



# HORFA 2014

5th China (Shanghai) International Horse Fair

Events during the same period:

2014 Longines Global Champions Tour

## 19 - 21 Sep . 2014

Shanghai East Asia Exhibition Hall, China

[www.horfachina.com](http://www.horfachina.com)

**Do your horse business in China...**

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### Organizers

 中国国际展览中心集团公司  
CIEC INTERNATIONAL EXHIBITION CENTER GROUP CORPORATION

 中国马业协会 CHIA  
China Horse Industry Association

 UB GROUP  
优博集团

### Operator

上海优博国际展览有限公司  
Shanghai Yubo International Exhibition Co., Ltd

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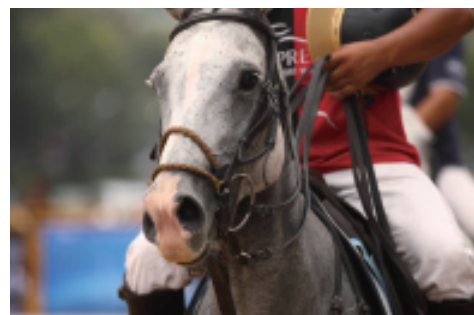
## Leading Horse Show in China

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HORFA-China (Shanghai) International Horse Fair is China's leading horse Show and the exclusive event combining horse exhibition, horse auction and live horse show & performance.

No matter in horse fair or the concurrent activities, every year the updated contents let HORFA gather a large number of buyers and the horse interested elite group from home and abroad, and earn widespread concern in the horse industry, real estate sector, financial and media world.

HORFA is committed to the development of Chinese horse industry through introducing the high-quality horses, advanced products & service into China, providing more options to the institutions, horse clubs, individual horse owners and the fans.



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## The year of horse, repeating ever twelve years

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2014 is the year of horse in Chinese zodiac, repeating every twelve years. In this special year, HORFA will take this opportunity to provide three days events with rich and special activities, integrating Chinese traditional cultural characteristics with horse, equestrian and horse related culture organically, for all people who concern and participate in HORFA.



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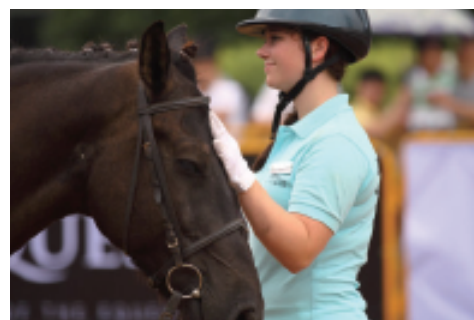
## Junior Equestrian Event

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The development of China horse industry can hardly do without the new emerging forces of teenagers.

During the period of HORFA exhibition, organizer will host a Junior Equestrian Jumping Event at the same time and riders are mainly from the region of Yangzi river delta, with the slogan of "Surpassing & Elegant". This event is family based and teenagers are the leading actors. Many equestrian enthusiasts from Zhejiang, Jiangsu and Shanghai will be congregated in this activity.

The region of Jiangsu, Zhejiang and Shanghai is the rendezvous of high income families and is also the big market of equestrian sport's popularizing and development. Through this event, Horfa wish to drive the enthusiasm of teenagers from this region to love and study equestrian.



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## Training for horse owners – selecting, feeding, training and treatment of horse

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HORFA is going to invite the experienced experts from home and abroad to impart skills and experience to Chinese horse owners and industrial professionals. This will promote our proficiency in horse selecting and purchase, conservation, training and medical treatment aspects and lay the foundation for the healthy development of China horse industry.



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## Why Choose the HORFA

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- To meet professional visitors and industrial key persons
- To meet the potential Chinese real estate companies and investors who are interested in horse industry
- To establish the social relationship with strength buyers, private horse owners and equestrian trainees.
- To promote brands to elite class who is interested in equestrian

HORFA has tremendous resources cross horse industry, finance, real estate, yacht and media, to maintain the high frequency exposure in target groups.

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## Horse Auction

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With the growing of China high income groups, equestrian population is also expanding. In recent years, people who is from Jiangsu, Zhejiang and Shanghai area in equestrian sports are growing exponentially and the demand for horses, regardless in quantity or quality, is constantly increasing.

HORFA use its resource advantage to bring the people who is interested in buying horses together from the Yangtze River Delta to provide the most professional horse auction platform for both sides of suppliers and purchasers, and also bring more opportunities and space for the market.

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## 2014 horse-owners'night

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HORFA will invite 300 industry elite directly, industry authority and outstanding horse owner to attend the 2014 horse-owners'night. Every guest will have opportunity to meet business partners at the same time may enjoy a special classic life!

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### Scope of Exhibition :

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- Horse, horse trade
- Horse transport
- Horse breeding techniques
- Horse feed and nutrition
- Veterinary products and services
- Equestrian club and leisure places
- Horse racecourses, horse theme park and related
- Horse ranch planning and facilities
- Riders' clothing, accessories, and products
- Saddlery and harnesses
- Horse artwork and culture
- Horse events, activities and tours



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### Target Visitors :

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- Provincial equestrian teams and Professional riders
- Large horse breeding field's owners and managers
- Equestrian club owners and managers
- Private horse owners or Members of equestrian club
- Equestrian trainees, Equestrian/Horserace enthusiasts
- Horse industrial experts or Horse breeding project leaders
- Potential horse investors
- Chamber of commerce and VIP of club
- Elite class who is interested in horse and equestrian

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### Basic Information

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Date: 19-21 Sep. 2014

Venue: Shanghai East Asia Exhibition Hall, China

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