

FOR THE LOVE OF HORSES

09 – 17 MARCH 2019

EXHIBITION CENTRE ESSEN



Press Kit

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EQUITANA
EQUESTRIAN SPORTS WORLD FAIR

2019

Organised by
 Reed Exhibitions





08/03/2019

EQUITANA of Champions

- **Silver jubilee edition, featuring great shows**
- **Focus on education: live coaching sessions with leading equestrians**
- **The largest selection of equestrian products on offer worldwide**
- **Professional Days: special programme for international trade visitors**

The silver jubilee edition of EQUITANA, 9th – 27th march, brings together the best that the equestrian world currently has to offer: world and Olympic champions, leading athletes, legendary instructors and riders – top-class expertise from the worlds of professional and amateur sport in the fields of dressage, show-jumping, eventing, driving, vaulting, working equitation, Western riding and horsemanship. Never before have so many stars and medallists made their way to Essen. On the “Professional Days”, 11th – 13th march, the programme is specially aimed at international trade visitors. In the exhibition area, 750 exhibitors present a huge range of innovations and best-sellers from the world of equestrianism.

Visitors can expect a top-class programme, featuring exclusive coaching evenings with Jessica von Bredow-Werndl, her brother, Benjamin Werndl, Ludger Beerbaum and Monty Roberts. There will also be live coaching sessions with Simone Blum, Ingrid Klimke, Isabell Werth, Dorothee Schneider and Julia Krajewski. And of course the show highlights: the new HOP TOP SHOW, “LaOra”, and the vaulting event, Volti-Magic.

In addition, there will be numerous classes, demonstrations and competitions. Over nine days, the seven riding arenas at EQUITANA will feature over 2000 different presentations - in other words, you will be able to enjoy more than 850 hours of exclusive expertise and entertainment.

Professional Days:

The three “Professional Days”, 11th – 13th march, cater especially for international visitors, with simultaneous English translation of highlights of the daytime programme and evening sessions being provided. This includes the evening shows “Von Bredow-Werndl Live”, “Ludger Beerbaum Live” and the classes with Simone Blum, Isabell Werth, Ingrid Klimke and Dorothee Schneider. In addition, many international breeding associations will be presenting their horses in the daytime programme on “Breeding Day” (12th march). You will be able to see the younger generation of sport horses from German breeding organisations and studs on “Sport Horse Day” (13th march)

Jessica von Bredow-Werndl live 11th march



For the very first time, it will be possible to experience the currently most successful siblings in the field of equestrianism, Jessica von Bredow-Werndl and her brother, Benjamin Werndl, in a joint evening show. Jessica became World Champion in September with the German dressage team, while Benjamin regularly achieves top placings in international grand prix competitions. They train together and also share the running of their stables in Aubenhausen in Bavaria. In their exclusive evening show, both Jessica and Benjamin will be demonstrating just why they and their horses are so successful. During the course of their 2-hour show, they will also spotlight different aspects of their coaching programme for dressage horses. As well as explaining their methodology and goals, they will also be providing tips on how they keep themselves and their team physically and mentally fit.

Ludger Beerbaum live 13th march



With multiple championship titles to his name, Ludger Beerbaum is already an international show-jumping legend. The multiple world champion and European champion still enjoys an international reputation as trainer and advisor today. Now, for the very first time, Ludger will be presenting an exclusive coaching evening. Together with some of the top riders from his stables, he will be providing insights into his work and sharing his 30 years' experience in competitive sport and training in “Ludger Beerbaum Live, Powered by Prestige” (12th march, 2019). Media partner for the coaching session is the equestrian journal “Pferd und Sport”.

Monty Roberts live 14th march



Despite probably being the most famous “horse-whisperer” of them all, Monty Roberts is essentially a man who listens to horses and who probably has a command of their language like no other. EQUITANA 2019 provides the rare opportunity of experiencing the grand old man of horsemanship live in Germany again. With “MONTY ROBERTS Live”, 14th march, 2019, EQUITANA presents an exclusive coaching session with the prize-winning trainer and bestselling author. Roberts will be explaining the coaching methods that he uses to create a trusting bond with the horse that serves for training and day-to-day contact.

Live coaching sessions with world and Olympic champions



Around 80 instructors, coaches and top athletes sportsmen will be participating in EQUITANA’s daytime programme. The most successful riders from the worlds of dressage, show-jumping, eventing and western riding will be coming to Essen to pass on tips to EQUITANA visitors for their training at home. Personalities include Isabell Werth (presented by Fendt), Simone Blum (presented by Spooks), Ingrid Klimke (presented by SAP), Dorothee Schneider (presented by St Georg), Julia Krajewski (presented by USG), Nicole Uphoff-Selke (presented by Equiva), Jana Freund (presented by Stübben), Sandra Auffahrt, Andreas Kreuzer, Monica Theodorescu, Christoph Hess, Martin Plewa and Nico Hörmann.

The best bit? You can watch all the classes included in the daytime programme in the main arena in Hall 4 at no extra charge as they are included in your EQUITANA daytime ticket! If you want to be on the safe side, however, you can reserve a seat via the EQUITANA ticket office beforehand.

LaOra – the new HOP TOP Show for EQUITANA



The absolute highlight of EQUITANA is always the HOP TOP Show gala. In this year's production, "LaOra", established stars and newcomers will tug at your heartstrings with new and spectacular performances. "LaOra" is full of new and extraordinary ideas, featuring inspiring liberty dressage, quadrilles, dazzling acrobatics on horseback, colourful performances with ponies, and classical elements from the worlds of dressage, show-jumping and carriage-driving. The main focus, however, is always on the deep bond that exists between horse and human and the subtle communication between the two, relying solely on virtually imperceptible signals. By the way, the HOP TOP Show will be held on five evenings this year.

Show dates: saturday, 9th march, sunday, 10th march, wednesday, 13th march, friday, 15th march, saturday, 16th march. The show starts at 8 pm.



750 exhibitors with the biggest range of equestrian products on offer ever!



Are you looking for the latest stable design, the most flexible trailer, the comfiest saddle, the healthiest feed or the most stylish riding apparel? You can be sure to find what you are looking for at EQUITANA. We will have probably the largest number of equestrian products you could ever find under one roof anywhere. There will be 750 exhibitors from 30 countries, ranging from the big international brands and manufacturers through to many small, innovative exhibitors, presenting their latest innovations and bestselling products.

Products range from complete stable designs with modern free range stabling concepts and horse walkers through to equine muesli, from trailers to the latest trends in competition apparel.

The range of choice on offer is amazing: exhibitors have around 1600 different types of basic, special and supplementary feeds to choose from. There will be around 700 different saddles just waiting to be tried and 100 horseboxes or trailers on site that can be compared with one another.



As usual, your port of call for all products relating to yards, stabling, riding arenas, trailers, agricultural machinery, technical equipment for equine husbandry, feed, care and medicine will be Halls 1 and 3.

This year, Hall 6 will be devoted to breeding & sport, training and tourism. National and international breeding associations are presenting their horses here - from Arabs to warmbloods. Presentations and teaching demonstrations will be held in a large terraced arena throughout the day, with the programme being co-ordinated by the German Riding Association (FN).

The whole range of apparel and accessories for competitive sport and leisure riding, from fashionable to classical, will be available from exhibitors in Halls 2, 7 and 8. While Hall 2 is an absolute shopping paradise, Halls 7 & 8 will feature innovations by international manufacturers from the areas of riding apparel, accessories, competition sport and fashion. Hall 5 will be the new home for horsemanship, western and trail riding.

Hall Plan



EQUITANA 2019 in figures

Who visits EQUITANA?



200.000 expected visitors



90% of all visitors ride



75% of all visitors own a horse

What visitors can expect



750 horses



40 horse breeds



2.000 events



850 hours programme



750 exhibitors present their product range



80 trainers share their knowledge

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