

Fieracavalli

a Verona dal 1898

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

WARMING UP FOR FIERACAVALLI: TOP BRANDS IN THE EQUESTRIAN WORLD HAVE ALREADY BOOKED FOR THE VERONA EVENT

The leading event on the international equestrian scene is ready for the restart and has already received confirmations from numerous exhibitors in the sector

Verona, 22 June 2021- Not only sport and entertainment: **Fieracavalli**, scheduled in **Verona 4-7 and 12-14 November**, also boasts an impressive **commercial vocation**. Every year, the show includes an exhibition area of **25,000 square metres** presenting **excellence made in Italy alongside international companies in the sector, with articles and technical equipment for equitation and horse care**.

On the strength of 123 years of history, the traditional annual event dedicated to enthusiasts of the equestrian world is getting ready to return to Verona together with the sector as a whole, thereby confirming its leadership among the main showcases for *trade business*: the ideal venue for presenting innovative products and technologies to an increasingly qualified audience of enthusiasts.

The exhibition area includes Hall 4, specifically for specialist commercial proposals, Hall 6, offering everything needed to ride horses, and Hall 7, with the most exclusive proposals and leading brands in show jumping.

Exhibiting companies in **Hall 7** include important commercial realities such as **Safe Riding**, an Italian company that designs and manufactures safety stirrups, and **Kask**, the specialist in sporting helmets with a broad selection of riding caps.

Excellence in craftsmanship and technique in the *made in Italy* saddlery world already boasts attendance by of **Selleria Equipe**, with an offering dedicated to all the many horse riding disciplines, and **Sellerie Gianetti**, with its enormous catalogue of saddles, reins, stirrups, halters and many other accessories.

A good number of sportswear companies are also taking part: **AmaHorse**, a leader in the production and distribution of garments and accessories, and **For Horses**, with its line of technical clothing in high-performance materials. Another top name is **Tattini**, an Italian company that has made boots, designed and distributed riding clothing and equipment since 1860, combining Italian style and a capacity for continuous innovation. In the footwear segment, **Franco Tucci** has confirmed attendance with its riding boots - a symbol of craftsmanship, research and attention to detail.

Nor should we overlook the commercial proposals for professionals in the sector and horse care such as **Pegasus**, for the production and distribution of feed, bedding and forage for horses, **Goldspan** with its high-absorbency chip bedding designed for the well-being of horses and better box management, and **Porrini** feed, cereals selected for the health and wellness of every horse breed.

The offering is completed by solutions for transporting horses in total safety and comfort, including **Berton Rimorchi**, the official Humbaur importer for Italy, and **Stephex Horsetruck**, European leader in the design and engineering of equestrian vehicles.

Many other confirmations continue to reach the organizers of the event every day, a positive sign for the restart in this sector. All updates about exhibitors and news details for the next edition are available in real time on the fieracavalli.it website and on official social media channels.

Fieracavalli is ready to welcome you to Verona 4-7 and 12-14 November.

www.fieracavalli.it