

## THE SOUND OF HORSESHOES FILLING THE WORLD

# 2018 CHCF CHINA GLOBAL EQUINE INDUSTRY SUMMIT

BY MERIT FANOUS

ON NOVEMBER 15-16, 2018, CHINA'S LEADING COMPREHENSIVE EQUESTRIAN MEDIA HORSEMANSHIP MAGAZINE SUPPORTED BY SPORT BUREAU OF ZHEJIANG PROVINCE AND ZHEJIANG EQUESTRIAN SPORTS ASSOCIATION HELD THE CHCF CHINA GLOBAL EQUINE INDUSTRY SUMMIT IN ONE OF HANGZHOU'S MOST ARTISTIC CONFERENCE VENUES, THE HANGZHOU DIAOYUTAI HOTEL. UNDER THE THEME OF "THE BELT AND ROAD, HORSEBACK LINKS THE WORLD", THE EVENT WISHED TO COMBINE FOREIGN AND CHINESE EXPERTISE, SHARE RELEVANT PROFESSIONAL EXPERIENCES AND OPEN NEW HORIZONS FOR THE EQUESTRIAN DEVELOPMENT IN CHINA.

### JUST IN TIME FOR A CHANGE

RECENTLY, WITH THE CHINESE GOVERNMENT RAMPING UP THE CONSTRUCTION OF "CHARACTERISTIC TOWNS", THE INTEREST IN INVESTING INTO EQUESTRIAN HAS BEEN GROWING RAPIDLY. THE NUMBER OF EQUESTRIAN CLUBS IN BEIJING, SHANGHAI AND THE FIRST-TIER CITIES IS RISING, NEW COMPETITIONS EMERGE COUNTRY-WIDE, NEW HORSE THEME PARKS ARE BEING FORMED, UNIVERSITY AND COLLEGE EQUESTRIAN MAJORS AND COURSES

ARE BEING ESTABLISHED, AND EQUESTRIAN PERFORMANCES AND SHOWS APPEAR IN BIG NUMBERS.

STATISTICS SHOW THAT BY THE MIDDLE OF 2018 THE NUMBER OF CHINA'S EQUESTRIAN CLUBS HAS INCREASED TO 1881, DOUBLING 2016'S DATA.

HORSE OWNERS INCREASE BY AN AVERAGE 35% ANNUALLY, NATIONAL AND INTERNATIONAL COMPETITION EVENTS AND FESTIVALS ARE BEING HELD IN 20 PROVINCES ALL OVER THE COUNTRY.





### COLLABORATIONS LEAD TO WIN-WIN SITUATIONS

In order to create a communication platform between Chinese and foreign actors of the equestrian industry, the event invited representatives of leading equestrian organizations from 5 continents, including experts, professionals and investors from racing, equestrian, western riding and horse polo fields, to share their organizations' operational and management methods.

During the first day of conference on the 15th, after Sport Bureau of Zhejiang Province and China Equestrian Association officially opened the event, Editor-in-Chief of Horsemanship Magazine Li Yanyang introduced the 2018 China Equestrian Industry Data Report, giving statistics based insights on the current situation of domestic equestrian development.

Following him, guest speakers covered topics that all target different segments of equestrian industry development. Former Secretary General of Chinese Equestrian Association Chang Wei described the challenges faced by the equestrian events of the 2022 Asian Games; International Relations Manager of the French Horse and Riding Institute Laurence Cornaille and Ecuyer-en-chef of Cadre Noir Patrick Teisserenc talked about their school's educational systems; CEO of Equuleus International Riding Club Michelle Wang gave insights on successful operational models for Chinese equestrian clubs; Chen Zhifeng inspired the audience how to use the tide Belt and Road initiatives offer in

exploring new opportunities for the Chinese equine industry.

The afternoon program hosted a signing ceremony of cooperation between the French Horse and Riding Institute and the Australian Jolong Park. Following, Co-Founder of Performance Sales International Ullrich Kasselmann unveiled details on how PSI became and international brand and a most successful business model in Europe; Director of Tang Polo Club Liu Shilai talked about the mix of industry and passion in polo; Director of Finance and Successor of TIMPEX Stud Istvan Tarbaly explained how can one built a successful breeding centre in 25 years starting from scratch; President of Polish Arabian Horse Breeders Association Krzysztof Poszepczynski let the audience know why Arabian horses are so uniquely special.

As the event is also organized in the hope of facilitating less formal communication between attending parties, a Gala Dinner was held in quite an entertaining style with traditional Chinese performances, and much focus on personal interactions.

As China has a lack of professional veterinary knowledge and veterinary educational patterns, Massey University Professor of Equine Clinical Studies Christopher Bruce Riley told us how educational and professional development influences New Zealand's equine industry positively. 🇳🇿

*All photos by Horsemanship Magazine, China*



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