

Fieracavalli

a Verona dal 1898

The 123rd edition of the show dedicated to the equestrian world is scheduled at Veronafiere 4-7 and 12-14 November

FIERACAVALLI 2021: TWO WEEKENDS OF EQUESTRIAN PASSION, SPORT AND BREEDER SHOWS

New items include the first NFT with the Jumping Verona brand, the debut of the "Top Team" competition conceived by Scuderia 1918, the first international open call by Art&Cavallo and the hybrid exhibition format by Cavalleria Toscana. The most eagerly awaited events include the twentieth Longines FEI Show Jumping World Cup™, the Italian Breed Show and the European Competition Reserved for Arabian Thoroughbreds.

Verona, 28 October 2021 - **Fieracavalli** galloping towards **edition number 123**. The most important international trade fair and show dedicated to the equestrian world returns to Veronafiere with a new format over two consecutive weekends in November: Thursday 4 to Sunday 7 and Friday 12 to Sunday 14.

The event will welcome 3,000 horses representing 60 breeds from all over the world, 300 exhibiting companies from more than 10 countries with buyers arriving from 18 countries thanks to incoming programmes implemented in collaboration with ICE-Trade Agency. Not to mention 35 breeder associations, more than 200 events including sports competitions, exhibitions and conferences, 8 halls and outdoor areas to be visited and 5 competition rings, in addition to 3 rings where horses and riders can warm up and for other tests and trials.

The new edition of Fieracavalli was presented this morning at Veronafiere by **Federico Sboarina**, Mayor of Verona, **Maurizio Danese**, President of Veronafiere, **Giovanni Mantovani**, CEO of Veronafiere and **Armando Di Ruzza**, Fieracavalli event manager. There were also reports by **Francesco Battistoni**, Undersecretary of State for Agriculture, Food and Forestry Policies, **Marco Di Paola**, President of FISE, **Riccardo Boricchi**, Jumping Verona event director, **Giuseppe Perrone**, EY Emeia Blockchain leader, **Emanuele Anchisi**, Co-founder of Scuderia 1918 and **Jonathan Sitzia**, CEO of Cavalleria Toscana.

"Fieracavalli, after the digital switch in 2020 imposed by the pandemic, is back in attendance this year with a format of more than 200 events held for the first time over two weekends," said **Maurizio Danese**, President of Veronafiere. "During the lockdown, we had to tackle not only the economic and financial implications but also the design challenge underlying the concept of resuming 'trade fairs attended in person' in total safety. At this point along the way, everyone feels the need to meet again and Fieracavalli is well aware of this responsibility, with the task of bring together again the community of professionals, sporting figures and enthusiasts of the equestrian world to start all over again."

"This year, Fieracavalli doubles up," explained **Giovanni Mantovani**, CEO of Veronafiere. "The new format involving two weekends was carefully studied to ensure maximum safety for all participants, from sector operators to the general public. Access to the exhibition centre will be limited to a maximum number of parameter-controlled daily visitors to ensure that 4 sq. m. of space will be available per person, as per international health regulations. This solution allows our audience of visitors to organize and book visits online, in comfort and in compliance with all Covid prevention regulations."

SPORT. On a sporting level, events include the twentieth edition of the **Longines FEI Show Jumping World Cup™**, scheduled on the first weekend of the event (4-7 November), in addition to the finals of the two national competitions organised by Fieracavalli itself: The **Italian Champions Tour** and the **123x123 Grand Prix**. The **TOP Team** competition is also making its début this year, where the most famous horse&rider pairs

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of **Scuderia 1918** and the pairs selected by **Jumping Verona** compete for charity: The second weekend (12-14 November) sees Hall 3 host American riding styles with **Team Penning** and **Ranch Sorting** competitions.

BREEDING WORLD. The 123rd edition of Fieracavalli once again ensures considerable emphasis on the **Italian Breed Show**, testifying to the richness of Italian equine livestock, with aptitude tests and performances in collaboration with **AIA** and **ANAREAI**, with the **Patronage of the Ministry of Agriculture**. **Arabian thoroughbreds** are the protagonists of the **European Competition** and the **B International Show** - international events that aim to develop relationships and business opportunities related to this breed. **Italian saddle horses** are an excellence of our country on a European scale and come to the fore in the **Breeding Circuit Final** with the finals of the "Free Jumping", "Obedience and gaits" and "Morphology-Aptitude Circuit" categories, in collaboration with the Ministry of Agriculture (MIPAAF). There is an absolute debut for **Verona Auction**: the international on-site and on-line auction exclusively for Italian saddle horses in collaboration with **Equinia**, a French company specialized in this sector and accredited all over the world. Lastly, the **Iberian Horse Show** will welcome about 100 horses including PRE (Iberian thoroughbred), Lusitanian and Hispano-Arabian horses as protagonists of the Iberian show, not to mention Friesian horses.

EQUESTRIAN TOURISM During the two Fieracavalli weekends, **horse tourism** and slow, sustainable contact with nature is in the limelight in Hall 4. The **'AGSM AIM Forum area welcomes "The changing journey"** with interviews, meetings and round tables to highlight all the beauty of Italy ready to be discovered while sitting in a saddle.

FAMILY ENTERTAINMENT. The Family Area in Hall 1 will welcome playful moments and **artistic-educational workshops** for children developed by **Art&Cavallo** and the **Donkeys of Reggio Emilia** donkey home. In Area A, children ones can experience the thrill of the **Saddle Christening** by getting onto a horse for the first time thanks to the specialized staff of **Horse Valley Corte Molon**.

DIGITAL TRANSITION. Several activities testify how the trade fair and show is preparing for a new virtual and real model of entertainment. And an absolute first for the **NFT under the Jumping Verona brand**, developed in collaboration with **EY Italy**. Enthusiasts will now be able to collect authentic digital objects certified by Blockchain Polygon, as well as gain exclusive access to the Show Jumping World Cup. There is also the debut of the first hybrid stand in Hall 7 with **Cavalleria Toscana** that will showcase many innovations and contents combining digital and physical aspects to entertain, inform and engage its users and visitors. Last but not least, **Scuderia 1918** this year presents innovations that combine the great on-site novelty of the Top Team with two innovative digital projects: the first Fan Tokens of the team's riders and the **metaverse** dedicated to the equestrian world.

ART&CAVALLO. Hall 2 will host the third edition of the **contemporary art exhibition** with equestrian themes involving international artists conceived by architect Federica Crestani.

SUSTAINABILITY. With the aim of reducing the environmental impact of transporting the 3,000 horses attending the Show, Fieracavalli has confirmed the agreement with **ALIS** - Associazione Logistica dell'Intermodalità Sostenibile (Logistic Association of Sustainable Intermodality). Thanks to the combination of several methods of freight transport, a reduction in CO2 emissions of between 40% and 60% compared to transport performed exclusively by road is estimated.

SAFETY. In accordance with the Decree Law dated 23 July 2021, entrance to the Exhibition Centre will require the presentation of a Green Pass or a swab with a negative result performed within the previous 48 hours.

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Veronafiere has also adopted a specific **Safe business protocol** with advanced covid prevention measures, including temperature scanners at the gates, access quotas, rapid swab points, electronic tickets and sanitizing of environments.

Use this [link](#) on the **Fieracavalli YouTube channel** to watch the presentation of the 2021 edition again.

The timing of **reports by speakers** are given below.

- From 16:30 - **Maurizio Danese**, President of Veronafiere
- From 22:30 - **Francesco Battistoni**, Undersecretary of State for Agriculture, Food and Forestry Policies
- From 24:33 - **Marco Di Paola**, President of FISE
- From 27:42 - **Giovanni Mantovani**, CEO of Veronafiere
- From 38:28 - **Riccardo Boricchi**, Jumping Verona event director
- From 42:30 - **Armando Di Ruzza**, Fieracavalli event manager
- From 44:47 - **Giuseppe Perrone**, EY Emeia Blockchain leader
- From 49:37 - **Emanuele Anchisi**, Co-founder of Scuderia 1918
- From 55:01 - **Jonathan Sitzia**, CEO of Cavalleria Toscana
- From 59:30 - **Federico Sboarina**, Mayor of Verona

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