



China Horse Fair 2021

The 14th China International Professional Horse Sports & Leisure Industries Exhibition

Equuleus International Riding Club, Beijing, China
September 17-19, 2021

Organizers



Supporters



Why is China such an exciting market? China – a market of new opportunities!

The Chinese equine sports and leisure market continues to boom driven by demand from an increasingly affluent population.

Recognising its importance to economic and cultural development in China, the national government recently published the `National Equine Industry Development Plan (2020 – 2025)` setting out their goals and aspirations for the sector.

Key tasks identified include

- Establish a modern breeding system
- Improve the equestrian sport system
- Promote the integrated development of primary, secondary and tertiary industries
- Strengthen scientific and technological talent support

In simple terms this means the equine industry in China can expect to see significantly more investment and support to ensure improved standards are achieved across all disciplines e.g. breeding, nutrition and healthcare, training and infrastructure.

There has never been a better time for international suppliers to become part of China`s horse industry success – book your stand at CHF 2021 today!



CHF 2019 attracted international trade buyers and exhibitors

One trusted brand

Two fantastic sales and marketing opportunities!

- In 2019, the equestrian population in China was put at 1,195,100, an increase of 9.8% compared to 2018.
- The number of equestrian clubs in China increased by nearly 20% compared to 2018 and was projected to reach 2,160 by the end of 2019...and projected to grow strongly in the future. The distribution of equestrian clubs is also becoming more widespread throughout the country with developments in Beijing, Jiangsu, Shandong, Zhejiang, Hebei, Guangdong and Shanghai. Beijing, Jiangsu and Shandong accounted for 9.79%, 9.26% and 8.62% respectively and the CHF team are in contact with them all!
- 90% of equestrian club members are under the age of 18 and female members are becoming the main consumers, a very healthy trend when projecting future growth.
- In 2019, the increase in the number of horses registered with equestrian clubs in China was 77,557 of which the number imported was 35,415, 26% higher than in 2018. The number of these club horses owned by individuals was 23,655, of which 19,209 were imported from overseas.
- Many of the imported horses came from the Netherlands, Germany, Belgium, France, UK, the United States, Australia, New Zealand and Japan.
- Most of China's horse and equestrian industry professionals are confident about the development of the industry in the future with 37% of the interviewees projecting the industry will develop even faster in 2021.

China Horse Fair – the choice of professionals

Such an important market deserves a top-quality trade show and the China Horse Fair (CHF) has fulfilled this role since its launch in 2007 and has and grown and developed alongside the industry it so successfully serves.

As the country's No.1 equine trade show, CHF consistently attracts the country's top buyers and specifiers as they look to invest in the latest goods and services to meet their future needs.

CHF 2021 will be the 14th edition and will once again be China's largest, most established and most international gathering for trade professionals and enthusiasts involved in all forms of equine sports and leisure activities.

The previous edition of CHF hosted some 150 suppliers from around the world including suppliers from Australia, Belgium, UK, France, Germany, Holland, Ireland, Italy, United States, South America, Scandinavia, Singapore and China.

New to market companies came to sell their latest products and services alongside many established and successful brands who make sure they exhibit every year so as to meet new and existing customers and boost sales. In just three days companies can promote their products to the top professional buyers and specifiers across the length and breadth of China, making CHF a uniquely cost-effective direct sales and marketing platform.

With 2,552 buyers, specifiers and influencers attending the previous event, CHF again strengthened its position as China's No.1 professional equine gathering.



Make new contacts and renew old friendships at CHF 2019

Nationwide coverage – here are just some of the Cities/Provinces visitors came from:

Beijing, Tianjin, Shanghai, Wuhan, Chengdu etc., and from the provinces of Shandong, Hebei, Inner Mongolia, Zhejiang, Jiangsu, Guangdong etc.

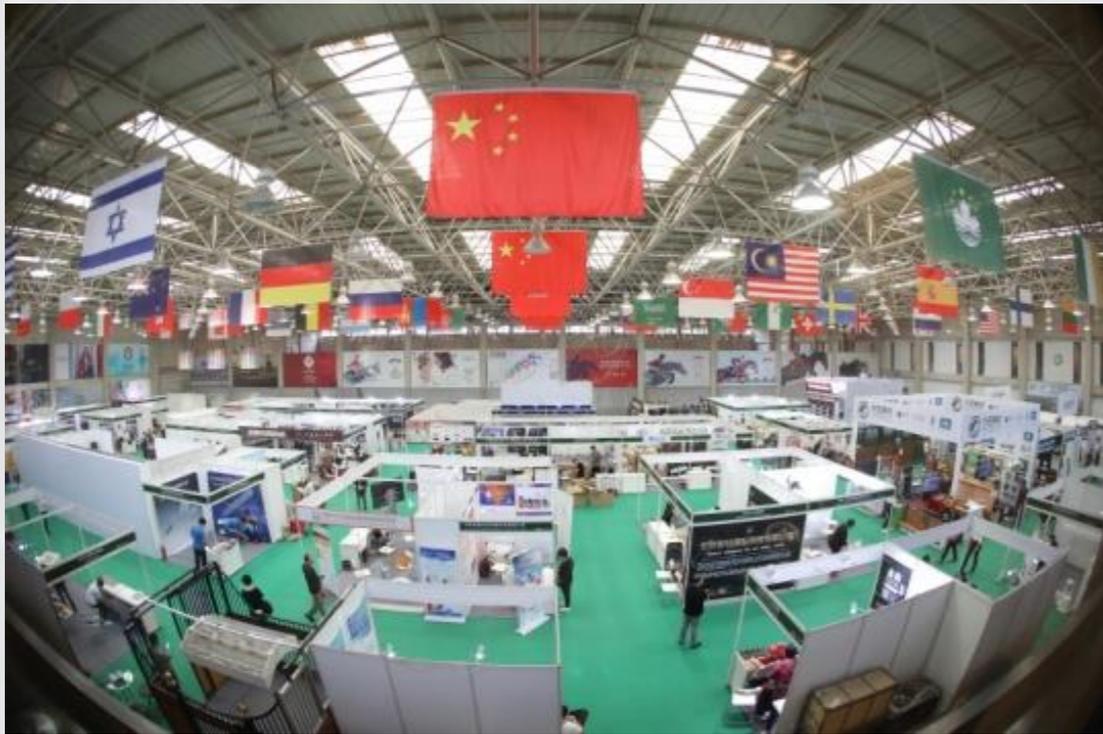
Top buyers attending – representatives from the country's major riding facilities came to view, compare **and purchase** the latest products and services including: Beijing Equuleus International Riding Club, Beijing Tang Ren Polo Club, Beijing San Fu Stud Farm, Beijing Ou Zhu Bo Le Arabian Horse Stud Farm, Beijing Guo Fa Equestrian Club, Inner Mongolia Tian Bian Stud Farm, Shenyang Pony Club, Tangshan Wan Jun Equestrian Club, Hebei He Shun Stud Farm, Xinjiang Jun Bao Equestrian Club, Chengdu Da Gen Si Equestrian Club, Suzhou Shi Qi Jia Riding Club, Wuhan Han Ma Hui Riding School, and Japan Grand Pony Club, ...and many more.

CHF 2021 will again take place in Beijing, China's main equestrian hub, from 17-19 September 2021.

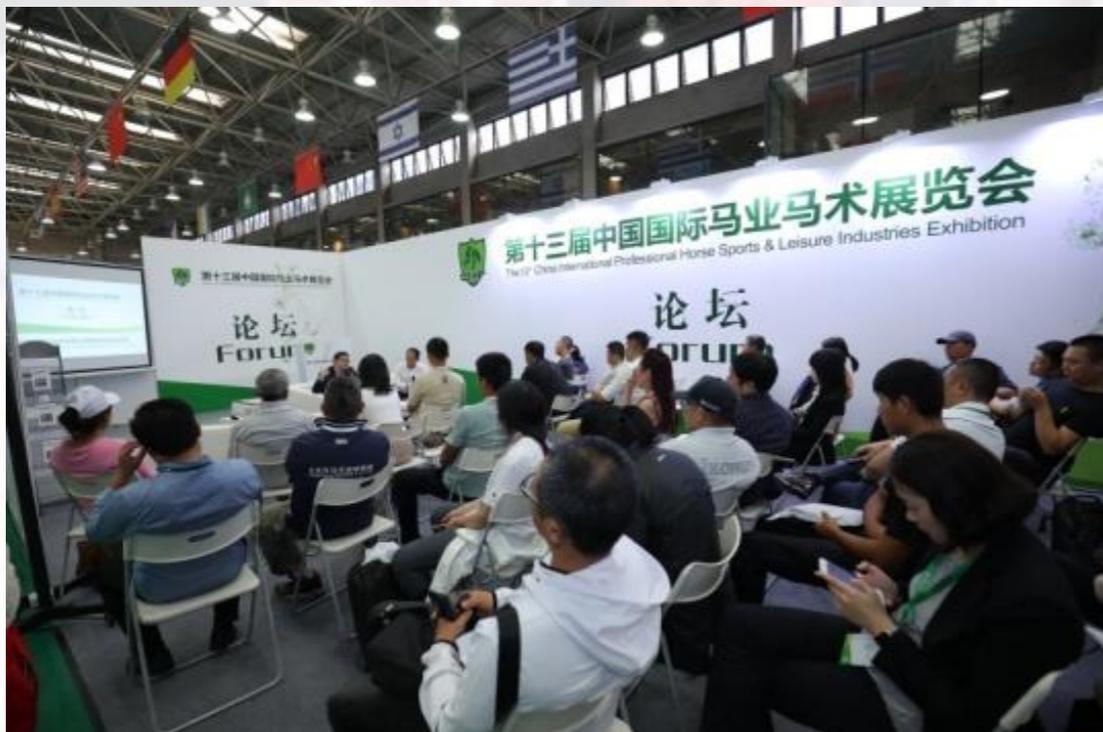
**AFTER WELCOMING MORE THAN 650 EXHIBITORS FROM 30 COUNTRIES,
CHF IS CHINA'S MEETING PLACE FOR THE INTERNATIONAL EQUINE SECTOR.
JOIN SUPPLIERS FROM AROUND THE WORLD AT CHF**



CHF 2019 Onsite-activities



Combine exhibition and competition to create a new exhibition experience

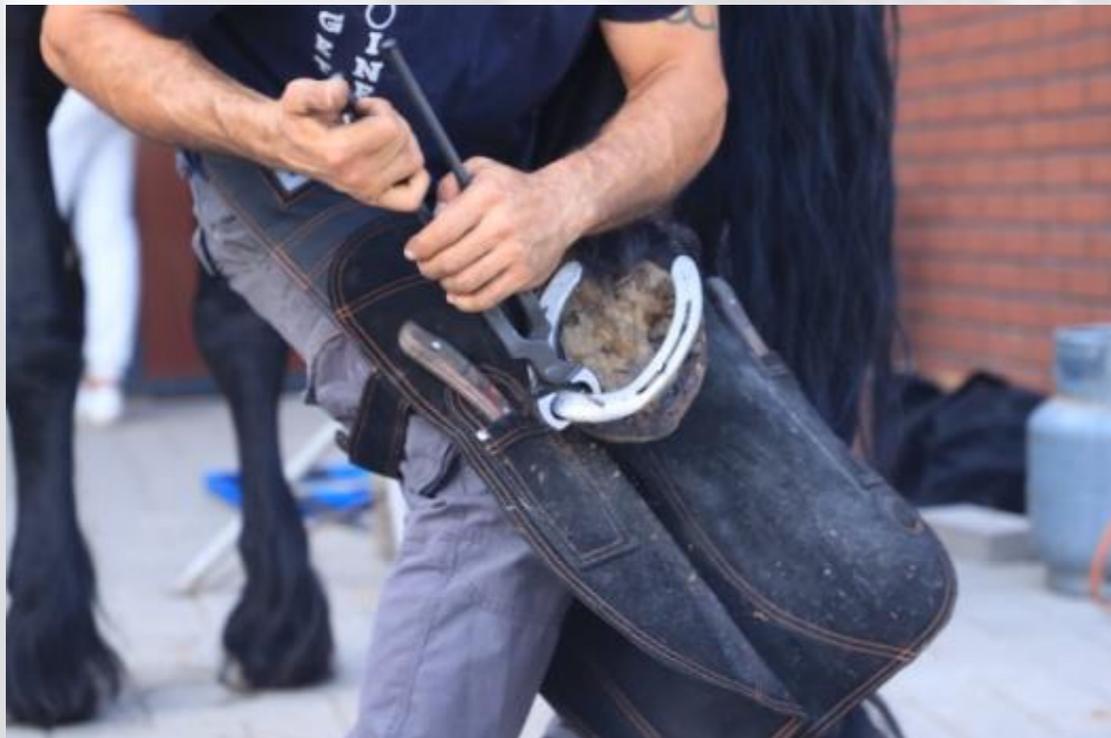


Experts sharing opinions and giving practical advice on the industry's hot topics at CHF 2019

CHF 2019 Onsite-activities



T-show at the CHF 2019



Demonstration of horse veterinarian



WHO DO THE CHF VISITORS WANT TO SEE?

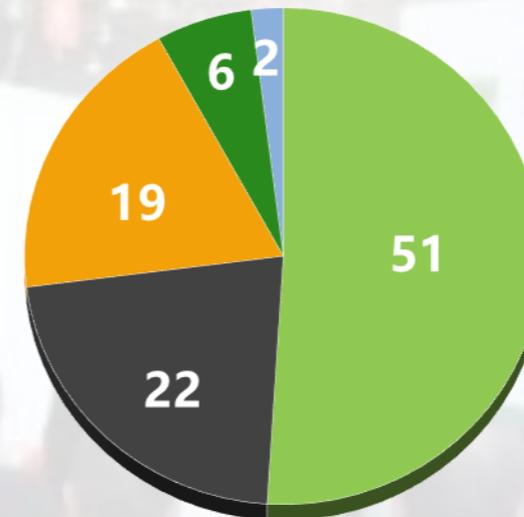
- Horse Training and Management Supplier/Horse Trader/Horse Breeder77%
- Equestrian related equipment/Rider clothing & equipment Manufacturer 81%
- Horse related equipment/tack Manufacture, e.g. saddles, harness etc 81%
- Horse Feed & Care 69%
- Stabling 54%
- Horse Transportation 37%
- Equestrian clubs/Polo clubs, horse racing and race tracks 66%
- Industry Press 18%



AN AUDIENCE OF INFLUENTIAL PURCHASERS

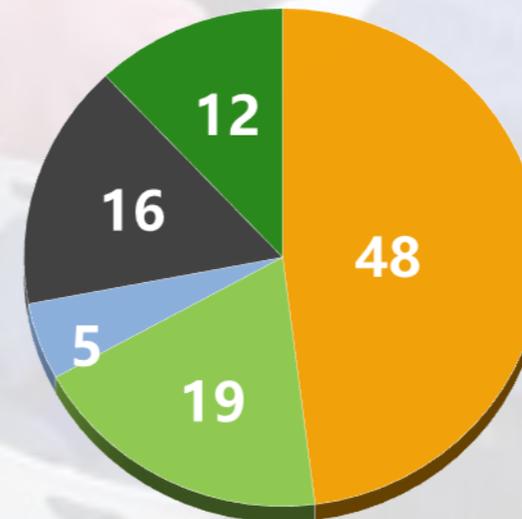
HOW INFLUENTIAL ARE CHF VISITORS IN PURCHASING DECISIONS?

- Chairman, CEO, GM, Director, Horse Owner
- Manager, Project Manager, Department Manager
- Shoeing Division, Veterinary, Coach
- Enthusiast
- Journalist, Teacher & Student, Artist



TYPE OF COMPANY THE VISITORS WORK FOR

- Club/Farm/Polo/Riding School
- Horse Owner/Rider/Enthusiast
- Horse Sports Facilities, e.g. Polo/Equestrian/Racing
- Sales Agent/Trader
- Manufacturer



WHAT THE VISITORS HAD TO SAY:

“ CHF has been successfully organised for 12 years. It witnesses and promotes the development of the Chinese horse industry. CHF has successfully grasped the hot spot of the industry at this time – the young rider market. We hope CHF can keep pace with the times and become better and better in the future! ”

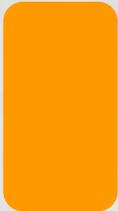
—— Beijing Turf & Equestrian Association
Mr. Chen Che

“ As always, CHF is a festival of learning and communication for the entire equestrian industry. This is the second time for us to visit it. We wish CHF will be more success in the future! ”

—— China Institute of Horse Culture & Sports & Tourism
Ms. Dong Xue

“ CHF displayed new innovations. We noticed that foreign exhibitors brought a lot of new products and technologies, which provided the local equestrian clubs with a good opportunity to see and learn. Additionally, through one-to-one teaching by expert Ireland coaches, our young riders become more confident after having these classes. ”

—— Emperor Equestrian Club
Mr. Zhao



DON`T JUST TAKE OUR WORD FOR IT... HERE`S WHAT SOME OF OUR EXHIBITORS HAD TO SAY:

“ This is my sixth time to attend CHF in China. In the past six years, I have made many Chinese friends and partners at the exhibition. I believe that the horse industry will keep developing in China in the future. ”

—— Jadem Arabians Belgium

“ We have exhibited at the CHF since the first session. In the passed 12 years, we have seen the continuous development of the Chinese equestrian industry. The forum and activities under the theme of young riders are the main focus of CHF, which we feel are interesting and the right features to be included. We believe that the young rider market in China will keep developing in the future. ”

——Tanke Equine Sports Co.,Ltd China

“ CHF is the best trade platform for the horse industry in China. By attending CHF, we met distributors and equestrian clubs from all over China, including Beijing and Northeast China which are the country` s hot spot equestrian centers. We displayed many products, including horse nourishment and stable bricks at CHF. We believe that the Chinese horse industry has a bright future. ”

——Shandong Qingfeng Animal Husbandry Technology Co., Ltd China

High Level Equestrian Competition

The organizer of CHF 2021 is proud to be cooperating with one of China's leading equestrian brands and recognised competition organiser, Beijing Equuleus. CHF 2021 will be co-located with the Equuleus Open (level FEI CS13* in 2019) ensuring that all eyes will be on Beijing for that week in September and making the combined event the most high-profile and value added meeting place for China's professional equine industry.



▲ First class networking and hospitality



▲ Be part of China's leading celebration of equine sports and leisure activities



▲ Bringing international and local equine professionals and enthusiasts together under one roof

CHF offers comprehensive marketing solutions to its exhibitors

CHF works closely with leading trade magazines and media contacts to make sure you can benefit from powerful and effective media coverage



Equuleus International Riding Club



Horse.org.cn



More

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Every exhibitor is competing for the visitors` attention. CHF can help you stand out from the crowd!

Drive visitors to your stand and ensure they recognise your brand.

CHF sponsorship opportunities can put your company, your brand and your product at the front of the Chinese Equestrian Industry when it comes to sales!

They are cost-effective, varied and impossible to miss.



**Exhibit Space is Limited and
will sell out so DON`T DELAY!
Want to find out how your business can profit
from exhibiting at CHF 2021?**



Wechat

**Contact one of our friendly and helpful team TODAY to discuss
how we can make your participation a success.**

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Organizers



Supporters

