

# FIERACAVALLI INTERNATIONAL HORSE FESTIVAL

MORE THAN 700 EXHIBITORS FROM 25 COUNTRIES, 350,000 SQUARE METRES OF SHOW AREA, 2,500 HORSES REPRESENTING 60 BREEDS, AND 900 LOCAL AND INTERNATIONAL JOURNALISTS, SET THE SCENE STRAIGHT AT FIERACAVALLI 2010.



Fieracavalli-ISPO research provided a snapshot of a reality with a broader than expected catchment of frequent riders (2.5 million) and enthusiasts (almost 10 million) representing an important starting point for the future of the Italian equestrian sector. Success for Jumping Verona, the official stage of the Rolex FEI World Cup™, and the horse riding competitions which attracted many visitors. Positive results were also achieved by the Horselyric Gala, the Village of Traditions and the Children's Village. President Ettore Riello stated, "The event performed even better than expected and confirmed its status as a place of culture and business of international calibre." Giovanni Mantovani Director General of VeronaFiere added, "Verona confirmed the completeness and uniqueness of the offering and central role of the exhibition in the world equestrian sector panorama."

Not even the terrible weather that struck the Veneto in the days before the start of the exhibition - although the city of Verona itself was spared - could halt the 112th edition of Fieracavalli which ended after setting a historic record for international attendance, up by 19% compared to last year's 15%, and more than 153,000 visitors (equalling the maximum historic attendance figures achieved in 2009), while horse riding competitions achieved splendid success with a full-house for the key event of the Rolex FEI World Cup™.

"Despite the catastrophic floods in the Veneto region affecting many people to which we will give all due attention," said the President of Veronafiere Ettore Riello, "We have improved on last year's international attendance. The event performed even better than expected and confirmed its status as a place of culture and business of international calibre. We wish to thank institutions, authorities and associations, the Minister of Agricultural Policies Hon. Giancarlo Galan, the President of the Veneto Region Hon. Luca Zaia, the Under Secretary of the Ministry of Health Hon. Francesca Martini and the Under Secretary of the Ministry of Economy and Finance Hon. Alberto Giorgetti for their support for the Exhibition, as well as the Mayor of Verona Flavio Tosi, the Local Council and the Municipal Police for constant attention and for having ensured smooth road traffic conditions around the Exhibition Centre." Such success was made possible thanks to institutional collaboration with the Ministry of Agricultural, Food and Forestry Policies, the Ministry of Work, Health and Social Policies, Unire (National Horse Breeding Union), the FEI (International Equestrian Federation), FISE (Italian Federation of Equestrian Sport) and AIA (Italian Breeders Association).

There were also impressive audiences over the Jumping Verona four day competitions, the official

stage of the Rolex FEI World Cup™, which renewed the agreement with Fieracavalli until 2012 and thereby emphasised the excellent organisation of the key sporting event held in Verona for ten years, as well as the Exhibition of Tourism, the Village of Traditions, the Children's Village and the Horselyric evening gala dedicated to superb music for films. "We went far beyond our own predictions," concluded Director General, Giovanni Mantovani, "with a result that clearly demonstrated all the loyalty of enthusiasts for this event held for 112 years. Having also finalised this year an agreement for the Barrel Racing World Cup - involving us in an international circuit with three stop-offs scheduled in the USA, Brazil and Verona for Europe - confirms the completeness and uniqueness of the offering and central role of the exhibition in the world equestrian sector panorama." 

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