves around it: from sponsors to fans. The next edition will also see two special events in the show jumping schedule: the return of the 125x125 Fieracavalli Grand Prix and the final of the third edition of the Italian Champions Tour, a team circuit reserved exclusively for Italian riders.

# JUMPING VERONA: THE BEST OF SHOW JUMPING



# 35 SHOW JUMPING COMPETITIONS

## The partnership with F.I.S.E. and C.O.N.I.

The Italian Equestrian Sports Federation and C.O.N.I. have always worked alongside Fieracavalli. The event represents one of the main sports organisers in the equestrian sector and has always

found in F.I.S.E. and its president, Marco Di Paola, a valid ally for the organisation, promotion and valorisation of Italian equestrian.



## La Longines FEI Jumping World Cup

Total prize money

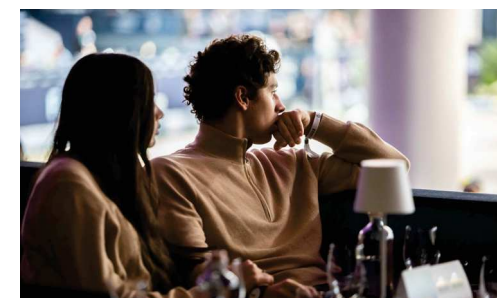
€ 860.000

Main sponsors

Longines

### Roll of honour

Mentioning only the latest winning riders, there are the names of true sacred monsters: Rodrigo Pessoa, Jeroem Dubbeldam, Daniel Deusser, Michael Whitaker, Simon Delestre, Christian Ahlmann and Scott Brash. On the other hand, world champion Henrik von Eckermann, riding the prodigious King Edward, took the podium in the last edition.



# THE SPECIAL EVENTS AT FIERACAVALLI

## Italian Champions Tour

The most important Italian show jumping team circuit is a Fieracavalli production. Now in its third edition, it is confirmed as one of the most coveted circuits by top riders. There are five stages on the

calendar: starting from the Arezzo Equestrian Centre, it passes through Piazza di Siena and the Coppa degli Assi, to conclude with the final stage scheduled at Jumping Verona.



## 125x125: a competition that celebrates the editions of the historic event



Born in 2018 to celebrate the 120 editions of Fieracavalli, the Fieracavalli Grand Prix - this year 125x125 - is now an unmissable event in the competitive calendar.

After the great success of previous years, on the occasion of the 125th edition 125 pairs will compete in the Gold, Silver

and Bronze categories on the prestigious field of the Pala Jumping Verona (Hall 8).

A competition-event that is increasingly popular with riders who, every year, look forward to Verona as the one and only unmissable event of the season.





# WESTERN RIDING COMPETITIONS

The event traditionally hosts the best of the stars and stripes disciplines: Barrel Racing and Pole Bending (slalom between 6 poles). Initially devised by American cowgirls, they soon became real competitions. The appointment with the Avviamento al Reining is confirmed, an introductory course to the

discipline that goes back to the origins of the West, when cowboys had to perform almost acrobatic movements to vaccinate and care for cattle. This is how reining came into being: it is the codification of those same movements in the sport that creates the 'pattern', the route to be performed in the competition field.



## The value of sport at Fieracavalli

Total prize money distributed

€ 2.120.000

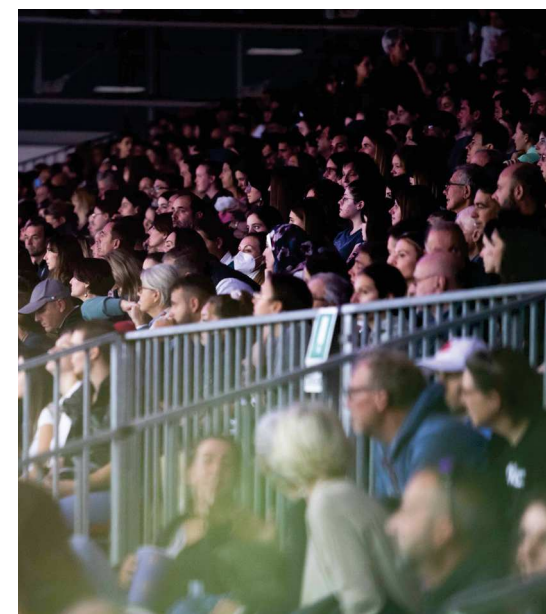
Spectators in the stands

40.000

Verona turns into the world capital of sport during the exhibition, hosting the most important competitions on the national and international equestrian scene. From its historical show jumping competitions to the only Italian stage of the Longines FEI Jumping World Cup™, Verona is also an unmissable stopover for all fans of speed, skill and a stars and stripes atmosphere.

**This is the extraordinary and magical power of attraction of the event.**

**This is the extraordinary  
and magical power  
of attraction of  
the event.**





# BREEDING

2,500 HORSES  
60 BREEDS  
ON SHOW



The horse: guardian of biodiversity.

Approximately 2,500 specimens of more than 60 breeds belonging to different stud books, from Arabian, American, Iberian and Friesian horses to all Italian breeds. CAI-TPR, Haflinger, Maremmani, Bardigiani, Sanfratellani, Pony di Esperia, Tolfetani, Murgesi, Norci, Micci Amiadini and donkeys from Ragusa or Martina Franca. Last but not least, the American Breeds: Quarter Horses, Appaloosa, Paint and Quarabs, to represent the morphological and attitudinal characteristics of overseas horses. A world of horses waiting to be discovered.





# ITALIAN BREEDS

## The Italialleva show with A.I.A

UA tour of Italy in the saddle without moving from the fairground?

At Fieracavalli, thanks to sector associations dedicated to enhancing biodiversity and the Italian territory, you can discover the numerous horse and donkey breeds of our peninsula. A long-established relationship links the AIA and the Breeders' Associations - breeding organisations

recognised by the MIPAAF - to Fieracavalli: for more than a quarter of a century, the large ring in the pavilion dedicated to the Italian Breeds Exhibition has hosted a showcase of equine biodiversity present in the various territories of our country, combining technical, educational and cultural elements intended for the general public.



## Data on the Italian breeding system

Equines in Italy  
**480.000**

Owners  
**224.526**

### The didactic aspect

Thanks to collaboration with university and educational institutions, conferences and educational days are organised for students of agricultural technical institutes.

### What you will find in Verona

From National Genealogical Book Exhibitions, now enriched by the Biodiversity Showcases, to the final competitions of the territorial circuits of the various breeds.

\*AIA register data

**“ The largest showcase of equine biodiversity in the various territories of our country.**





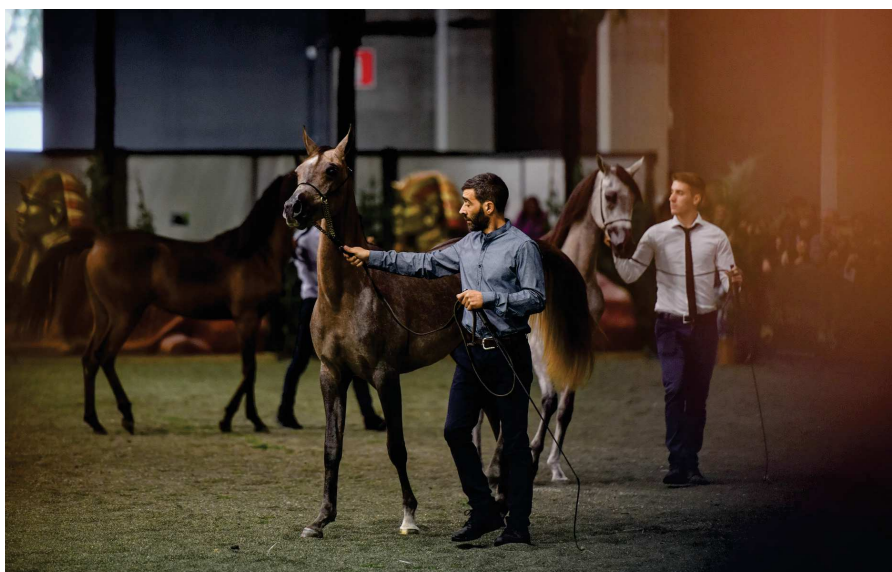
# ...AND OF THE WORLD

Spanish, Criollo, Arabian, Appaloosa, Paint, Quarab, Lusitano, there are countless horse breeds in the world

**There are more than 60 breeds on show in Verona and even more in the world.**



Each horse breed carries with it the history, culture and food and wine of the territory from which it originates. It is on this principle that the various halls of the exhibition are created. More than 180 horses including Pura Raza Española,



Lusitanians and Hispano Arabians are the stars of the Iberian show. An exhibition is also dedicated to American culture where, alongside the competitions, the attitudes and history of native breeds such as Appaloosa, Paint Horse and Quarter Horse are explained and told. The majesty of the Arabian horse has always been the protagonist of the most important morphology competitions in the world. Every year Verona is the venue for the main European competitions and the crossroads of double-digit e-business

cultures, where the protagonists are the stellar valuations of Arabian foals and stallions.

**Breeds such as Lusitano, Criollo or Friesian become an opportunity to discover not only the horse, but also the culture, customs and taste associated with the territory from which they originate.**





NEW  
COMMUNICATION  
OPPORTUNITIES



Vip passion for horses becomes the driving force behind special projects

Celebrities, well-known faces from the cinema and the industry, enliven the two key events of the show: the Celebration Dinner and the food contest "Sapori di Razza" with Alessandro Borghese.



## “Fieracavalli Horse Friendship Prize”

The award was created in the 124th edition to celebrate the relationship that can bind man and horse. Awarded in the first edition was Kim Rossi Stuart for his film “Brado”, because he was able to recount, with his authorial gaze, the universe of relationships that can be generated by this extraordinary animal.



## CELEBRATION DINNER

The first evening of Fieracavalli is the scene of the official opening of the event, which this year is preparing to cross the **125th anniversary milestone.**



**VIPs, influencers, world-famous amazons, the faces known to the general public on the opening evening of Fieracavalli.**



**Live social & TV broadcasts with 2 million views in a single evening for the live broadcast on Repubblica TV and IG stories.**

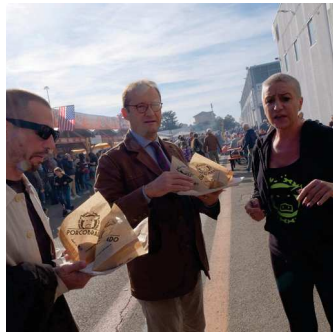






## The Jury

A member of the national press, a chef, an influencer and a Veronafiere delegate to assess **taste, storytelling and quality of the competing restaurateurs.**



## The competitors

There are two categories in the competition: **the street food of the event and the "Fieracavalli" dish created by Verona's historic restaurateurs.**



## The public

The public and visitors can also vote for their favourite street food via QR Code at [www.fieracavalli.it](http://www.fieracavalli.it).

In 2022, **3,400 users** took part in the online voting.

## Alessandro Borghese

It is Italy's best-loved celebrity chef who awards the contestants in the competition and **narrates - via his social media - the various stages of the competition.**



# SAPORI DI RAZZA

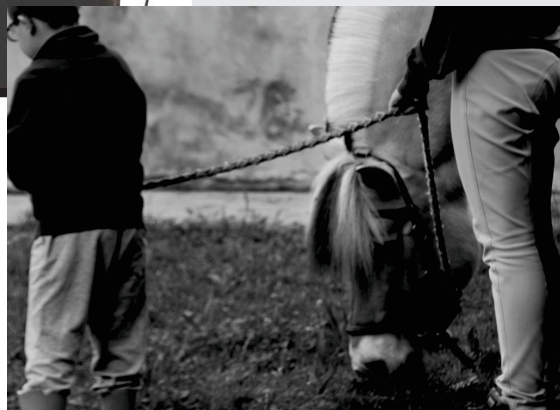
**Food between supply chain and lifestyle**



# SUSTAINABLE FUTURE

Riding sustainability.  
Dialogues on the sustainable  
future of the equestrian world

FORUM ZONE 2023



The event has always focused on the relationship between Man and Horse. There is a growing awareness of how effective this relationship is when it is on an equal footing. It is on this concept that the programme of conferences, talks and round tables on the theme of sustainability, both social and environmental, is based.





## Pathways between animal welfare, Inclusion and Horse Whispering

A multimedia and interactive area becomes a place for dialogue and experimentation on sustainable futures with the talk area "A cavallo della sostenibilità" | Dialoghi sul futuro sostenibile del mondo equestre.

A collection point, hub and discussion on the numerous projects born at the fair, with the aim of keeping the dialogue on the sustainable future of the sector alive. It will be this space, set up with reused materials and created by the carpentry workshop of the Montorio Prison, that will host interviews,



meetings and round tables in which to discuss the importance of the therapeutic relationship between man and horse, the ways of cutting energy and environmental costs, the social inclusion of the most fragile categories, and the promotion of equestrian tourism as an ethical and conscious practice.

## TALKS, CONFERENCES AND ROUNDTABLES

**Horses, Art and Society, Social Inclusion, Environment. Discussions on crucial topics to build a sustainable future.**



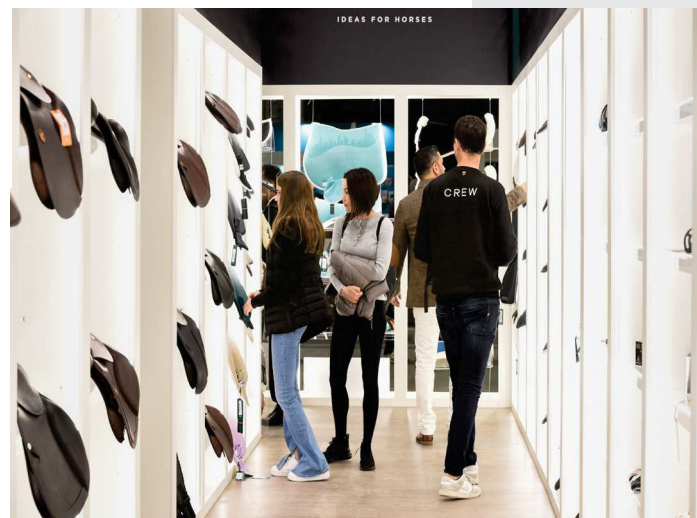


# SHOPPING AREA



The largest showcase of equestrian business

24,000 SQM  
EXHIBITION  
AREA



The most important national and international brands of articles and technical equipment for equitation meet at Fieracavalli. With more than 750 exhibiting companies, there will also be plenty of opportunities to shop for casual clothing and unique accessories to enhance your equipment and to touch all the latest innovations in the sector



# THE BEST IS IN VERONA

## The commercial

The exhibition square metres  
24.000 mq

Pavilions  
3 pavillons dédiés

Edition after edition, the demand for participation by specialised companies is growing. The large trade area, with its 3 pavilions and 24 thousand square metres, is a strong attraction for the most important brands of clothing, accessories and equipment for equestrian. The exhibition area, which is becoming increasingly international, hosts more than 700 exhibitors each year offering the best in riding equipment and accessories.



**The best equipment,  
the most prestigious  
stud manufacturers in  
the world, and the most  
important national and  
international brands of  
equestrian and veterinary  
articles.**

“



# HORSE & COMMUNICATION

“ There are many luxury, automotive and beauty brands that exploit the innate elegance and magic of the horse to excite their consumers.



VERSACE



The communicative impetus of the horse, the imagery derived from it and the fascination it arouses are fundamental tools not to be underestimated when imagining a partnership with Fieracavalli.

“



# Fieracavalli

a Verona dal 1898



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