

XXII INTERNATIONAL EQUESTRIAN EXHIBITION

HIPPOSPHERE

30.04 – 03.05.2020

EXPOFORUM



HORSES UNITE THE WORLD



XXII INTERNATIONAL EQUESTRIAN EXHIBITION HIPPOSHERE THE MAJOR EQUESTRIAN EVENT IN RUSSIA AND THE CIS

MAIN EXHIBITION GOAL

IS POPULARIZATION OF NATIONAL HORSE BREEDS, INTERNATIONAL EXPERIENCE EXCHANGE IN AGROINDUSTRIAL CLUSTER AND ACTIVE LEISURE FIELD, DEVELOPMENT OF BREEDING PROGRAMME AND HIPPODROME INDUSTRY, IMPLEMENTATION OF BEST PRACTICES IN RUSSIA.



[HTTPS://HORSES.EXPOFORUM.RU/](https://horses.expoforum.ru/)

EXHIBITION IS SUPPORTED BY:



Ministry of
Agriculture
of Russia



St. Petersburg
Government



Leningrad
region
Government



Russian
Equestrian
Sport
Federation



St. Petersburg
Equestrian
Sport
Federation



Leningrad
region
Equestrian
Sport
Federation



"Russian
Hippodrome"



Scientific
Research
Institute of
Horse
Breeding



National
Federation of
Hippotherapy
and Adaptive
Equestrian Sports



St. Petersburg
State
Academy of
Veterinary
Medicine



«Commonwealth
Trotting
Association of
Russia»



Saint-Petersburg
State Agrarian
University



**THE LARGEST EXHIBITION IN RUSSIA
BY THE NUMBER OF PARTICIPATED HORSES**

Annually exhibition hosts the special program dedicated to trotting breed horses «**RUSSIAN TROTTERS**», and adding to that – 10 more breeding championships.

15 000
VISITORS ATTENDED EXHIBITION IN 2019

79% of respondents
plan to visit the exhibition again





HIPPOSHERE

PROJECT DESIGN

Exhibition program

Equipment for horses and riders



Goods for equestrian sport



Horse care products



Veterinary medicine



Art, souvenirs, handicrafts



Animal feed, nutritional products

Services for horses and riders

Horse-riding schools and clubs



Presentations of breeding farms, equine clubs
and private horse owners



Touristic agencies and horse farms services



Horse transportation: specialized transport,
customs clearance



Insurance services for horses, athletes, farms,
business



PROJECT DESIGN

CONGRESS PROGRAM

- ❖ International conference “State and prospects of development of national horse breeding and equestrian sport”
- ❖ XII All-Russian hypnotherapy conference
- ❖ International round table on the development of hippodrome industry of the Russian Federation
- ❖ Seminar «Horse Owner's ABC»
- ❖ Presentations of programmes of secondary vocational education on equine professions
- ❖ Master classes and seminars

BUSINESS PROGRAM

- ❖ Official opening ceremony
- ❖ Awarding of showcase performers
- ❖ Awarding of breed championship participants

SUPPORT OF STUD HORSE BREEDING

- ❖ 12 breeding championships, including «**RUSSIAN TROTTERS**»
- ❖ Selection of absolute champion – Champion Ring Winner, best horse of HIPPOSPHERE exhibition - «faces» of advertising campaign «HIPPOSPHERE 2021».

SPORT PROGRAM

- ❖ All-Russian competitions on jumping and dressage
- ❖ All-Russian competitions on trick riding
- ❖ All-Russian competitions on jumping for non-professional



HIPPOSHERE

Why to participate?



Exhibition visitors are your target audience. Interaction with professional audience of Russia and the CIS.



Raising awareness of trotting breed horses, attracting audience attention to Finnhorse, national Finnish breed – Suomenhevon.



Using the exhibition opportunities – the involvement of professional associations and communities of Finland into business program thus creating an impulse to Russian market development



Discussion on topical issues of cooperation



Advertising opportunities for horses, equipment for horses and riders, tools for stables, veterinary tools, educational institutions and horse tourism.



The value and demand creation for developments and goods of leading Finnish producers



Discover **Russian market demands** and perspectives of mutual integration



To benchmark Finnish best practices and International promotion programs to Russian companies





HIPPOSPHERE



INTERNATIONAL ACTIVITIES of «Commonwealth Trotting Association of Russia» 2019

ORGANIZATION OF INTERNATIONAL EVENTS IN RUSSIA:

- ❖ «DAYS OF FINLAND»;
- ❖ Legs of the international championships of riders and jockeys of the Baltic and Mediterranean Sea.

ORGANIZATION OF INTERNATIONAL EVENTS ABROAD:

- ❖ «DAYS OF RUSSIA» in Finland
- ❖ General Assembly of European Trotting Union (UET), France;
- ❖ Participation in UET breeding committees on trotter stud-books together with their registration criteria;
- ❖ Participation in World Trotting Conference (WTC 2019), Sweden.



OVER 12 COUNTRIES INVOLVED IN EVENTS



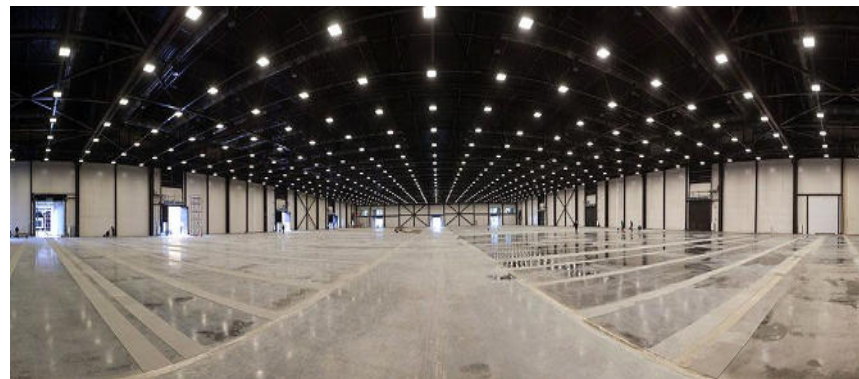
EXHIBITION LOCATION

INTERNATIONAL CONVENTION AND EXHIBITION CENTRE **EXPOFORUM**,
CAPABLE OF HOLDING BUSINESS, CULTURAL AND ENTERTAINMENT EVENTS OF ANY SCALE AND COMPLEXITY.

Shortlisted as **BEST INTERNATIONAL VENUE 2020**
by Exhibition news Award – prestigious ceremony for industry leaders, organized by Mash Media group.

Winner as **THE BEST CONVENTION, EXHIBITION AND BUSINESS CENTRE IN RUSSIA**
of the Russian Business Travel & MICE Award, leading Russian competition in meeting industry.

3 PAVILIONS
each 13 000 SQ M
of exhibition space



4 700
PARKING LOTS

TOTAL SQUARE
132 608 SQ M





HIPPOSHERE

[HTTPS://HORSES.EXPOFORUM.RU/](https://HORSES.EXPOFORUM.RU/)

OPPORTUNITIES FOR BUSINESS COOPERATION:

- Participation with an exposition or with horses;
- International round table «The Development of Hippodrome Industry of the Russian Federation»;
- International conference «State and Prospects of Development of National Horse Breeding and Equestrian Sport».

EXHIBITION DIRECTOR

EVGENIYA FILIPPOVA

phone: +7(812)240 40 40 (add. 2215)

tel: +7(921)369 34 46

e-mail: EV.FILIPPOVA@EXPOFORUM.RU

SENIOR MANAGER

LAURA MIGEL

phone: +7(812)240 40 40 (add. 2401)

tel: +7(921)956 48 59

e-mail: LN.MIGEL@EXPOFORUM.RU

SENIOR MANAGER

MARINA TSVETKOVA

phone: +7(812)240 40 40 (add. 2212)

tel: +7(921)248 96 33

e-mail: MV.TSVETKOVA@EXPOFORUM.RU



SEE YOU AT THE EXHIBITION
HIPPOSPHERE 2020