



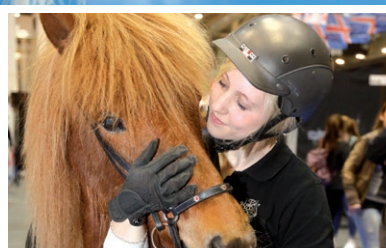
The equestrian trade fair experience

HansePferd

Hamburg

24–26 April 2020

10 am – 7 pm



Every two years, horse enthusiasts meet on the grounds of Hamburg Messe for HansePferd Hamburg. Visitors to HansePferd Hamburg have a great opportunity to learn, try things out, compare and buy. A varied, high-quality supporting programme with special shows, live demonstrations and talks on relevant topics rounds off the expo experience.

Key figures

-  Around 50,000 visitors over three days
-  Over 450 exhibitors from 13 countries
-  An exhibition area of 49,000 sq. m
-  Total turnover of €5.3 million
-  Visitor origin:
 - 23% from Hamburg
 - 45% from Schleswig-Holstein
 - 22% from Lower Saxony

What our exhibitors say

- 96% say they reached their most important target group
- 80% would recommend the trade fair to others

Our visitors

- 90% active equestrians, of which
- 67% are horse owners
- 94% rate HansePferd as good or very good
- 87% bought or intend to buy something

Good reasons to attend

- Top marks from exhibitors and visitors
- Eager-to-buy visitors for good sales
- High-quality programme attracts an interested audience

Exhibition areas

- Equestrian sport articles
- Premium & quality equipment
- Horsekeeping & transport
- Health & feed
- Training
- Riding holidays
- Icelandic village
- Western & horsemanship
- Breeding & breeds

Your contact partners



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