

HORFA 2012

第三届中国（上海）国际马业展览会
3rd China Shanghai International Horse Fair



POST SHOW REPORT 展后报告

二〇一二年九月七日至九日
中国上海 - 上海东亚展览馆
September 7-9, 2012
Shanghai East Asia Exhibition Hall





FACT SHEET



HORFA China 2012 Figures

7-9 September, 2012
Shanghai East Asia Exhibition Hall

Exhibition space (gross):

Total: 5,500 sqm
Indoor area: 4,500 sqm
outdoor area: 1,000 sqm

Exhibitor figures:

Total: 77
China: 29
International: 48
Countries: 16
Horses: 35

Visitor figures:

Total: 3,712
China: 86%
International: 14%
Countries: 22

Key Data

HORFA China (Shanghai) International Horse Fair

Frequency: every year

First event: 2010

Organizers:

- China Int'l Exhibition Center Group Corporation
- China Horse Industry Association
- UB Group
- Shanghai East Asia (Group) Co., Ltd.

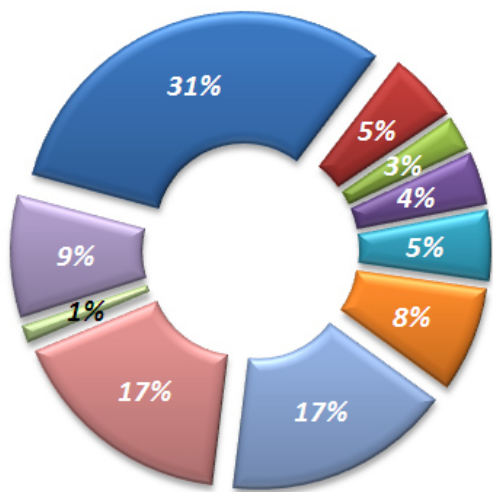
Operator:

- Shanghai Yubo International Exhibition Co., Ltd

HORFA China is a trade fair of international character and offers to exhibitors access to the target market of China and Asia.



EXHIBITORS



Exhibits Range

- Horse breeding and horse trade
- Horse transport
- Horse feed and nutrition
- Veterinary products and technique service
- Equestrian club and leisure places
- Horse ranch planning and facilities
- Saddlery and riders' clothing & accessories
- Promotion of national horse industry / equestrian competition
- imports&exports agent
- others (media)

16 Participating Countries/Regions

Australia, Belgium, China, Taiwan, China, Denmark, Dubai - UAE, France, Germany, Holland, Ireland, Japan, South Africa, Sweden, U.K., Uruguay, USA



"HORFA was very important for German Pavilion and participating companies since it is a great platform to meet nearly all involved people from the equine industry in China.

We will be back next year."

Sacha Eckjans (German)
 Managing Director, Equestrian Globe GmbH
 Official Representative, German Pavilion

"We have sold five horses on the Horfa.

Via the HORFA Auction, we were approached by an interested representative of an equestrian club in the South-West of China. In the days after the Horfa negotiations were finalized and five horses went on transport. Of course, this is a great success for us and our partner.

Concluding I can say that the Horfa was very successful for DPH."

Ms. Siggi Pokörn (Holland)
 Founder, Dutch Premier Horses

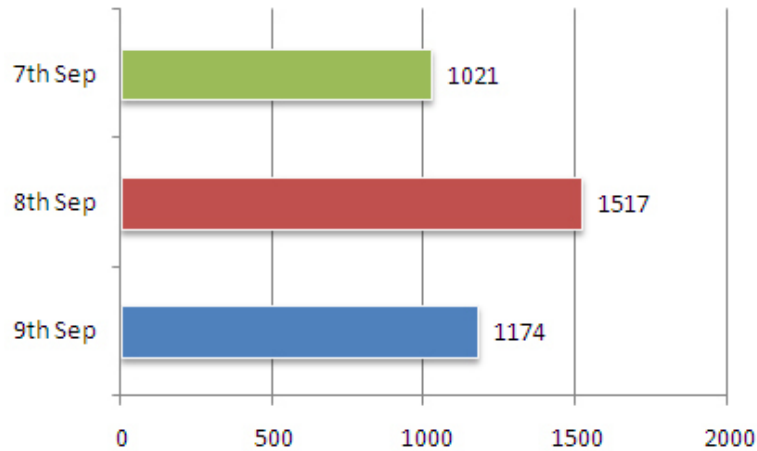
"We are experiencing a great response from all that attended HORFA 2012.

Wise -Equestrian feels that the experience at HORFA 2012 was outstanding and will result in expanding our Brand in China and beyond."

Mr. Joe Carr (USA)
 Int'l Business Manager, Wise Equestrian



VISITORS



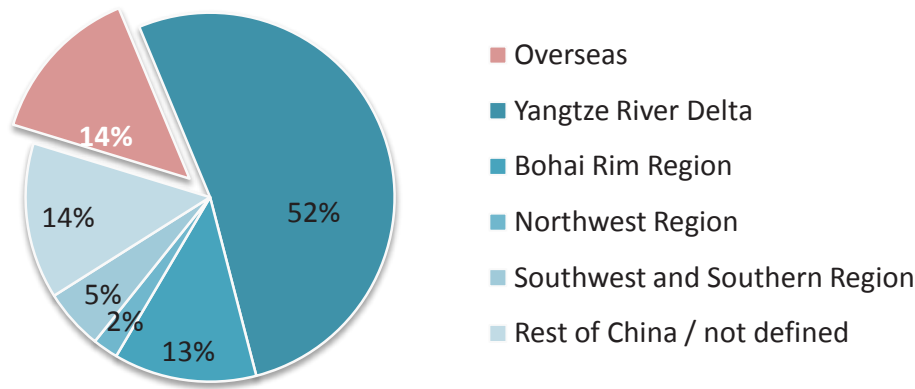
Visitor Analysis

The visitor number is less than we had expected because of 2 reasons:

1. *Unforeseen clash with an important event which have the province teams, professional riders and some international buyers from Asia unable to visit HORFA2012 as planned.*
 - China National Show Jumping Championship at Beijing during 7-9 Sept.,2012.
2. *Bad weather that prevent the visiting plan of individual horse owners, equestrian sport fans and elite people.*
 - There were rainstorms in 2 of the 3 days, destroying the outdoor horse performances as well.

■ China	86%
Overseas	14%
■ Individual	59%
Business	40%
Media	1%
■ Pre-Registration	8%
by Invitation	82%
Others	10%

Visitor Geography



Target Visitors

- Province Equestrian Teams & Professional Riders
- Large Horse Breeding Bases from across China
- Equestrian Club Owners and Managers
- Equestrian Trainees and Enthusiasts
- Individual Horse Owners
- Industry Professionals
- Potential Investors
- Wealthy class



MEDIAS



With the support from many organizations, we're able to make a successful HORFA2012 and attract broad attention from both the professionals and the public.

Chinese print media like the Shanghai Morning Post , Evening Post and Xinmin Evening News, Youth Daily, TV channels as CCTV, SMG News, ICS, Gateway Websites as Sina, Oriental and Video Websites like Youku all reported all broadcasted the trade show.

Hereby, we'd like to express our most sincere gratitude towards all our media partners.

EQUESTRIO

Global Media Partner

YOUKU 优酷

Exclusive Video-sharing Web

鳳凰網
ifeng.com

Exclusive Strategic Portal Site

Cooperation Media

HORSE
MANSHIP

馬術與賽馬

賽馬新聞
RACING IS SPORTS

The Discovery

禮

POSH 白金時尚

LIFE STYLE 雅集

70 尊駕

BOSS

投資有道

財智生活

LUXE IMMO

頭等艙

NCM

magazine

華爾街日報

NEEU 優網

LUXE.com
奢侈品

御

財智生活網

IT SPORTSNET



* For detail HORFA 2012 Media Clipping report, please email horfa@ubexpo-shanghai.com



DINNER WITH HORSE OWNERS

Customized marketing and PR events 'HORFA2012 - Night of Outstanding Horse Owners ' in the form of banquet is the best social platform of the HORFA exhibitors and Chinese owners of horses/horse clubs.

In addition to the guests who had attended HORFA's banquet in last 2 years, some new distinguished guests joined in it this year.

They are:

*Ms. ZHANG of Cajero Club(Zhejiang),
Mr. FAN of P.L. Breeding Base(Shandong),
Mr. YU of Qingdao Baohu Club(Shandong),
Mr. FAN of Shandan Horse Farm (GanSu),
Mr. Liu of Xinyide Village(Shanxi),
Ms. PENG of Ji'nan Racecourse(Shandong),
Mr. Zhang of Tianjin Horse City(Tianjin),
Mr. Lang of Laide Breeding Base(Inner Mongolia)*

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* For details, please contact HORFA Team.








SPECIAL SESSIONS

Several special sessions were arranged to help HORFA exhibitors to better promote their equestrian culture, their horses, their products and service.

- Andalusian Dream Show
- Polo Demonstration
- Teenager Dressage show
- Auction horse show
- Free Presentation for Exhibitors
- Equestrian Course - Customized
- Special Riding Trial - Customized
- Outdoor Lifestyle Forum
- Experimental Horse Auction



HORSE AUCTION

	HORSE FOR SALE	16
	STRIKE PRICE (RMB)	180,000 to 390,000
	RESULTED IN ABORTIVE AUCTION	10



The experimental auction was a pilot project, taking place on 8 September, 2012 at HORFA outdoor area.



EXHIBITOR LIST

- Australia
Hy Gain Feeds Pty Ltd
- Belgium
BWP - Belgian Warmblood Studbook
Euro-Horse
EUROPEAN EQUESTRIAN MASTERS SPRL
LES ECURIES D'ECAUSSINNES SPRL
- China
Beijing Honest Pegasus Int'l Trade Co., LTD
Beijing VSVN Int'l Equestrian Equipments
Manufacturing Co., Ltd
Beijing Yanlong International Equestrian Co., Ltd.
China Horse Industry Association
Harbin Veterinary Research Institute, CAAS
Inner Mongolia Rider Horse Industry Co., Ltd
MEITI LEATHER PRODUCTS COMPANY LTD
Ninghai Rayguang Horsemanship Products Co., Ltd.
Qing Dao Bao Hu Village
QingQing Equestrian Club, Shanghai, China
SHANGHAI BGS EQUSETRIAN CO.,LTD
Shanghai Corich Sports and Leisure Co., Ltd
Shanghai Roborant Horsemanship Club Co., LTD.
Shanghai Saddlery Co., Ltd
Shanghai Songseng Equestrian Club
Shanghai SYN Co., Ltd
Sinoken Group
Shanghai International Equestrian & Polo Club
- Taiwan, China
Super Textile Corporation
- Denmark
Viegaard Sport Horses ApS
- Dubai,UAE
Royal-Horses
- France
Cheval Normandie
GOLDENHORSE
IMV Technologies
- Germany
CARDINALI & ROTHENBERGER GMBH (CARO)
Cielo International Equestrian
Equestrian Globe
Fair Ground GmbH
Gestuet Ganschow
Gestut Pilz - Siegfried Pilz GmbH & Co.KG
Guido Klatt Intl. Horse Transport
Hoeveler Spezialfutterwerke GmbH & Co. KG
Leve Architects LEVE
Lewitz Stud Lewitz
Reitstiefel Kempkens GmbH
Xiamen Champde Imp.&Exp. Co., Ltd.
Beijing Bionic Business Development Co., Ltd.
- Holland
Dutch Premium Horses
HENSWOUDE Friesian Horse Sale/Export Stable
Horse Service International BV
KWPN - HNHF
- Holland
Stable "Paula de Jong"
VDL Stud
- Ireland
Chengdu IC
Equine International Shipping Ltd
Horse Sport Ireland
Irish Equine Centre
- Japan
Hidaka Breeders Association
Japan SHADAI GROUP
- South Africa
Racing South Africa
- Sweden
HAYFIELDS EQUESTRIAN INTERNATIONAL AB
- UK
DURALOCK LTD - Performance Fencing
Withyslade Farm
- Uruguay
RBC COIME LT
- USA
Fady Horses & Nedpoint
Henderson Saddle Company
Royal Oaks Farm & Holsteiner Verband
U.S. Livestock Genetics Export, Inc.
Wagman Ranch Reining Horses
Tom McCutcheon Reining Horses
Wise-Equestrian



IMAGES



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THANK YOU

SEE YOU AT HORFA CHINA 2013



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