

**IN-EXPO GROUP Ltd., Zlatnická 6, 111 21 Praha 1**

Tel.: 221877251, 222320666, Fax: 222324828, E-mail: [info@in-expo-group.cz](mailto:info@in-expo-group.cz)

# FINAL REPORT

**The 18<sup>th</sup> International Horse Exhibition and Trade Fair of  
Everything connected with Horses ,**

## K Ů Ň 2011

and

**International Equestrian Tourism Fair**

## TURISTIKA NA KONI

**held in the Exhibitionground in Lysá nad Labem  
from 23<sup>th</sup> to 25<sup>th</sup> September 2011 .**

-----

**Exhibition held under the auspices of the Ministr of Agriculture of the Czech Republic**

-----

**ORGANIZER: IN-EXPO GROUP Ltd.**

**Cooperation**      **The Ministry of Agriculture of the Czech Republic**  
**Union of Breeders of Czech Republic**  
**The Association of Unions of Horse Breeders of the Czech Republic**  
**Equestrian Federation**  
**The Jockey Club of the Czech Republic**  
**National Stud Kladruby**

**DATES: 23. 9. - 25. 9. 2011**

**VENUE: Fairground Lysá nad Labem**

**NUMBER OF HORESES EXHIBITED:**

**98**

**NUMBER OF HORESES EXHIBITED BY BREED :**

Old Kladruber Horse	4
Friesien Horse	2
Warmblood	14
English Thoroughbred	1
Trotter	1
Lipicán	3
Arabian Thoroughbred	3
Shagya Arab	3
Achalteke Horse	1
Czech-Moravian Belgian Horse	9
Norik	4
Silesian Norik	2
Irish Cop	2
Hucul	3
Welsh Cop	3
Welsh Part Bred	2
Shetland Pony	6
American Miniature Horse	3
Mini Horse	2
Fjord Horse	2
Knabstrupper	2
Polo Pony	2
Island Horse	4
Quarter Horse	6
Paint Horse	5
Appaloosa	3
Morgan Horse	1

**AREA OF EXHIBITION:**

**1.380 m2**

**NUMBER OF EXHIBITORS :**

**140**

## THE STRUCTURE OF EXHIBITORS ACCORDING TO THE NOMENCLATURE:

Everything for equestrian sport	43
Horse feeds including special products	14
Horse hygiene	8
Farriery	3
Veterinary products	5
Horse transport	3
Carriages	1
Planning and construction of stabling, stable technology, fencing systems	7
Breeding and riding associations and unions	12
Tourism, riding schools, rehabilitation centres	11
Literature and media on horses	3
The horse in art and applied art	17

---

**NUMBER OF VISITORS (including invited visitors) 15.000**

According to the results of the opinion poll carried out during the exhibition „Horse 2011“, the composition of visitors to the exhibition was as follows:

- Professional public	67 %
- Other visitor	33 %

---

## ACCORDING TO THE REGIONS (%)

Prague	19,9
Middle Bohemia	38,9
North Bohemia	16
East Bohemia	12,4
West Bohemia	4,6
South Bohemia	6
South Moravia	1,2
North Moravia	0,7
Foreign countries	0,3

---

**Like every year, Czech periodicals made awards on the occasion of the „Horse 2011“ Exhibition to important personalities and institutions in the sphere of horse breeding, riding and racing**

Jezdectví	MVDr. Juraj HANULAY
Jezdec	EQUITV.CZ
In-Expo Group	Václav HÁČEK
Paddock Revue	Jaroslav DRLÍK

-----

#### **WINNER OF THE COMPETITION FOR THE MOST BEAUTIFUL HORSE**

**SMARTEST MAGICIAN**

**AMERICAN QUARTER HORSE**

Breeder : Hoffman Patricia Newland, Kalifornia, USA

Owner : SILVER STONE RANCH, Bystrá nad Jizerou, 513 01 Semily

#### **WINNER OF THE COMPETITION FOR THE MOST BEAUTIFUL SMALL HORSE:**

**HOREB JD (GRB)**

**WELSH COB, SEKCE D**

Breeder: Rees R.L.Horeb Stud, Blaenffynnon Llandysul, Geredigion, GBR

Owner: PROBEX-ROTA PETR, Amerika 21, 259 01 Votice

-----

#### **- RESULTS OF THE „GOLDEN HORSE 2011COMPETITION**

**- competition for products of Czech origin from firms represented at the exhibition.**

**FIRMA ING.IVO EXNAR**

**CARRIAGE „BERLINA“**

-----

#### **THE WINNER OF THE VISITORS' COMPETITION**

**(draw of coupons from the exhibition catalogue)**

**Jana MACHÁČKOVÁ**

Za Cihelnou 1191

252 63 ROZTOKY

-----

**During the exhibition and trade fair an opinion poll was conducted among the exhibitors by means of a questionnaire, with the following results :**

- 1/ Participation in the exhibition on the commercial side was evaluated as good by 45%, sufficient by 45 , insufficient 10.
- 2/ The general organisation of the exhibition was considered good by 66%, sufficient by 29 % and poor by 5 % of the exhibitors
- 3/ The publicity of the exhibition was considered good by 76%, sufficient by 24 % and poor by 0% of the exhibitors.
- 4/ 97% of the exhibitors intend to participate again next year.  
-----

On the basis of the above facts and the unusual interest of the mass media, the reaction of the professional press, the reactions of the professional public and other friends and fans of horses it may be said that the XVIIIth International Exhibition of Horses and Everything Connected with Horses can be considered a success.

The Exhibition „Horse 2011“ defended its position as the largest and the oldest exhibition of this type in Eastern Europe.

**We look forward to meeting again in the year 2012 !!!**