



2010 中国国际马博会

HORFA CHINA INTERNATIONAL HORSE FAIR

展后报告 POST SHOW REPORT

2010年9月24-26日 | September 24-26, 2010
上海东亚展览馆 | Shanghai, China



www.horfachina.com

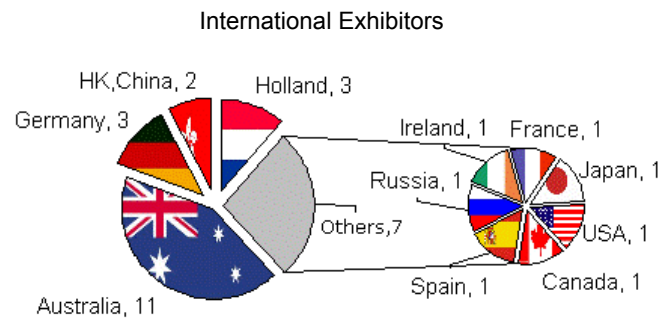
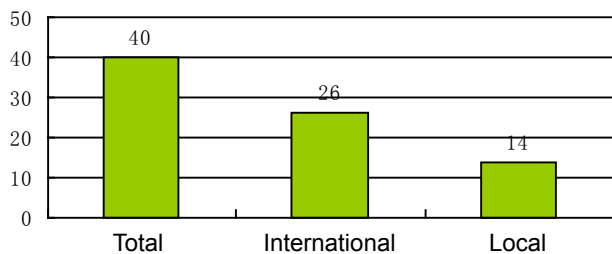
HORFA2010 closed successfully on Sep. 26 2010 at Shanghai East Asia Exhibition Hall.

Organized by China Horse Industry Association, UB Group and Shanghai East Asia (Group) Co., Ltd., the first HORFA gathered over 100 horses and 1000 experts, associations, horse owners and horse lovers as well as investors who regarded HORFA as a professional platform, which will help HORFA with development greatly.



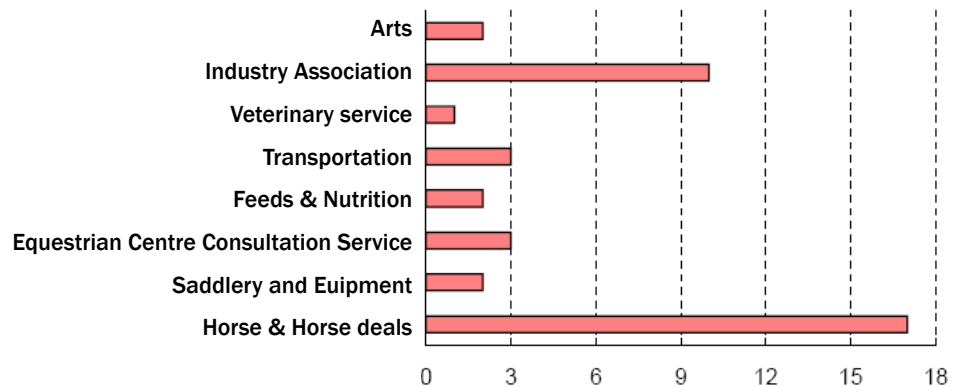
Exhibitors

There were 40 exhibitors from 12 countries and regions such as China, HK, Germany, France, Holland, Ireland, Russia, Australia, Japan and Canada during 3 exhibiting days.



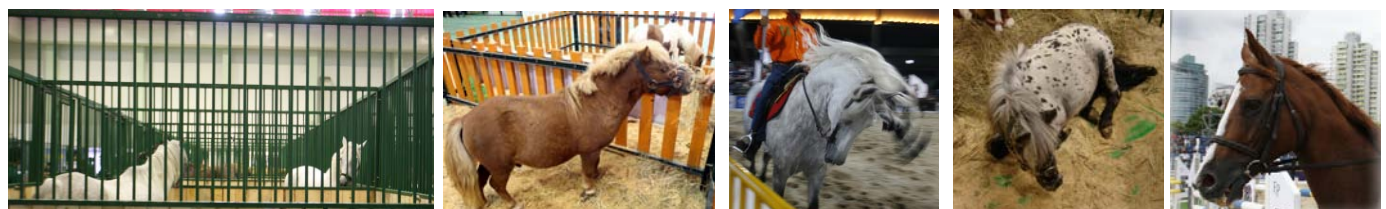
Exhibitors by Product Sector

HORFA2010 exhibited not only horses/horse deals and feeds/nutritions, but also ranch planning&operation, saddlery, veterinary service, horse transportation and so on.



Exhibiting Horses

There were 40 horses exhibited on site including Arabian, Akhal-teke, Throughbred, Warm blood, Shetland, Falabella, Quarter, Appaloosa, Spanish pure bred, etc.



Exhibitor List



HORFA2010 as exhibitors saw it

Irene Wolfs, Director Foreign affairs, KWPN (Holland) :

"Please bring my regards and compliments to the organisation, we were very satisfied with the way you organised all this."

Jack C. Lubbers, Export agents, VDL STUD (Holland) :

"HORFA2010 was very good for us. We have now sold over 20 horses as a result of HOFRA and more clients coming to visit us so that was a great result. Time permitting we will attend Hofra 2011 without doubt !!!"

Brian Bohn, President, Horseway International Ltd (Canada) :

"We found the HORFA International Horse Fair was an excellent way to meet the players in the China Horse Industry. The show was organized very well. We will hopefully be back next year. "

Pang Peili, Managing Director, CORICH (China) :

"Plentiful events with innovation and content which must be promising."

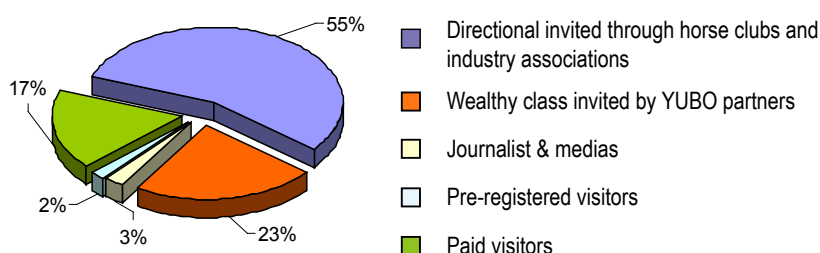


Visitors

Part I Visits

	1 st Day	2 nd Day	3 rd Day	Total
Visits	4813	2239	1021	8073
Percent%	59.62%	27.73%	12.65%	100%

Part II Channels



Part III Information

Age

- 10% Teenagers
- 90% Adults

Reasons for Visiting

- 59% Individual
- 26% Business
- 15% Both

Relationship With Horse (Non-Business)

- 17% Horse owners
- 11% Club owners
- 15% Fans of horse/equestrian/polo
- 31% Interest
- 26% Undefined

Horse Purchasing Plan

- 12% Yes
- 88% Undefined

Favorite Horsebreed

- 36% Sporty horse
- 23% Thoroughbred
- 11% Pleasure/Show horse
- 5% Above all
- 25% Undefined

To Visit HORFA2011

- 71% Yes
- 24% Maybe
- 5% No



HORFA2010 as visitors saw it

Montaigne Finance (France) :

"This is a very international event. In Europe, we have reports on China's economic development and the advancement of the Chinese Horse Industry. We are convinced that even for foreign companies, nothing will be better than this trip to China. I am sure HORFA will be a must for the overseas companies to get insights into Chinese horse industry."

YEMA International (Xinjiang, China) :

"HORFA's concept is pretty good as it covers equestrian competition, conference and events which will be the best platform for horse industry and initiation for public. Such a platform is urgently needed in China to promote the horse industry."

Mr. Don Hancock (Australia) :

"I believe that this event is a 'must attend' for all international horse participants to gain an insight into the evolving horse industry of China. I'm sure that the event will continue to grow in international recognition and support."

Supporting Tournament

Conference

HORFA Horse Industry Conference was held on September 24th. Several honorable professionals, such like Mr. Jia Youlin (Chairman of China Veterinary Association), Mr. Naoaki Koike (President of JAIR) and Mr. Chen Yongya (President of Hong Kong Breeders Club) , gave us exciting speeches.



Gala

Over 300 well-known horse professionals, horse-owners, fans, business and intellectual elites, performing artists come and witness together the new milestone for the Chinese horse industry.



Game

63 candidates and 3 riders from North America with 55 horses attended the HORFA 2010 Jumping Invitational Tournament and CCTV-YUBO-HORFA2010 China Barrel Racing Championship on Sep. 25th.



Media Partners

Television

CCTV Sports Channel
Tourist TV (TTV)

Newspapers

China Real Estate Business
China Business Journal
21st Century Business Herald

Magazines

HORSEMANSHIP
Equestrio China
Polo Life
HURUN POLO & EQUESTRIAN
CHINA EQUESTRIAN&HORSE RACING
HORSETIMES

Websites

China National Horse Industry Web
ifeng.com
Sina.com
FTChinese.com
CYBERHORSE
PR Newswire Asia

Elite Magazines

Robb Report Lifestyle
HURUN Report
Noblesse
TARGET
FT Rui
Elite
Channel 5
CHINA ECONOMIC REVIEW
LUXE IMMO
Xinmin Weekly
Mangazine

LIFE ELEMENT
Strait Bridge
Emigrate to Shanghai
The Discerning Lifestyle
DO Myself
EXCLUSIVE BOAT
TOP CLUB
FORTUNE TOWN
ReLUXE
Sportaloosa Int.

HORFA2010 Organization

Organizers

China Horse Industry Association
UB GROUP
Shanghai East Asia (Group) Co.,Ltd

Operators

Shanghai Yubo International Exhibition Co., Ltd.
Shanghai East Asia Sports& Recreation Center

Co-organizers

Xinjiang Horse Industry Association
Inner Mongolia Horse Industry Association
Hong Kong Breeders Club
Shenzhen Jockey Club
Shanghai Equestrian Association

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