



127<sup>th</sup> Fieracavalli 6-9 November at Veronafiere

## WHERE HORSES CAN TEACH A TRADE: HORSE FUTURE HUB MAKES ITS DEBUT AT FIERACAVALLI

**Veronafiere launches an orientation and training project for young people to stimulate passion for horses and turn it into an employment opportunity. More than 200 young people attended the two-day event highlighting professions in the equestrian world.**

**Verona, 6 November 2025** – Behind every horse there is a world of ancient expertise that is still very promising today. Farriers, saddlers, and stable technicians, now joined by horse therapy and equestrian tourism professionals, are key figures in an evolving value chain. This is where **Horse Future Hub – Arts and Crafts** comes into play. This new **Veronafiere** project in collaboration **with Orienta Verona** on the opening day of the **127<sup>th</sup> Fieracavalli** turned the Verona Exhibition Centre into an orientation and training workshop for high school students with refresher courses for teachers.

The program scheduled for Thursday 6 and Friday 7 November involves more than 200 youngsters and 25 teachers from schools in Verona and its province, accompanying them through **two theme-based itineraries** to discover job opportunities as explained and illustrated by exponents of the equestrian sector.

The first area focused on artisan and technical professions: farriery (represented by the **National Union of Farriery Operators**), saddlery (**Selleria Equipe**), grooming (**Equi 2000**), shoe-making and ancient crafts (**Ministry of Agriculture, Food Sovereignty and Forestry**), and the production of special feed and forage for sport horses (**Guidolin Horses**).

The second section investigated areas related to services and social issues: equestrian tourism (curated by **Natura a Cavallo**), animal-assisted therapies (**We Animal**), and competition ring preparation methods, through to the importance of choreography in the direction of equestrian competitions (**APS Horse Valley**).

*"Horse Future Hub aims to bridge the gap between supply and demand in the world of work by encouraging curiosity over little-known professions still in high demand," said **Barbara Ferro**, CEO of Veronafiere. "We are convinced of the value of offering authentic and engaging experiences as an alternative to the digital world and seek to do so by increasingly welcoming active involvement in our events. This project further strengthens Veronafiere's social commitment towards providing young people with the tools needed to build their future, thanks to a trade fair model that goes beyond the marketplace also to become a job market. this is why we aim to include this format in all our exhibitions, thereby expanding their content to give young people and our exhibitors a new channel of dialogue."*

Furthermore, this initiative may well become an integrated tool for **combating school dropout** by offering young people who have dropped out of school the chance to rediscover their interest and motivation in training through direct contact with a highly dynamic sector such as the equestrian world. All young people visiting Fieracavalli will have free access to the Horse Future Hub and its activities, even outside the guided school tours.

As **Elisa La Paglia**, Councillor for Educational and School Policies of Verona City council, said: *"Horse Future Hub is a project that clearly demonstrates the strong networking between the City Council, Veronafiere, and Orienta Verona, the leading organization career guidance that brings together 97 local schools and institutes. This is a unique experience for students, who can discover new professions associated with the equestrian sector. Yet it is also a training opportunity for teachers, who can attend updates for a rapidly changing job market. I therefore thank Veronafiere for this great opportunity for our community."*

*"Orientation is not just a stage but a lifelong journey,"* said **Laura Parenti**, a Rete Orienta Verona coordinator. *The 'Equestrian Sector Arts and Crafts' project aims to introduce young people to professions of the future by highlighting our region's roots and offering effective experiences. We believe that combining tradition and innovation, school and the world of work, is the key to helping every young person discover and develop their talent. It is only in this way that we can build an inclusive, aware society ready for the challenges of tomorrow."*

The presentation at Fieracavalli of the Horse Future Hub – Arts and Crafts was attended, in addition to Ferro, La Paglia and Parenti, by **Ivano Dalle Mese** and **Tania Rigon** of Selleria Equipe S.p.A., **Enrico Stefano Falaschi** of the Order of Farriers, and **Giuseppe Allegri** of Azienda Agricola Equi 2000.

#### **Fieracavalli**

Fieracavalli has been the landmark exhibition on the international equestrian scene since 1898. It is also a premier business showcase with 700 exhibitors companies from 25 countries and 35 breeder associations. Here, passion for horses meets business, sport, entertainment, environment awareness and social issues. A perfect synthesis that enhances all aspects of the sector by involving world-class companies, operators and athletes, as well as enthusiasts of "slow" tourism and families. Every year, visitors can admire 2,200 horses representing 60 breeds and choose from 200 scheduled events, including competitions, Western disciplines, equestrian art, morphology competitions, conferences, and demonstrations of horse-assisted therapy. The elite of international show jumping take part in the event, thanks to the only Italian stage of the Longines FEI Show Jumping World Cup™. Fieracavalli's strength lies in its capacity for innovation thanks to its international spirit, while equally maintaining a strong bond with its history and local area, all linked with initiatives for social inclusion and sustainability.

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