

FIERACAVALLI 2011



ON THE EVE OF THE 113TH EDITION OF FIERACAVALLI, THE HISTORIC EUROPEAN EQUESTRIAN SPORT AND TRADE EVENT HELD IN VERONA, EXPECTATIONS WERE VERY HIGH WITH 30% MORE ADVANCE SALES COMPARED TO 2010. AT THE END OF THE FOUR-DAY EVENT HELD THIS NOVEMBER, WITH ATTENDANCE OF 155,640 VISITORS FROM AS MANY AS 70 COUNTRIES, 3,000 HORSES, MORE THAN 35 BREEDER ASSOCIATIONS, 650 INTERNATIONAL EXHIBITORS, 19 INTERNATIONAL DELEGATIONS, AND MORE THAN 160 SPORTING EVENTS, COMPETITIONS AND CONVENTIONS,

FIERACAVALLI UNDOUBTEDLY LEFT ITS MARK AS ONE OF THE TOP EQUESTRIAN EXHIBITIONS IN THE WORLD.

“These figures are encouraging for the entire European equestrian field for which Fieracavalli is the historical reference exhibition,” said Ettore Riello, President of the Verona Exhibition Authority. It covers a sector that in Italy alone generates a turnover of 6.5 billion Euros and involves more than 10 million enthusiasts, of which 2.5 million are avid riders. Possibilities for further growth are very positive, as clearly shown by the Fieracavalli Observatory statistics: 77% of Italian parents would like their children to ride horses and 49% of young people dream about a horse riding holiday.

Fieracavalli for its part provided an enthusiastic, informed and curious public with an excellent venue for

sales, as witnessed by more than 20 exhibitors (published on the site www.fieracavalli.it).

“We were truly surprised - given the current economic situation; we did not expect such success,” said SM Trade & Technology. “Saturday was a crowded day, with visitors making purchases despite the recession,” said representatives of Neil’s Boots. Encouraging comments were also made by Kep Italia, “This is the right exhibition for promoting my product. The 2011 edition went far beyond my best expectations”. Rinco S.p.A. commented, “We always exhibit at Fieracavalli, even at times when Verona seemed to suffer from market difficulties. My choice proved correct.” CEO & Director General, Giovanni Mantovani added, “This year’s figures are a sign that the event was well focused and responded to the effective needs of operators.”

Fieracavalli also received strong positive indications from institutions such as ASSI and MIPAAF, the Ministry of Economy and AIA Itallialleva, Fitetrec–Ante, regarding renewed attention to the breeding and sporting world. In this regard, Fieracavalli emphasised its strategic role with an agreement signed between the President of Veronafiore and the President of FISE, Andrea Paulgross, with the objective of expanding the calendar of sporting events, in particular during the exhibition under the coordination of the Federation.

There was also a fine turn-out for the Gold Gala Celebration, dedicated to the 150 years of the unity of Italy, with the involvement of the IV Mounted Carabinieri Regiment - to which Veronafiore made a gift of an Anglo-Arabian-Sardinian horse, presented by President Riello to Colonel Francesco Azzaro in thanks for the work of the Carabinieri on behalf of the country since its foundation and its attendance at the 2011 edition of Fieracavalli.