

International show for the equestrian world scheduled until 9 November

127TH FIERACAVALLI OPENS TODAY WITH 2,200 HORSES AND 700 EXHIBITORS VERONAFIERE ONCE AGAIN THE CAPITAL FOR A €3 BILLION VALUE CHAIN

The ribbon-cutting ceremony was attended by the Speaker the Italian Parliament, Lorenzo Fontana, Deputy Prime Minister, Matteo Salvini, the Minister of Agriculture, Francesco Lollobrigida, the President of the Veneto Region, Luca Zaia, the Mayor of Verona, Damiano Tommasi, the President of the Province of Verona, Flavio Massimo Pasini, the President of Veronafiere, Federico Bricolo, the President of FISE, Marco Di Paola, the President of ITA-Italian Trade Agency, Matteo Zoppas and Italian show jumping champion Giulia Martinengo Marquet.

Verona, 6 November 2025 – The economy and culture of the equestrian world are in the limelight again in Verona as of today. With **2,200 horses** representing 60 breeds, **700 exhibitors** from 25 countries and **35 breeder associations**, the **127th Fieracavalli** turns Veronafiere into an international platform for a supply chain that in Italy alone is worth more than **3 billion euros** providing 100,000 jobs. Sport, breeding, business, entertainment and social commitment come together over four days in Fieracavalli's **12 show halls**, once again celebrating the special affinity that binds people and horses.

Fieracavalli. this year features a completely upgraded layout, designed to ensure an even more intuitive and interactive experience, thanks not the least to support through the new Fieracavalli app. Show Hall 2 hosts the debut of the **International Horse Racing Show** promoted by the **Ministry of Agriculture, Food Sovereignty and Forestry**. This marks the return of horse racing in the exhibition center after 25 years, with a 200-meter race track, alongside the Italian Saddle Horse finals and celebrations for the centenary of the Murgesse breed, a symbol of Italy's equine biodiversity.

The sporting heart beats in the **PalaRam** (Show Hall 8) with Jumping Verona, the only Italian stage of the **Longines FEI Show Jumping World Cup™**, together with the finals of the Fieracavalli 127x127 Grand Prix and the Italian Champions Tour. Show hall 7 welcomes audiences for the clinic by **Edward Gal**, a **dressage** legend: the highest expression of horse training returns to the Fieracavalli this year thanks to collaboration with the Stefano Ricci fashion house. The **FISE Arena** and the competitions of the **Italian Equestrian Sports Federation** comes forward in its new location in Show Hall 11, while Show Hall 12 once again welcomes **western** team penning and reining competitions, along with demonstrations by "horse whisperer" **Pat Parelli**, returning to Verona after 15 years.

Fieracavalli confirms its international vocation and ability to showcase equine biodiversity thanks to national and international breeder associations. Show Hall 10, in collaboration with **AIA-ItaliAlleve**, **Anacai Tpr**, **Anacrhai**, **Anam Anareai**, highlights 25 Italian horse breeds; Show Hall 9 is home to **Spanish Thoroughbred Horses**, in the installation designed by artist Enry Timi, while **Arabian Thoroughbreds** are hosted in Show Hall 3.

Fun for all the family takes the stage at **Future Riders** (Show Hall 1), helping children and young people discover more about the equestrian world, getting into the saddle for the first time and joining educational activities.

The new **Healthcare & Leisure** event (Show Hall 4) demonstrates how horses are not only an ally in animal-assisted therapies but also for human prevention and well-being.

Innovation comes to the fore with **Fieracavalli Lab** (Show Hall 7), in collaboration with Croceri Farm, GBK and Scuderia 1918: A full-scale advanced training laboratory where champions, technicians, and young talent can meet to share experience, knowledge, and respect for horses.

Thanks to food guru **Filippo Polidori**, the food area at Fieracavalli is also revamped, turning into a journey through taste, tradition, and Italian hospitality. There is also space for entertainment: in the evening, PalaRam comes to life in the evening with the **"Bellezza" Gold Gala** of equestrian art, while **Crazy Horse Night** in the Gallerie Mercatali bring DJ sets by top international artists such as SKIN, the vocalist and frontwoman of Skunk Anansie.

The **ribbon cutting ceremony for the 127th Fieracavalli** with the mounted band of the State Police and the 4th Mounted Carabinieri Regiment also welcomed the following speakers: Lorenzo Fontana, Speaker of the Italian Parliament, Matteo Salvini, Deputy Prime Minister, Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry, Luca Zaia, President of the Veneto Region, Damiano Tommasi, Mayor of Verona, Flavio Massimo Pasini, President of the Province

of Verona, Federico Bricolo, President of Veronafiere, Marco Di Paola, President of FISE, Matteo Zoppas, President of ITA-Italian Trade Agency, and Giulia Martinengo Marquet, NCO of the Italian Air Force and Italian show jumping champion.

The inauguration was also attended by Undersecretaries of State Patrizio Giacomo La Pietra, Claudio Barbaro and Gianmarco Mazzi, as well as Julianne Cowley, Ambassador of Australia, Abdulla Ali Ateeq Obaid Alsubousi, Ambassador of the United Arab Emirates, Monsignor Domenico Pompili, Bishop of Verona, Michol Del Signore, an Italian Army lady rider, Barbara Ferro, CEO of Veronafiere, and Adolfo Rebughini, General Manager of Veronafiere.

COMMENTS

Federico Bricolo, President of Veronafiere *«Fieracavalli is a lively event that generates value for the local area and the entire equestrian sector. Facts and figures tell the story of a world that is not merely passion but also enterprise, culture, innovation, and the future. Veronafiere welcomes a true community moving together, sharing the same energy that for 127 years has made Fieracavalli an thrilling experience that continues to grow. All this is possible thanks to fine teamwork with the Ministry of Agriculture, Food Sovereignty and Forestry, FISE, FEI, ITA–Italian Trade Agency, the Veneto Region, the City Council and Province of Verona, all the breeder and sport associations working with us every year.»*

Lorenzo Fontana, Speaker of the Italian Parliament: *"Returning to Fieracavalli is always a great thrill and I'm proud to be here today for the inauguration. This event is an extraordinary occasion for Verona and Italy as a whole. Fieracavalli is a venue that brings together sector professionals and enthusiasts, families and children, in a festive and welcoming atmosphere. The bond between people and horses spans the centuries and is still a living part of our history, our culture, and our identity. I would like to extend my sincere thanks to President Federico Bricolo and all Veronafiere employees, everyone working for Fieracavalli, to the police and all those whose commitment and dedication make this important event possible."*

Matteo Salvini, Deputy Prime Minister: *"Fieracavalli is a symbol of Verona that looks far into the future. I am here today as Deputy Prime minister and Minister of Infrastructure and Transport, bringing with me funds of more than €20 billion in for projects in the Veneto Region. The new Brescia-Verona-Vicenza-Padua high-speed train line will make travel in the Lombardy and Veneto Regions faster and safer; Work on the Brenner Corridor will bring Verona even closer to the heart of Europe, while also significantly reducing travel times between Munich and Milan. This is an effective change for residents, tourists, and businesses. And then the 2026 Winter Olympics: the closing ceremony in Verona will bring the city under the world's spotlights."*

Francesco Lollobrigida, Minister of Agriculture, Food Sovereignty and Forestry: *"Giving importance to horse racing means valorizing the equestrian world as a whole, a universe made up of passion, tradition, and expertise. Fieracavalli confirms Verona as the capital not only of wine but also of horses, another symbol of Italian culture, sport, and identity. We achieved an outstanding performance. We have managed to give entrepreneurs investing in this sector more certainty. These are visible, consistent, and rewarding results in terms of quality, as confirmed by such massive attendance at events like this. For three years our Show Hall has been the main landmark within the Show itself."*

Marco Di Paola, President of the Italian Federation of Equestrian Sports (FISE): *"Fieracavalli is an extraordinary event that that keeps up to date while growing every year: Here, horses are truly the main exponents of sport, culture and the value chain. Over these four days, Verona becomes an international capital of equestrianism and credit goes to Veronafiere and all its staff for quality organization skills and an ability to innovate. Our sport has a unique special feature: It is the only Olympic event in which women and men compete on equal terms, and here it can be seen at the highest level with the World Cup stage and the FISE Arena, where the new generation is coming to the fore. My thanks also to institutions for their support and attention to sustainability: Let's show together that major events can also be responsible. Fieracavalli is an exciting showcase that helps the entire movement grow."*

Matteo Zoppas, President of ITA-Italian Trade Agency: *"The 127th Fieracavalli confirms Verona's role as the main landmark for equestrian sports. Along with horses, the sector's overall production and value chain is also a protagonist. More 500 Italian exhibitors are taking part: Italy is also a leader in many equestrian product lines, not the least in terms of quality and excellence. Albeit a niche sector for Italian exports, it has strong communication potential and interprets all that is beautiful and well-made in Italy. This is what ITA is involved in a specific project which, among other initiatives, includes attendance in Verona by more than 30 international operators and strategic buyers."*

Luca Zaia, President of the Veneto Region: *"Fieracavalli is the largest exhibition in the world specifically for to horses and the related value chain: Every year, it grows in terms of quality, shows, the number of horses and the amount of equipment. Over these four days, Verona becomes an international capital for this sector. The Veneto Region has created more than 2000 km of bridledways, tracks and paths: Horses are a formidable way to discover the region - from the Prosecco Hills of Conegliano and Valdobbiadene the Berici Hills, the Euganean Hills, and the Lessinia Mountains - generating value for tourism, now worth approximately 18 billion euros. Congratulations to Veronafiere for its fine work: Fieracavalli is an extraordinary business card for Italy."*

Damiano Tommasi, Mayor of Verona: *"The institutional attendance seen today highlights the importance of Fieracavalli for our city. An importance that is reflected in services, hospitality and – as already mentioned – pure beauty. I thank President Bricolo for mentioning the first ever Urban Horse Trail, which was inaugurated precisely in Verona. I would also like to point out that Verona celebrates its 25th anniversary as a UNESCO World Heritage City this year. We therefore have a great responsibility: to ensure that this Show takes place in the right place, in the right city, and always lives up to expectations. The bar continues to rise, even in sporting terms, as well as attendance figures and quality. Many thanks to all institutions. We do not feel alone in this task: We are part of the Veneto Region, we are part of our country. We know we play a role as ambassadors of our lifestyle and, through the beauty of our city, we make every effort to live up to it."*

Flavio Massimo Pasini, President of the Province of Verona: *"Fieracavalli is a lively fair, with strong roots in the local area and with families. I thank Veronafiere for this opportunity and invite enthusiasts also to find time to discover our province: Unique landscapes to explore at leisure, perhaps even on horseback, along bridledways and equestrian tourism itineraries. Verona has a history of trade fairs that began alongside the agricultural world that still thrives here thanks to a shared passion for horses. It is also this bond between community, sport and nature that makes Fieracavalli so special."*

Giulia Martinengo Marquet, NCO of the Italian Air Force and show jumping champion: *"It is an honour for me to be here for the inauguration of Fieracavalli. I grew up in the Veneto Region and this show has always been the "big" event: initially as a spectator, then as a rider. Today, it is one of the most important events in the world and, notwithstanding its long tradition, the show continues to get better every year: We athletes benefit from excellent organizational standards and, above all, horses themselves are treated as the true protagonists. Immersing ourselves in such a broad and dynamic reality, with a World Cup stage attracting eager competitors from all over the world, is a source of pride for all of us."*

Veronafiere Corporate & Product Communication:

Director - Carlo Alberto Delaini T. 045.8298242-427 | M +39 3357367388

E-mail: delaini@veronafiere.it

Veronafiere Press Office

Manager - Francesco Marchi T. 045 8298350 | M. +39 3346560174

E-mail: marchi@veronafiere.it | pressoffice@veronafiere.it

Fieracavalli Press Office - Studio TISS

Tel. 02.36728150 - 02.36728153

E-mail: fieracavalli@studiotiss.com