

Fieracavalli today at the sixteenth leg of the Longines Global Champions Tour 2019

MICHEL ROBERT: TWICE THE PROTAGONIST AT THE 121st FIERACAVALLI

The French show-jumping ace is the first rider registered for the fourth leg of the Longines FEI Jumping World Cup™. And as a trainer, he will also be the landmark for the sporting aspects of Fieracavalli Academy. Giovanni Malagò - President of CONI: "A synergy of excellence and an example for sport with FISE and Fieracavalli"

Rome, 6 September 2019 - Michel Robert will be the protagonist on two occasions during the 121st Fieracavalli scheduled at Verona 7-10 November.

The French show-jumping champion last competed in Verona in 2010: this year, however, thanks to the wild card awarded by the Organising Committee, he is the first rider registered for the fourth leg of the Longines FEI Jumping World Cup™ 2019/2020 - the most prestigious event in the Jumping Verona programme.

Although he announced his retirement a few years ago, Robert - whose career includes Olympic and World Championship medals - is experiencing a second sporting youth ((two recent victories in the San Gallo Piccolo Gran Premio and the Valence Grand Prix).

Michel Robert is also a famous trainer and the founder of the Horse Academy. And it is in this capacity that it will also be possible to see him at work during the Horse Show in Verona thanks to Fieracavalli Academy, a project that aims to promote a culture that is increasingly respectful of animal welfare at all levels. The Fieracavalli Academy is divided into several areas: sport, welfare of horses, equestrian tourism and social media. And in his role as a trainer Robert, together with Vittorio Garrone - the founder of the WOW Team - is the landmark for the sporting part of the initiative, where he will help spread the philosophy and techniques of his natural riding method among young riders.

Giovanni Mantovani and Barbara Blasevich, respectively CEO and Director of Veronafiere, spoke today about Fieracavalli, Jumping Verona and Fieracavalli Academy at the *Stadio dei Marmi* in Rome on the occasion of the sixteenth leg of the Longines Global Champions Tour 2019, in the presence of Giovanni Malagò, President of Coni, Marco di Paola, President of FISE, Simone Perillo, Secretary General of FISE, and Alessandro Silvestri, President of Fitetrec-Ante.

"Following up Piazza di Siena in May, we return to Rome today for the Global event... a kind of symbolic exchange of the baton between events representing the highest expressions of equestrian sport in Italy. The baton will be taken up on Monday directly by Fieracavalli where Jumping Verona will be held in November for the 19th year: the only Italian leg on the Longines Fei Jumping World Cup," said Giovanni Mantovani, CEO of Veronafiere.

"Hosting three major events - each one different from the other - with the scope of just a few months and with very different dynamics, scenarios and contexts - is a source of great pride and prestige for

Italian sport," said Malagò. "The 32% additional resources, worth around 60 million euros, that the Sports Reform assigns to the system arises precisely from the results of the events that we managed to organise in 2018, thanks to the skills of federations and organisers such as Veronafiere with Jumping Verona. Fieracavalli is an event that achieves record numbers and boasts traditions going back more than a century. It was active well before the Federation and CONI came into being and is truly a standard-bearer of excellence and promotion of sport."

7-10 November 2019: Fieracavalli celebrates 121 editions at Veronafiere, confirming its status as the most prestigious event dedicated to the national and European equestrian scene. For over a century, it has been the perfect link between passion for the horse world, sport, business and entertainment. In 2018, the Show attracted 160,000 visitors from 60 countries and 750 exhibiting companies from 25 countries. On average, every year 200 events animate the 128,000 square meters of the show, including top-level sports competitions such as the only Italian stage of the Longines FEI World Cup™, morphological competitions, western disciplines, shows and educational activities. More than 2,400 examples of 60 horse breeds highlight Italian and international biodiversity. In addition to the exhibition area with the most important international brands for breeding and equitation, spectacular performances have been an integral part of the event with appointments such as the Western Show, initiatives dedicated to families and children and the evening Gold Gala, with the top names in equestrian art www.fieracavalli.it

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