



GAMES Tour

Discovering the regions of France

From 16th August to 16th September 2014



Union Nationale Interprofessionnelle du Cheval

Reconnue d'utilité publique, décret du 9 juillet 1954

On the Alltech FEI World Equestrian Games™ 2014 in Normandy, the UNIC, together with the Horse Councils of 6 regions of France, take this opportunity to offer the foreign visitors the chance to discover the diversity and wealth of the French equine sector.

The **GAMES Tour** will take you across France to discover its regions, together with their equine specialities.

Purpose / Presentation of the tours:

- 1) Concept of the GAMES Tour, dates, terms of participation and package.
- 2) How to choose a tour: calendar of events, the equine sector and the regions.
- 3) Presentation of UNIC and contacts.



GAMES Tour - Discovering the regions of France

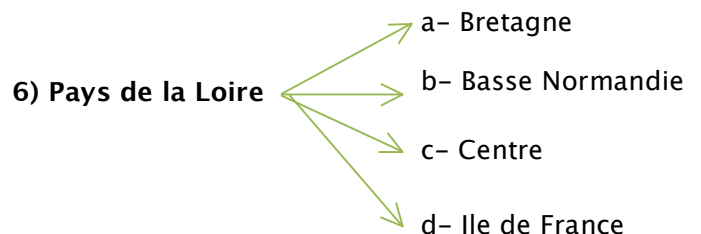
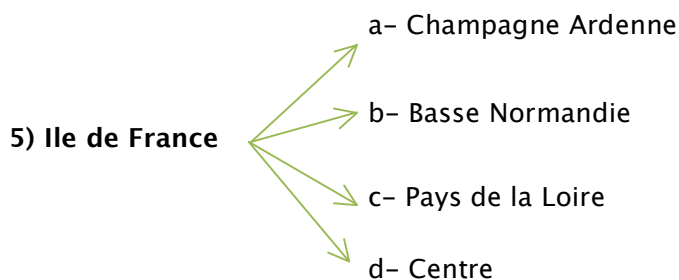
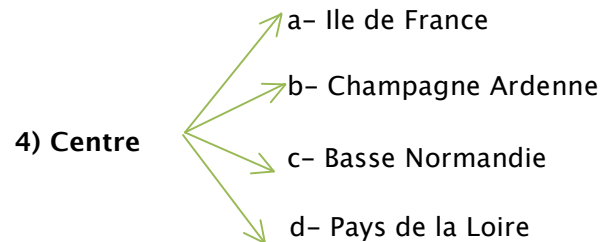
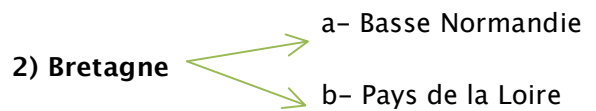
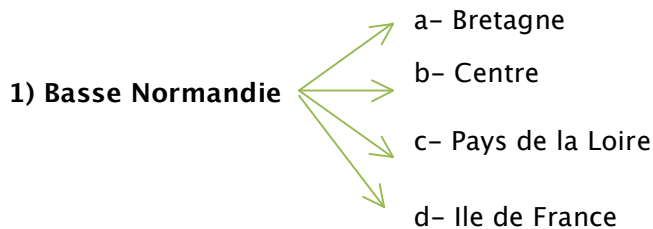
The concept:

The purpose is to give the foreign professionals, in France during the Alltech FEI World Equestrian Games™ 2014 in Normandy, the opportunity to discover the wealth of the French equine sector.

Visits will be organised for groups of 6 to 12 people over 3 days spread over 2 regions. You will be able to choose regions among the ones who are presented below.

The programme includes: introduction to horse breeding farms, competition centres, and heritage and traditions. A unique moment to meet French professionals who will be delighted to share their know-how with you.

You can choose from the following:



To obtain more information about these regions, details are available in the second part of this document.



According to the events and competitions, you will be able to choose your starting point and/or place of arrival:

- * In Normandy: the different competitions venues (Caen, Le Pin, Sartilly, Saint-Lô, Deauville)
- * In Fontainebleau during the Great Week of Breeding
- * Or in Paris / airports

Topics:

As the French equine sector has many assets, we suggest 3-day circuits on a specific topic. You may thus choose the one or the ones which suit you best!

* **Discovery:**

The opportunity to explore, over 3 days, a maximum of elements in the sector. From the French equestrian tradition, to the national stud farms, and to the local breeds, which have evolved along the years to respond to today's demand. You will get an insight into the management of the whole of the horse sector, from the breeding to the development, thanks to its history. All the characteristics of this sector will also be looked at, from racing to the breeding of horses of different breeds, and to sport horses. Here are a few examples:

- Heritage (Cadre Noir of Saumur, or national stud farms site)
- Tradition (use of draught horses)
- Specific breeding (breeding of Arab horses)
- Equestrian activity (visit of equestrian centres)

* **Breeding:**

French horse breeding is known and renowned throughout the world. From the selection of the best breeding animal to classic cycles (circuit of development of young horses, recognised and envied by our neighbours), thousands of professionals are involved in a highly efficient system of horse breeding. They were able to develop specific techniques for each trade.

Come and discover them in the "breeding" circuit. We suggest you direct your tour towards the subject of your choice: show jumping, endurance or eventing, horse and/or pony circuits.

Among the possible visits, here are a few examples:

- Reproduction centre
- Famous horse breeding farms
- Work of young horses

* **Sport:**

Sport forms an important part of the equestrian activity in France. Before reaching the most prestigious competitions like the CSIO of La Baule, there are numerous steps. This requires preparing the rider, the horse and the structure. From initially learning to ride to daily training for the rider and his horses, and of course setting up competition centres where the competitions can take place. Come and discover all the elements that make French competitions truly unique. We suggest you direct your tour according to the subject of your choice: show jumping, eventing or endurance, horse and/or pony circuits.

The main visits on offer are:

- Training centres
- Competition centres
- Competition stables

If you prefer opting for an endurance topic, Brittany will be the more pertinent region.

Each circuit will be completed by a discovery visit (in the chosen topic) of the 2 regions covered: culinary specialities, regional breeds...

How to apply:

Fill in the form (to be found as an attachment) and return it to:

info@chevalunic.fr

+33 2 43 40 53 40

Minibus rental, and driving, logistics and organisation costs will be free. An estimate for accommodation costs will be provided.

The estimate will take into account the choice of hotel rooms (for 2 days) and meals.

It is possible to choose several topic tours according to your availability; you can choose to go on 2 tours in a week.

Please feel free to ask for special requests (smaller group, travel by car, choice of particular visits, or extension of stay...)

The UNIC team will be delighted to offer you a circuit adapted to your needs, together with an estimate for the added items.



Calendar of activities

Week 1
(from 18th to 24th of
August)
Sologn'pony

Monday 18
Tuesday 19
Wednesday 20
Thursday 21 Sologn'pony
Friday 22 Sologn'pony
Saturday 23 Sologn'pony Opening Ceremony
Sunday 24 Sologn'pony

Week 2
(from 25th to 31st of
August)
WEG

Monday 25 Dressage Reinnig Para dressage
Tuesday 26 Dressage Reinnig Para dressage
Wednesday 27 Dressage (GP ind) Para dressage Horse-Ball
Thursday 28 Reining Para dressage Eventing (dressage) Endurance Horse-Ball
Friday 29 Dressage (FS) Para dressage (FS) Eventing (dressage) Horse-Ball
Saturday 30 Para dressage (FS) Eventing (Cross) IFCE night
Sunday 31 Eventing (CSO) Horse-Ball

Week 3
(from 1st to 7th of
September)
WEG

Monday 1 sept
Tuesday 2 : Show Jumping Vaulting
Wednesday 3 : Show Jumping Vaulting
Thursday 4 : Show Jumping (Team) Vaulting Driving
Friday 5 : Vaulting (Final indiv) Driving SF Day in St Lô
Saturday 6 : Show Jumping Vaulting (Marathon) Polo Deauville night
Sunday 7: Show Jumping (Final 4) Driving (obstacle) Closing Ceremony

Week 4
(from 8th to 14th of
September)
The Breeding Week
of Fontainebleau

Monday 8 Fontainebleau
Tuesday 9 Fontainebleau
Wednesday 10 Fontainebleau Fences Sales
Thursday 11 Fontainebleau Fences Sales
Friday 12 Fontainebleau Fences Sales
Saturday 13 Fontainebleau Fences Sales
Sunday 14 Fontainebleau Fences Sales



French Equine Sector

- * 38 200 horse breeding farms:
 - o 4 out of 10 are situated in the west of France (Brittany, Loire Province, and Lower Normandy)
- * 179 392 posts, of which 57 301 are permanent posts.
- * 14 billion Euros turnover
- * 10 108 billion Euros of bets
- * 242 race-courses
- * 8 663 equestrian establishments
- * 706 449 members
- * 1 out of 10 French people rides a horse
- * 97 350 official events at 62% show jumping
- * 3rd largest sport federation

France is the only country in the world to offer all the facets of the equine sector, and to excel in them.

Racing:

France Galop and the SECF represent the sector of racing. France Galop is the headquarters of gallop racing, flat racing and steeplechase. Its duties consist in promoting these races, regulating and administering them, in improving the gallop races, in encouraging all the parties involved in the sector, and in maintaining the racecourses.

The SECF (Society of the French Horse) is the headquarters of trot racing. Just as France Galop, it is in charge of the promotion and management of these races: trotting race under saddle or harness racing.

Sport – leisure - work:

France has managed to make horse riding accessible to all. A “Day of the Horse” is organised once a year, in September. On this occasion all the equestrian centres hold an open day and offer different activities to the public. Thanks to this the FFE (French Federation of Horse-Riding) is the 3rd largest federation in terms of members.

In competition, France is acknowledged at the highest level. Recently, Roger-Yves Bost et Castel Forbes Myrtille Paulois (both French) won the European Championship in CSO (Show Jumping).

There are 9 draughthorse races in France. In the past, these horses worked in farming, but they are now being used in town and inner suburbs for sustainable development.

On the horse-breeding side, France also distinguishes itself. Some champions, for instance: Myrtille Paulois, N°1 in the WBFSH jumping ranking, born in France; and Baloubet du Rouet, N°1 in the WBFSH show jumping sire ranking. The studbook SF was honoured with a 3rd place of the studbook ranking.

The Horse Councils

What is it?

The Horse Council is an association (Law of 1901), which gathers the whole of the equine sector members together, at regional level.

The Horse Council duties

Actions within the equine sector:

- * Bringing the different equine sector sections together, and promoting their collaboration;
- * Coordinating the initiatives and the actions taken within the sector;
- * Creating and implementing projects for the whole sector.

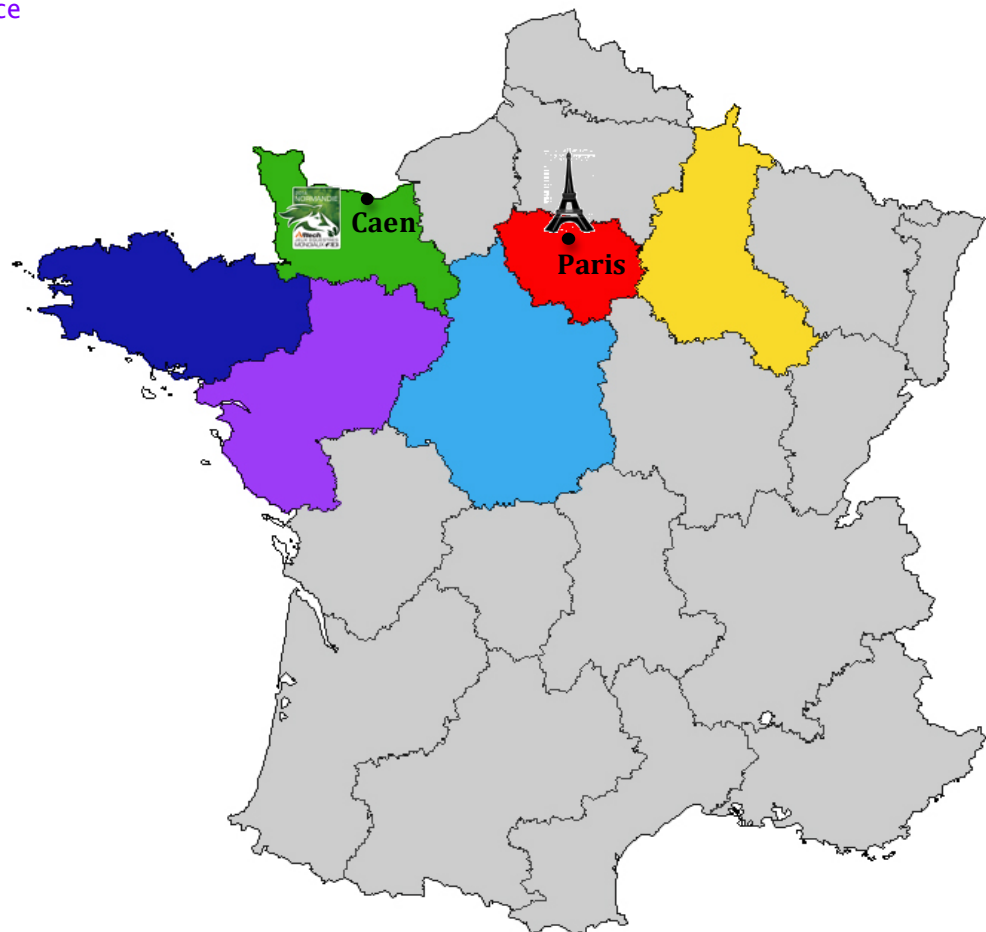
Actions in connection with the outside world:

- * Promoting the equine sector in all its dimensions (economic, environmental, social, sporting, educative, technical, scientific, cultural...);
- * Representing the whole of the equine sector and relaying its projects to private institutions and to public institutions (European, State, local and regional authorities).

Who participates?

We suggest concentrating on 6 major regions of the French equine sector:

- Lower Normandy
- Brittany
- Centre
- Champagne Ardennes
- Paris and surrounding area
- Loire Province



Lower Normandy – Breeding Land

Lower Normandy represents:

- * 12 600 jobs
- * 5 600 businesses
- * 1 billion Euro turnover
- * 93 600 identified horses
- * 157 000 developed hectares
- * 6 211 horse-breeding farms
- * 22 850 members
- * 400 equestrian establishments
- * 200 professional horse-riders
- * 250 trainers
- * 31 race-courses
- * 20 apprentice training centres for horse skills

Sport breeding in Lower Normandy represents:

Famous horse breeding farms, recognised in the whole of Europe:

Élevage de Couvains – Elevage de Semilly

Kalaska de Semilly (Diamant de Semilly x Night and Day)

Diamant de Semilly (Le tot de Semilly x Elf III)

Made in Semilly (Alergerto x Le tot de semilly)

Haras d'Elle

Nippon d'Elle (Scharif d'Elle x Narcos II)

Flipper d'Elle (Double Espoir x Jalisco B)

Élevage du Plessis

Paddock du plessis (kannan x Adelfos)

Haras de Brullemail

Katchina Mail (Calvaro z x Laudanum ps)

Ornella Mail (Lando x Alligator Fontaine)

Jaguar Mail (Hand in Glove x Laudanum)

And many more

Élevage de la Roque

Haras de la Pomme

Champions...

* Kraque Boom – Selle Français (Olisco x Baby Boom IV par Joyau d'Or A)
European Champion of CSO in 2009 with the French rider Kevin Staut.

* Idalgo du Donjon – Selle Français (Qredo de Paulstra x Elle du Donjon par Saint Come)
European Champion of CCE in 2009 with the English rider William Fox-Pitt.

* Ideo du Thot – Selle Français (Arioso du Theillet x Battante du Thotpar Shaliman du Thot)

Winner of the World Cup in Las Vegas in 2007

* Baloubet du Rouet (Galoubet A x Mésange du Rouet par Starter)

Olympic Champion, three times winner of the World Cup of CSO with the Brazilian rider Rodrigo Pessoa.

* Diamant de Semilly (Le Tot de Semilly x Venise des Cresles par Elf III),

Winner of the World Team Championship at the World Equestrian Games in 2002, Best *Selle Français* Stallion



Racing in Lower Normandy represents:

13 of the 15 best trotter breeders, ranked by their winnings, are based in Lower Normandy,
31 racecourses,
283 racing meetings.

- * Ourasi: is the only trotter in history to have won four "Prix d'Amérique".

The structures in Lower Normandy are...

4 centres of promotion and competition:

- * Saint-Lô
- * Le Pin
- * Deauville
- * Auvers

Reproduction centre

- * Bois Margot

L'Arc de Triomphe, Qlassic Bois Margot

- * Haras de la Pomme
- * HDC - Haras des Coudrettes

The greatest French horse-riders' training centre (Patrice Delaveau, Kevin Staut, Pénélope Leprevost)



In Lower Normandy, there is also...

A rich and varied gastronomy based on cream and butter, Camembert and Livarot. On the meat side, the salt meadow lamb, protected by an AOC ("controlled designation of origin"), is unique in the world.

In alcoholic drinks, the apple is present in cider and Calvados.

A territory steeped in history, between the WW2 landing beaches and the Memorial of Caen. And let's not forget the Mont-Saint-Michel, this medieval abbey at sea is

one of the most visited monuments in France: it is situated in a huge bay where the tide "comes in as fast as a galloping horse".

Brittany – Versatility

The equine sector in Brittany represents:

- * 4 800 jobs
- * 4 148 structures
- * +200 millions Euro turnover
- * 48 400 identified horses
- * 47 800 developed hectares
- * 2 564 horse-breeding farms
- * 83 professional horse-riders
- * 408 equestrian establishments
- * 38 450 members
- * 5 equestrian centres



Horse breeding in Brittany includes...

Elevage d'Helby: for 8 solid years, it has been ranked amongst the 3 best horse-breeding farms at the Grande Semaine de Fontainebleau. Its successful horses include:

– Joker d'Helby: winner of the World Lion d'Angers 2004.

– Javelot d'Helby: best French stallion, ranked by his winnings, in 2004.

Helby horse-breeding farm also distinguished itself with the victory of Undoctra d'Helby in the 5 year-old mares' championship at the Grande Semaine de Fontainebleau 2013. After her victory in the 4 year-olds' championship in 2012, Undoctra d'Helby repeated her performance by winning the 5 year-old's in 2013.

Elevage de Kreisker :

Jumpy de Kreisker: 3rd place in the 6 year-olds' criterium in Fontainebleau, winner of the 7 year-olds' championship.

Hélisa de Kreisker: CSIO jumper carrying Morocco's colours

Quickly de Kreisker: winner of the Morocco Royal Tour

Elevage de Kergane :

Lady Lindehof – alias Nanagay de Kergane (Grands Chef Bleu x Type d'Elle)

Elevage d'Amaury:

Mitsouko d'Amaury

And many more...

Some champions:

Ohm de Ponthual (Voltaire x Calypso d'Herbier)

Lady Lindenhof – alias Nangaye de Kergane (Grands Chef Bleu x Type d'Elle)

Quickly de Kreisker (Dimant de Semilly x Laudanun)

Endurance in Brittany represents:

Nearly 300 selected brood mares that are covered every year by Arab stallions. The Breton endurance horses figure among the best in the FEI 2011 ranking. Born in Brittany: 2nd place: Nikel Kermorvan / 3rd place: Mario de Plouvorn / 18th place: Major Armor (*Meydan open horse ranking 2011*).

The structures in Brittany are...

Dinard equestrian centre: Daniele Mars is the sport horses' owner who has held the most titles in history. The horse-rider and international judge, Patrick Jaubert, has now taken the reins of the Dinard equestrian centre. The mythical show jumping course, with its Derby course, is one of the riders' favourite sites in Europe. And it is, without a doubt, the most beautiful one as well. It has had many a fine hour with the European Championship in 1985 and the French CSIO show jumping. The centre is organising a CSI**** from 17th to 20th July 2014 and a CSI** from 24th to 27th July 2014.

Landivisiau equestrian centre: the trademark of the equestrian centre is without a doubt its versatility. All forms of horse riding evolve together: show jumping, endurance, harness, trotting...

The equestrian centre also holds short courses and competitions. Supported by all the parties involved in the horse sector in Landivisiau (Finistère) and its area, these events affect all disciplines: TREC, show jumping, horse, pony, amateurs, and professionals.

Brittany also offers...

A landscape situated between land and sea. With its 4 departments: Côtes-d'Armor (22), Finistère (29), Ille-et-Vilaine (35), and Morbihan (56), Brittany has many natural sites, namely along the coast: 2730 kilometres of coastline where you can find wind swept dunes as well as sheer cliffs jutting out to the ocean, estuaries and inlets. Meanwhile inland, moors, peat bogs, hedged farmland and forests make up diverse landscapes. Well-known as a land of legends, Brittany (centre) is home to the Brocéliande forest (Arthurian legend).

A specific gastronomy: among the regional specialities there is the Kouign-amann (butter cake), far Breton (prune & raisin confectionery), kig-ha-farz (stew), wheat pancakes (sweet) and buckwheat pancakes (savoury). The prominent coast and the mild climate make Brittany a region rich in fish and seafood.



The Breton draught horse: it is the second most prominent carthorse breed in France with 3275 births in 2012. Standard size and colouring: height 158 centimetres, weight 750 kilograms, mainly chestnut with white markings on the nose and legs.

Farm mechanization administered a fatal blow to this breed but, thanks to the development of the meat market, namely in the 70s, the Breton horse breed managed to survive. New complementary or more buoyant markets are now sought after. Because of his docile nature, one can easily use him in town (maintenance work in parks, watering or cleaning), and members of the public always greet him with kindness. The horse, as meat product, is an essential outlet for the economical support it brings to the whole of the sector. The Breton horse is particularly well adapted to meat production, mainly aimed at the Italian market.

Centre – Beating heart of the sector

The equine sector in the Centre region represents:

- * 1 103 horse-breeding farms
- * 26 667 members
- * 381 equestrian establishments

Horse breeding in the Centre:

The Centre region was lucky enough to be the birthplace of two breeds: in the North, the *Selle Français* breed, and in the South the Anglo-Arab breed. These many influences have encouraged the production of excellent sport horses and this for a long time.

The production is mainly aimed at the show jumping but the other disciplines are in no way neglected:

In Eventing: **Hobby du Mée**, **Escape Lane**, **Crazy Love** distinguished themselves on an international level.

Among the young hopefuls, the following are worth mentioning: **Mayland de Brunel** 4th place and Excellent Pompadour 2005, **Mariatchy de Cluis** 6th place Pompadour 2004, **Joconde de Triballe** 3rd place at the Lion d'Angers 2004.

Dressage: **Hohwald des Cloets** (IDR 171 (0,89) in 2004) was French Champion PR2 2004 in Saumur.



Here are a few horse breeding farms in the Centre region:

Élevage de Chalusse

Vulcain Chalusse (Lando x Apache d'Adriers) winner of the 4 year-olds' championship in 2013.

Élevage des Lys

Elevage Tardonne

Élevage de Nanutel

Élevage de l'Aubier

And many more

Some champions

- * Dollar de la Pierre (Quidam de Revel x Foudre de Guerre)
- * Diabolo du Parc II (Quidam de Revel x Ukase)

Other horses, born in the Centre region, distinguish themselves on a national and global scale:

Gloria de la Roche, **Doddy de Chalusse**, **Felix des Noues**, **Kilkenny Aluinn**, **Lover de Vauper...**

Equestrian structures:

- * The National Blois Stud-Farm and 4 technical centres of the Centre Regional Organisation.
- * The Federal Equestrian Park of Lamotte Beuvron.
- * The Celle Condé Lignières Horse and Donkey Centre.
- * Two centres of excellence: pôle France Attelage et le pôle « Espoir » Dressage.

The Centre Region also offers...

From wines to cheeses, the Centre offers a large variety of produce: red, white and rosé wines, together with goat cheese (the Centre is the birthplace of goat rearing). Let's not forget the Tarte Tatin and other unavoidable delicacies of the region! The Centre region is home to three natural regional parks: Brenne, Loire-Anjou-Touraine and Perche. Beyond the pictures of large wheat fields, there is a variety of landscapes and natural environments: forests, ponds, lime-rich soil wild flower meadows, moors, peat bogs, and the river Loire with its sand banks and alluvial forests. The region is home to the largest state-owned forest in France, the Orleans forest (35 000 hectares to the north of the river Loire and Orleans).

It is the birthplace of the Percheron breed and of the Berry donkey.

The Percheron is one of the oldest breeds of horses in France. Its origins go back to the 730s. It is a large, robust, powerful and hard-working horse that, for a very long time, was an integral part of farm life. During the First World War, this horse was used for ensuring soldiers' supplies. After the Second World War, mechanization was developed and the Percheron was then used with a harness (horse-drawn carriage), for forest skidding, and for horse riding.



It is difficult to know when the Berry donkey's origins start. It was used for a long time in farming, to pull the barges going to Paris or on the Berry canal. His docile and calm nature makes him an excellent companion for therapeutic horse riding.

Some farmers, who are very keen on animal traction, choose this donkey because it is strong, peaceful and robust.



Champagne-Ardenne – Bubbling with activity

The equine sector in Champagne-Ardenne represents:

- * 835 businesses
- * Nearly:
 - o 1 665 jobs
 - o 2 650 people involved
- * 63 million Euro turnover
- * 15 000 members of the equidae family
- * 15 219 members in 2011
- * 170 equestrian establishments
- * 540 horse-breeding farms
- * 3 horse racing societies based in Reims, Châlons-en-Champagne, and Montier-en-Der.

Horse breeding in Champagne-Ardenne represents:

- * 2nd most important district in terms of number of participants to the great horse-breeders' week (7%)
- * 3 horse-breeders in the 'Top 25' stallion sale bonus beneficiaries
- * 8 mares in the Top 100 brood mares
- * 77 mares obtained points, of which 27 obtained 4 points and over in 2003
- * 1 586 mares selected to produce *Selle Français*, Anglo-Arab, ponies (all breeds)



Élevage du Château:

- CEVO Itôt du Château (Le tot de Semilly and Sophie du Château by Galoubet A)
- Eroine du Château (Enaud aa and Suzelle du Chateau sfa by Gandin du Rouet sfa)
- Manuela du Château by Quidam de Revel SFA et Javotte D SFA by Cor de Chasse SFA
- Amande du Château by Almé and JAVOTTE D by COR DE CHASSE SFA

Haras de Talma – Élevage du Vieux Noyer

Centre for sport horses reproduction and rearing
Distributor of Quite Capitol

To name but a few...

Champions...

- * **ITOT DU CHATEAU** sf (LE TOT DE SEMILLY sf x SOPHIE DU CHATEAU sf x GALOUBET A sf), CSI 5*
- * **JADIS DE TOSCANE** sf (QUIDAM DE REVEL sf x FANNY DU MURIER sf x LAUDANUM ps), CSI 5*
- * **PIRATE ANDALOU** sf (NABAB DE REVE sbs x IDYLLE ANDALOUSE sf x NARCOS II sf), CSI 5*
- * **QUARELA DE TOSCANE** sf (CORIANO holst x KARLA DE TOSCANE sf), GP 160
- * **QUID DE TALMA** sf (CONTENDRO holst x NOA DE TALMA sf x NIDOR PLATIERE sf), CSI 2 & 3*

Champagne-Ardenne also offers...

Every 2 seconds a bottle of Champagne is opened in the world. All these bottles originate from the one and only producing region of this prestigious wine. This region can also be relied upon to provide a large diversity of produce: cheese, pork products, vegetables, gingerbread and biscuits. The region is also well known for its architectural treasures: the town of Reims is notable for its Cathedral (1211–1480), which is one of the best examples of French Gothic architecture.

Champagne–Ardenne is home to two natural regional parks, and Verdun. Verdun: a lot of WW1 features still to see as the area was so devastated after 1916 (the longest battle in WW1, lasting almost a year) that the villages that had been destroyed were not rebuilt and the site has been left as it was.



The Ardenne horse is compact, thickset and very docile. He still takes part in farm work: in fields and vineyards. It's also a very good horse for forest skidding and for tourism (horse-drawn carriage rides). The Ardennes horse adapts to all situations.

Paris and surrounding area – Region where people straddle

The equine sector in Paris and surrounding area represents:

- * 4 000 farming jobs
- * 7 000 non-farming jobs linked, in great part, to the sector's organisations that have headquarters in Paris
- * 910 horse-breeding farms
- * 1 200 covered brood mares
- * 2 600 businesses with activities closely or directly linked to the equidae family:
 - Equine breeding farms represent less than half of the structures (38%) compared to an average of 2/3 in France
 - The businesses are mainly racing and sport horses training stables (20%)
 - But also equestrian clubs dedicated to teaching (22%)
 - And owners' stables and livery stables (40%)

Although the horse-breeding activity is modest in Paris and surrounding area, it is in Fontainebleau that, each year, the world famous flagship event *Grande Semaine de l'Élevage* (The Great Horse-Breeders' Week) takes place.

Horse-riding in Paris and surrounding area represents:

- * 697 club members
- * 1 012 066 members (top region in terms of number of members)
- * 7 100 members of the equidae family bought for the owners, 61% saddle horses, and very few horses of undetermined parentage
- * Nearly 200 000 events a year



The structures in Paris and surrounding area are...

- * Vincennes, Auteuil, Maison Laffitte, St Cloud, Enghien, Longchamp
- * Le parc de Fontainebleau
- * Pony club Jardy

But in Paris and surrounding area there is also...

Paris, cultural capital city, whose assets are plentiful and world famous: the Eiffel Tower, the Moulin Rouge, the Champs Élysées, the Arc de Triomphe, the Louvre Museum... And, a must for horse lovers, the *Garde Républicaine* (the mounted republican guard, created in 1802): in the Célestins quarter, Boulevard Henri IV, you can have a guided visit of its headquarters: the tradition room (dedicated to its history), the stables and the manege where the riders train every day.

But the Paris' surrounding area also represents a lot of land: forests and plains. The farming activity there occupies 50% of the regional territory.

The Loire Province – International exposure

The equine sector in the Loire Province represents:

- ★ 3 900 jobs (2nd most important region) and equine activities that represent 13% of the farming payroll (main employing region)

A strong socio-professional integration, benefiting a real network of businesses:

- ★ 49 race-courses (main region) organising almost as many racing meetings (328) as there are days in the year
- ★ 585 established trainers for 6 200 horses listed as working (main region)

Equestrian sports and leisure activities are not left behind:

- ★ 33 300 members (7 800 competitions) working in 404 equestrian establishments members of FFE
- ★ 3 600 members, specialised in equestrian leisure or tourism
- ★ 4 900 organised events, covering all levels and all disciplines
- ★ Two world famous shows: La Baule and the Mondial du Lyon
- ★ Main French region in terms of number of race courses (50 in 2007)
- ★ Main French region in terms of number of trainers and horses being trained (600)
- ★ Main French region in terms of organising horse races: nearly one racing meeting per day



Today, the importance of the equine sector in the Loire Province, on a national and global scale, is unmistakable, and asserts the region as an area of excellence.

Horse breeding in the Loire Province represents:

- ★ Main region in terms of production of French trotters
- ★ 2nd region in terms of production of sport and race horses
- ★ Nearly 50 000 developed hectares (by horses)
- ★ 10 000 mares used for reproduction each year (2nd region)

Horse breeding farms:

Élevages des Isles

Polinska des Isles (Diamant de Semilly x Valespoir Malabry), ISO 178

Haras de Hus

Reproduction Centre

Dressage school

Show jumping school

Team of 20 people looking after 250 horses on 120 hectares

Élevage de la Loge

Idéal de la Loge: Dollar du Murier x Joyau d'or

Among so many others...

The structures in the Loire Province are...

- * European Horse Centre, Le Mans
- * Two national stud farms: Le Lion d'Angers and La Roche sur Yon
- * The Vendée stud farm
- * The National Horse Riding School, Saumur

Some champions

Cor de La Bruyère, (Rantzau x Lurioso)

Jalisco B, (Almé x Furioso)

Mister Davier, (Quiniou x Leprince de Thurin)

The Loire Province is also...

Part of the region is included on the list of UNESCO World Heritage sites, under the name of "Loire Valley (parks, chateaux and towns)", shared between the Centre region and the Loire Province.

The Loire Valley chateaux circuit is also world famous.

Among wines and spirits, the local white wines are very famous (Sauternes, Muscadet, Coteaux de l'Aubance, Coteaux du Layon, Saumurois...), but it is in Angers that Cointreau (an orange liquor based spirit) has been produced since 1849.

Among international events in the region, there are the 24 hours of Le Mans, the best known world car race, and the Vendée Globe, which is a round-the-world single-handed yacht race, sailed non-stop and without assistance.



2014, year of the Alltech FEI World Equestrian Games™ 2014 in Normandy

A reminder...

The World Equestrian Games, held every 4 years, are the greatest equestrian event in the world. Combining exploits and celebrations, this championship is taking place in France for the very first time. From 23rd August to 7th September 2014, Normandy will be host to the finest horse-riders from 60 different nations, in order to honour horse-riding and its 8 disciplines: jumping, dressage, eventing, driving, reining, vaulting, endurance, and para-dressage. The games will provide an opportunity to bring together all the enthusiasts so as to share these competitive moments, and to give the uninitiated a genuine insight into the equine world. The spirit of this event is one of conviviality and mutual respect.

Some figures...

- * 8 official disciplines
- * 27 podiums
- * Over 60 nations
- * 300 exhibitors
- * 1 000 competitors
- * 1 000 horses
- * 3 000 volunteers
- * 500 000 spectators
- * 500 million TV viewers



History

The World Equestrian Games were created in 1990. They have been held every four years, slotted between each Olympic Games. Along the years, five disciplines were added to the three Olympic disciplines. The competition ended up finding its mark, to the point of joining other prestigious events on the international circuit. After visiting European cities such as Stockholm (SWE), The Hague (NED), Rome (ITA), Jerez de la Frontera (ESP), or Aachen (GER), in 2010, for the first time the games crossed the Atlantic to go to Lexington, Kentucky (USA).

This year...

Normandy will showcase France's great expertise when it comes to hosting such major events, and 2014 will be held over 3 competition venues.

-Jumping, dressage, reining, para-dressage, vaulting, and endurance, as well as all the medal ceremonies will take place in Caen.

-Le Pin National Stud will host the dressage and cross-country phases of the eventing competition.

-The legendary Bay of Mont St Michel will provide a magnificent backdrop for the endurance encounter.

Furthermore, there will be 300 exhibitors at the Games village. It will provide an exceptional venue where sport, exploits, festivities and sharing will mingle.

Presentation of UNIC

What is UNIC?

UNIC (National Inter-professional Union of the Horse) is a public-benefit non-profit association; its aim is **to ensure the promotion of the French horse industry all over the world.**

It encompasses the whole of the French equine sector's professional entities (federations, groups, horse breeders' unions, associations, clubs, etc.); it is made up of representatives of the private and public sectors of the French equine industry in various fields: races, sport, leisure, teaching, research... UNIC is therefore in touch with all the institutions and the best French professionals.

Who is it for?

The foreign market interested in the French horse industry, prefer to deal with UNIC as intermediary.

How?

UNIC is the official ambassador of the French equestrian produce, expertise, and know-how, on the 5 continents and in nearly 30 countries.

Situated between French offer and foreign demand, UNIC is an intermediary that promotes the pertinent connections between the French market and the international investors.

It offers its experience, know-how, and perfect command of the equestrian industry to its clients to help them energize and structure their commercial exchanges.

Its duties are to:

Ensure the promotion of the French equine sector on the global stage.

- ★ Act as **prospector and public relations professional** on behalf of all the businesses linked to the equine industry.
- ★ Provide **expertise for and support** all the parties involved in international development projects, whatever the scale of the project.
- ★ Accompany and **optimize the visit of foreign delegations in France.** Supply logistic support in organising transport, travel, visits and offer a constant presence.
- ★ Attract the focus onto France during competitions and international shows.

Exhibitions/Shows: from the initial stages and then on site, UNIC supports the exhibitors and canvassers by various means: creating communication documents relating to the French offer in the language of the host country, providing event management and turnkey exhibition stands, supplying logistic support in organising transport, travel, press relations...

And on the Games 2014... UNIC organises the GAMES Tour 2014!





The GAMES Tour

Discovering the regions of France

Fill the form and return it to info@chevalunic.fr

Group:

Nationality

Number of participants

Group's Information:

Name	First Name	Profession

Person in charge of the group (contact for the tour's setting up – email and phone number):

.....

Trip:

Travel dates in France:

Tickets for the WEG / Selected events:

.....

Availability for GAMES tour (dates):

.....

Selected Regions:

.....

Selected Topics:

.....

