

HORFA CHINA A PROMISING FUTURE



THE THREE DAY INTERNATIONAL HORSE FAIR OF CHINA 2011 CAME TO A SUCCESSFUL END AT SHANGHAI EAST ASIA EXHIBITION HALL ON OCTOBER 30TH, 2011. A TOTAL OF 82 EXHIBITORS FROM 18 COUNTRIES AND DISTRICTS FROM AROUND THE WORLD, INCLUDING THE USA, AUSTRALIA, ITALY, GERMANY, SPAIN, RUSSIA, BELGIUM, INDIA, DUBAI, SWEDEN AND MEXICO, JOINED IN. JAPAN, FRANCE AND HOLLAND, THE THREE COUNTRIES KNOWN FOR THEIR ADVANCED HORSE INDUSTRY, EXHIBITED IN NATIONAL PAVILIONS.

At the forums held concurrently, industry professionals, business visitors and high-end visitors were plenty in number. Intriguing programmes ranging from pony and horse shows, and the riding sessions attracted many visitors to watch or participate. The HORFA Global Outstanding Horse Owners' Night, which gathered 400 horse industry professionals, was the most popular event. Through this opening, HORFA is established as the most influential international horse trade show in China as well as Asia. Its combination of an exhibition for trading and an industry meeting targeted at horse farm owners, equestrian club owners,

and present and future horse owners, proved to be a success.

"The best thing about this trade show is that it bridges developed horse markets; we are trying to provide an easy path into China itself for companies from all links of the industry chain. The active participation from overseas exhibitors at HORFA at its second opening shows that the world market has high hopes for this market. It is safe to expect the Chinese horse industry to grow from good to great," says Mr. Yue Gaofeng, the Vice Secretary General of China Horse Industry Association.

The exhibitors all expressed their satisfaction with HORFA 2011. KWPN from Holland was participating for the second time. Its Director of Foreign Affairs, Ms. Irene Wolfs told organisers about her satisfaction with the booth installations, visitor quality and on-site programmes. Mr. Naoaki Koike, the Vice President of Japan Association for International Horse Racing, said that as next year will mark the 40th anniversary of the establishment of a diplomatic relationship between China and Japan; they will organise a "Japanese Day" at HORFA 2012 to introduce the Japanese horse industry. 