



RESULTS  
OF THE 13<sup>th</sup> INTERNATIONAL  
EQUESTRIAN EXHIBITION  
“EQUIROS-2011”



# EQUIROS'2011

International exhibition “EQUIROS” is justly considered to be the main equestrian exhibition in our country. In 1999 it became the first equestrian exhibition in modern Russia.

## EQUIROS '2011:

**EXHIBITION AREA:** 10,800 SQUARE METERS IN FOUR PAVILIONS

**VISITORS:** 14,700 GUESTS, 80% - EQUESTRIAN PROFESSIONALS

**EXHIBITORS:** 240 COMPANIES (FROM 8 COUNTRIES) INVOLVED IN EQUESTRIAN SPORTS, HORSE-BREEDING, VETERINARY AND OTHER RELATED SECTORS



EQUIROS | ЭКВИРОС  
13 International Exhibition

October 5-9, 2011  
Moscow, Russia

Sokolniki  
Exhibition and  
Convention Centre



## OFFICIAL SUPPORT:



THE RF MINISTRY FOR SPORTS, TOURISM AND YOUTH POLICY



THE RF MINISTRY OF AGRICULTURE



EQUESTRIAN VETERINARIAN UNION



RUSSIAN FEDERATION OF EQUESTRIAN SPORTS



ALL-UNION SCIENTIFIC RESEARCH INSTITUTE FOR HORSE-BREEDING



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## EXHIBITORS:

AGROVETZASHCHITA; ALFA HORSE; Alla FILCHUK (FILCHUK, Individual enterpriser); ANEMONE HORSE TRUCKS BV; ARGO; LLC; ARTROLINE, LLC; CAPRIOLE, CONSTRUCTIVE, LLC; CONTENT UNION, LLC; DressagesHorses.ru, Dutch Sport Horse Traders Association; EISMA Business media BV; Ekaterina DRUZ Horse Photography; Ekaterina VESELKOVA; ElitHorses; EquiVet, LLC; EURO ENTERTAINMENT, LLC; European Equine Dental Consultancy; FOLIANT, LLC; FRA-MIL LLC; GALLOP Shop; German Horse Industry Consulting GmbH; GOLD MUSTANG, LLC; Hannoveraner Verband E.V.; HAVENS Horsefeed; HELVET, LLC; Holland Horse Centre; Holland National Horse Foundation; HORSE HOUSE, LLC; HORZE; HOUWEN Sporthorses BV; HTW HOLLAND; INKAR AGRO Production Commercial Firm LTD; LENEXPO, JSC; KARPILOVICH, IB; KOENIG-HIPPIKA, LLC; Kompleksnye spetsialnye postavki, LLC; KONI & PONI, LTD; Konny dvor (Russian Equestrian Promotion, LTD); KRAIBURG Austria GmbH & Co. KG; KWPN, Holland National Horse Foundation; LAAKE GmbH — Equestrian Systems; LADIES RIDING; LADOGA PLUS, LTD; MOSCOW HORSE SHOP; Neva-Vet Group; PETERHORSE TH, LLC; PROKONI SHOP; RÖWER&RÜB; Races. Sport, equestrian shop, LLC; S&B TOYS, LLC; SHADOWFAX (SVETOZAR) charity fund for equine protection and rehabilitation; SIBERIAN PLATE; TAAMS HORSES; The all-Russian research institute for horse breeding; VALENTINA Stud; VALTRAP, LLC; VDL Stud; VEDA, LLC; VETPROM MH, LLC; WALDHAUSEN COLOGNE Germany; Western Riding Sport Federation, NPO; WHITE MANE, LLC; ZHASHKOV Stud Farm.



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# VISITORS' PROFILE:



## Visitors

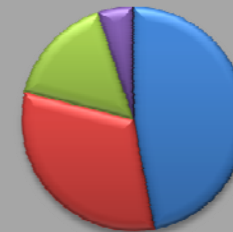
- 43% Professionals
- 36% Individuals involved in equestrian sports
- 11% Horse-owners
- 6% Veterinarian specialists
- 4% Other



## Geography

- 69% Moscow and the Moscow Region
- 21% The RF Regions
- 8% the CIS countries
- 2% Other

## Purpose of a visit



- 47% New knowledge and information
- 32% Business program
- 16% Purchase of goods
- 5% Other



## LOYALTY GRADE (VISITORS):\*

### The exhibition:

- excellent — 4.35 %
- good — 63.04 %
- adequate — 32.61 %

### Compliance of presented companies with the exhibitions subjects:

- excellent — 34.75 %
- good — 63.21 %
- adequate — 2.04 %

### Business and show programs:

- excellent — 25.23 %
- good — 65.62 %
- adequate — 9.15 %

\*According to the research of MOSKAU MESSE Company



## EXHIBITORS:



### Participants

- 48% Riders clothes and accessories
- 20% Equestrian goods
- 18% Horse feeds
- 8% Veterinary products
- 4% Horse stalls and barn accessories
- 2% Other



### Geography

- 66% The Russian Federation
- 11% Germany
- 14% The Netherlands
- 3% The Ukraine
- 5% The Republic of Belarus
- 1% Others

### Exhibitors:

- 56,5% - believe that the organizers increased the exhibition's level
- 57,7% - set up to 50 new contacts
- 32,7% - set up to 100 new contacts
- 81,1% - have plans to participate in 2012



# BUSINESS PROGRAM:

## SHOW PROGRAM:

- ✓The Pride of Russia horse parade - show of the horses from the best Russian studs (some 30 breeds, 24 studs, 50 horses)
- ✓Presentation of Trakehners , organized by the Union of Trakehners Breeders
- ✓Orlov Trotters Festival “Russian Legend” , organized by Sodruzhestvo Association
- ✓Vaulting Clinic (presented by Russian vaulting national team members)
- ✓Workshop on side-saddle riding, organized by Berit Hoffmann and Saskia von Ahrenkrook (Germany), part 1
- ✓Clinic “Working with dressage horse on the reins” Held by Viktor Ugryumov (Honored Master of Sports, Champion and bronze medalist of the Olympic Games in 1980, Champion of the USSR peoples’ games, Champion of the USSR, the world bronze medalist in 1978, silver medalist of European Championship in 1979). Kartsevo Farm
- ✓Workshop on Dzhigitovka (Cossack Horsemanship), organized by Ballada KSK
- ✓Workshop “Natural Horsemanship”. Held by Jan Calis (the Netherlands)
- ✓Russian National Arabian Horse Championship
- ✓Workshop on show-jumping. Held by Waldemar Wagner (Belorussia) (The USSR Champion, Honored trainer of Belorussia)
- ✓Workshop on sportive western. Held by N. Rylov – Vice-president of the Western Riding Sport Federation
- ✓EQUIROS Cup on sportive western
- ✓Workshop on working with Friesian horses: Presentation of Friesian horses on the breed shows
- ✓Test of the IBOP working qualities under the saddle
- ✓Workshop “Presentation of horses on the breed shows” Held by Jan Calis (the Netherlands)
- ✓Russian National Arabian Horse Championship



# Program:

## Business program:

- ✓The 12<sup>th</sup> International research and practice veterinary conference “Horse diseases: diagnosis, prevention, treatment ” Organized by REVA
- ✓All-Russian research and practice conference “State and prospects of the national horse industry” Organized by VNIIC, Rosplemkonzavod Association
- ✓ Seminar on *State financial support programs of horse breeding*, held by Doctor of Economics, E. Basalaeva
- ✓Discussions devoted to the development of equestrian tourism. Organized by KSK Ballada, and RMAT
- ✓Presentation of equestrian tourism projects. Organized by KSK Ballada, and RMAT
- ✓Seminar on Arab horse judging. Held by I. Stigler (Italy). Organized by Valentina Horse Club, National Arabian Horse Society
- ✓Seminar on Horse photography. Held by E. Druz, a member of the International Association of horse photographers
- ✓Seminar, *The horse as a commodity, or how to sell it profitably*. Held by Doctor of Economics, E. Basalaeva. Organized by Moskau Messe Company



## FEEDBACK:

### **Valentin Kuryakov, Director of Capriole Company:**

WE HAVE SOME REASONS TO PARTICIPATE IN THE EXHIBITION:

Guaranteed high sales

Constant result

An opportunity to evaluate the market

### **Lyudmila Konopatkina, Director General of FOLIANT, LLC:**

WE HAVE BEEN PARTICIPATING IN EQUIROS SINCE 2004. This exhibition has always been our priority since we have the greatest effect from our participation.

### **Olga Vasenkova, Director General of PROKONI SHOP:**

EQUIROS is our longtime partner, we are not only a commercial party, but also actively support the show through our internet portal. For us, Equiros is the professional area, the best place to meet our customers and partners, we are always involved here and preparing for the show as the main horse show.

### **Elena Ershova, Chief editor of GOLD MUSTANG magazine:**

WE HAVE BEEN PARTICIPATING IN THE EXHIBITION since its inception, we have grown as a separate issue, here we find our readers and our readers find us. Thanks to EQUIROS, the number of our subscribers and advertisers is on the rise.



# EQUIROS'2012:

**DATES:** September 6-9, 2012

**VENUE:** Sokolniki Exhibition and Convention Centre, Moscow, Russia

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