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**Dal 1898, Fiera di Razza.**



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# HORSES PROMOTE LOCAL AREA SUCCESS

by Ufficio Stampa di Fieracavalli ■ photos by Nicoletta Abelli



**I**n the wake of huge success in 2011, with attendance by over 155 thousand visitors and 659 exhibitors (20% international), FieraCavalli – the reference event in the international equestrian panorama – is already making ready for its 114th edition. In 2012, the impetus bringing horses into the centre of the Verona exhibition cosmos focuses on the relationship between people and horses that boasts strong roots in our own local area and a major role in its culture and history. Highlighting the production excellence of Italian agricultural and food culture, alongside promotion of sustainable and aware tourism – for which horses have always been the natural ambassador – is one of the objectives

that will involve significant organisational efforts for the coming event.

Verona, April 2012 – The last edition was an important occasion for the equestrian world that, thanks to success in Verona in terms of attendance and numbers, ensured unexpected optimism for Made in Italy in this sector. This was highlighted by an increase of 2% in visitors (up to 155,640) and 20% for horses present with 35 breeder associations, 650 exhibitors and more than 160 between sporting events, competitions and conventions. The international character of the event was confirmed by important results: 20% of exhibitors came from 28 countries, as well as 15% of total visitors. These are the figures for an edition that has encouraged the organisers to do even better for 2012.

The main objectives of the 114th edition (Verona, Thursday 8–Sunday 11 November) include: expand the role of horses by developing new and unusual comparison and promotion initiatives focusing on our history from the point of view of horses.

For the first time, territorial promotion will be backed up by a mapping of Italian breeders who, through the valorisation of true national excellence, will bring to Verona the first Stock Exchange of Equestrian Tourism. The territory of Italy – so rich in history and culture – is the starting point for first steps in the equestrian world by an increasingly huge and international audience. Leverage on Italian excellence to generate a system among numerous and valid tourism-breeding realities throughout the country, promoting its primacy for the eyes of international visitors and enhancing innovative value for the constantly expanding general public.

Touring Italy on horseback in just four days. A truly feasible tour that starts off from Hall 1 at Fieracavalli. A route accompanying visitors to the discovery of horses at the meeting point between local areas, products, hospitality facili-

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*ties associated with the equestrian world and bio-diversity. An interactive space where regions, institutions, associations and tour operators will reveal the typical excellence of Italian local areas linked with the equestrian world, a place where horse tourism is promoted through images, stories and the crafts and specialities inspired by this world.*

*The outside area, dedicated until the last edition to the Village of Traditions and the animation ring, becomes a unique place where the territorial promotion project comes to life. Animations will be even more numerous and coherent, each dedicated to the culture of every single region and breed. Popular music, equestrian performances and wine-food areas of surprising quality will interweave to create an approach taking an education and entertainment, where the folklore associated with endless Italian specialities helps promote and enhance the appeal of equitation.*

*As regards the well-being of horses, one of the most widely discussed themes in the sector, Fieracavalli is determined to continue its way towards a new culture safeguarding horses that was inaugurated during the last edition. In particular, in logistics terms, the areas where horses are in transit will be finished with more than 30,000 sq.m. of carpet tiles. All boxes are in natural material with organic dust-free chip bedding. Ring areas are increased by 25% and two entrances to the Exhibition Centre are exclusively reserved for horses. From an academic and congress point of view, Fieracavalli 2012 will promote events and topics of major current interest concerning care, well-being and protection of horses, including the Convention of the Society of Italian Equine Veterinary Surgeons, returning to Verona after an absence of two years.*

*The show is increasingly confirmed as a major event where every aspect can be experience and enjoyed by every kind*



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*of visitor. A whole series of performances, competitions, and collateral events reflecting the most noble and ancient traditions, shows and initiatives highlighting the most innovative aspects in the equestrian panorama for enthusiastic and increasingly competent visitors – even capturing the attention of people approaching the world of horses for the first time.*

*Special emphasis on sport. Jumping Verona is set to celebrate twelve editions as the only Italian stage of the prestigious Rolex FEI World Cup™. The National Pony Competition celebrates its Silver Edition and the Regions Cup posts its 37th edition, while the agreement with FISE seeks to expand sporting proposals with a special eye to disciplines currently not represented in Verona.*

*The strong focus on breeder meetings continues with the Exhibition of Italian Horses, where AIA (Italian Breeders Association) presents more than 400 horses, products and associations fling the flag of the Itallallewa brand exclusively for 100% Made in Italy animal farming products. Activities of the Arabian Horse Exhibition, as every year, are organised in collaboration with ANICA (Italian National Arabian Horse Association), while the absolute innovation this edition is the prestigious involvement, for the Exhibition of Spanish Horses, of U.A.I.P.R.E. (Union of Italian Pura Raza Española Associations), the only Italian association officially recognised by ANCEE, that will coordinate competitions, activities and appointments dedicated to the*

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*Spanish breed. Morphology is still a princely discipline for Fieracavalli that, as every year, schedules numerous international competitions for the best examples of Arabian, Spanish, Crioll, Friesian, Paint, Quarter and Appaloosa horses. Spotlights also focus on the Western world which also upgrades its calendar of competitions.*

*The commercial areas of the event stand as one of the reference points for people looking for the most innovative trends and trade sectors most in the avant-garde.*

*Almost 30,000 sq.m. dedicated to a huge and qualified show event offering visitors the opportunity to purchase clothing, accessories and articles for equitation, technical equipment, veterinary products, foodstuffs for horses and accessories for riding schools and stables.*

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*The range of ideas specifically for the more general public at large is also becoming more important. Following success at the last edition, competitions, the talent show and equestrian performances will return to animate the four days of the event in Verona: "Talent and Horses", "A snapshot outside the ring" and the evening spectacle that sold out at the last edition and is set to return with a restyling. The Children's Village, one of the most popular corners with families, not only hosts the "Horse Friends" initiative for schools but also welcomes an even more intense programme of entertainment, play and education appointments.*

*The many new proposals also and especially include the area dedicated to Horsemanship and a space for comparisons in equestrian matters with experts, veterinary surgeons, grooms, breeders and riders.*

*Appointment in Verona Thursday 8-Sunday 11 November 2012. □*

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