

ACCOMPANYING EVENTS



# HORSE PRO FORUM PREMIERE EDITION

# POST SHOW REPORT 2025

7-9 | 10 | 2025 POLAND, WARSAW



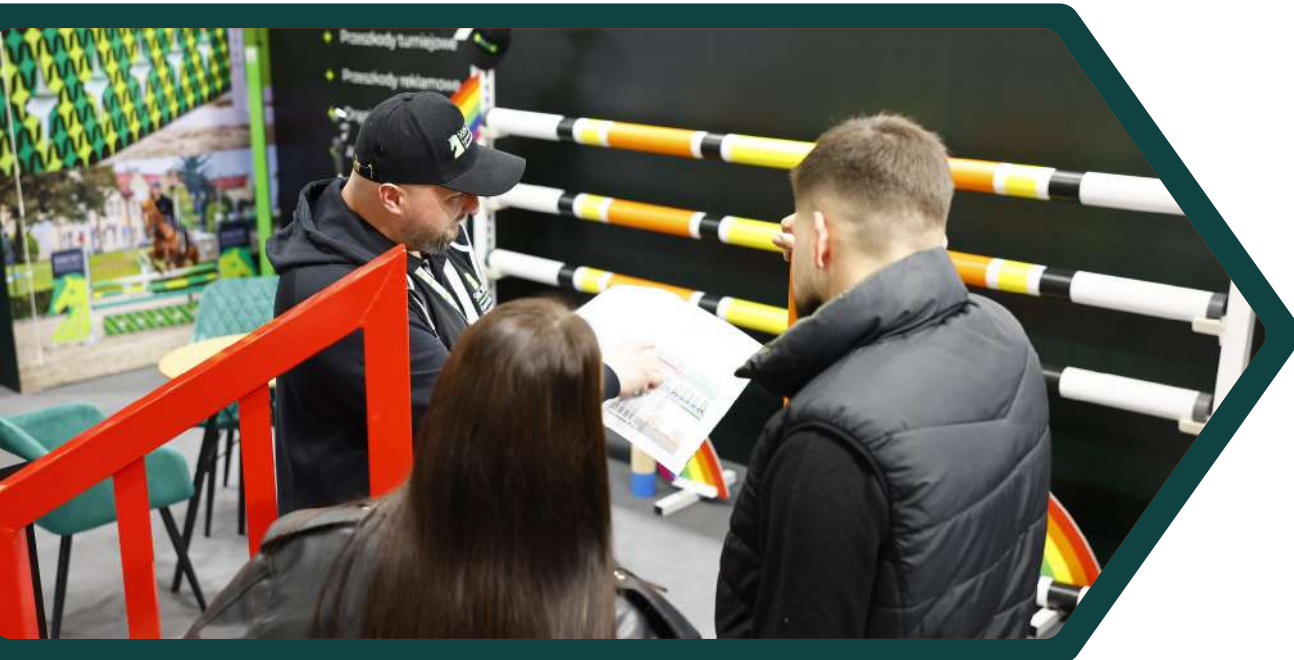
[www.horseproforum.com](http://www.horseproforum.com)

FAIR AND CONFERENCE PARTNERS:



POLISH CHAMBER OF COMMERCE





# HORSE PRO FORUM

PREMIERE EDITION



# REVOLUTIONARY TECHNOLOGIC SOLUTIONS IN POLAND



**Horse Pro Forum** This event is dedicated to professionals involved in the equestrian industry, as well as owners, managers, and operators of sports, breeding, and recreational centers. The forum presents a wide range of modern solutions in the field of equestrian architecture and infrastructure, stable equipment, feeding technologies, veterinary care, horse training, and equestrian center management. The event also focuses on innovations in horse health and welfare, stable automation, training optimization, and the latest trends in equestrian sports management. The Horse Pro Forum is a comprehensive knowledge-sharing platform for stable owners, trainers, physiotherapists, veterinarians, and investors planning to develop equestrian infrastructure.

## EVENT STATISTICS

**2 739**

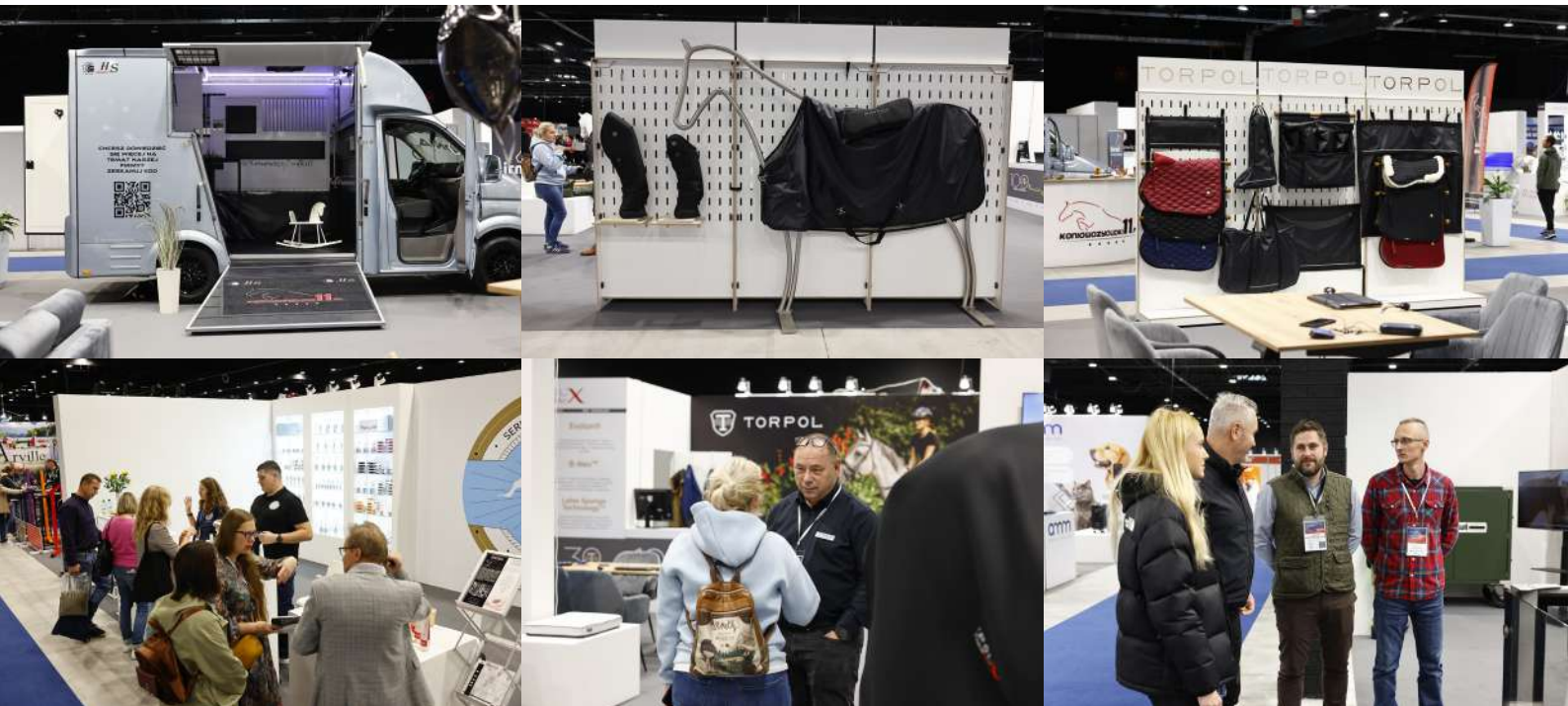
Visitors

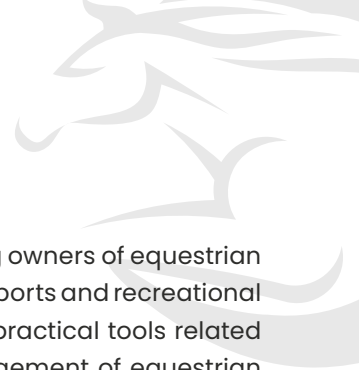
**65**

Exhibitors

**10 000M2**

Surface area





# WHO VISITS THE FAIR

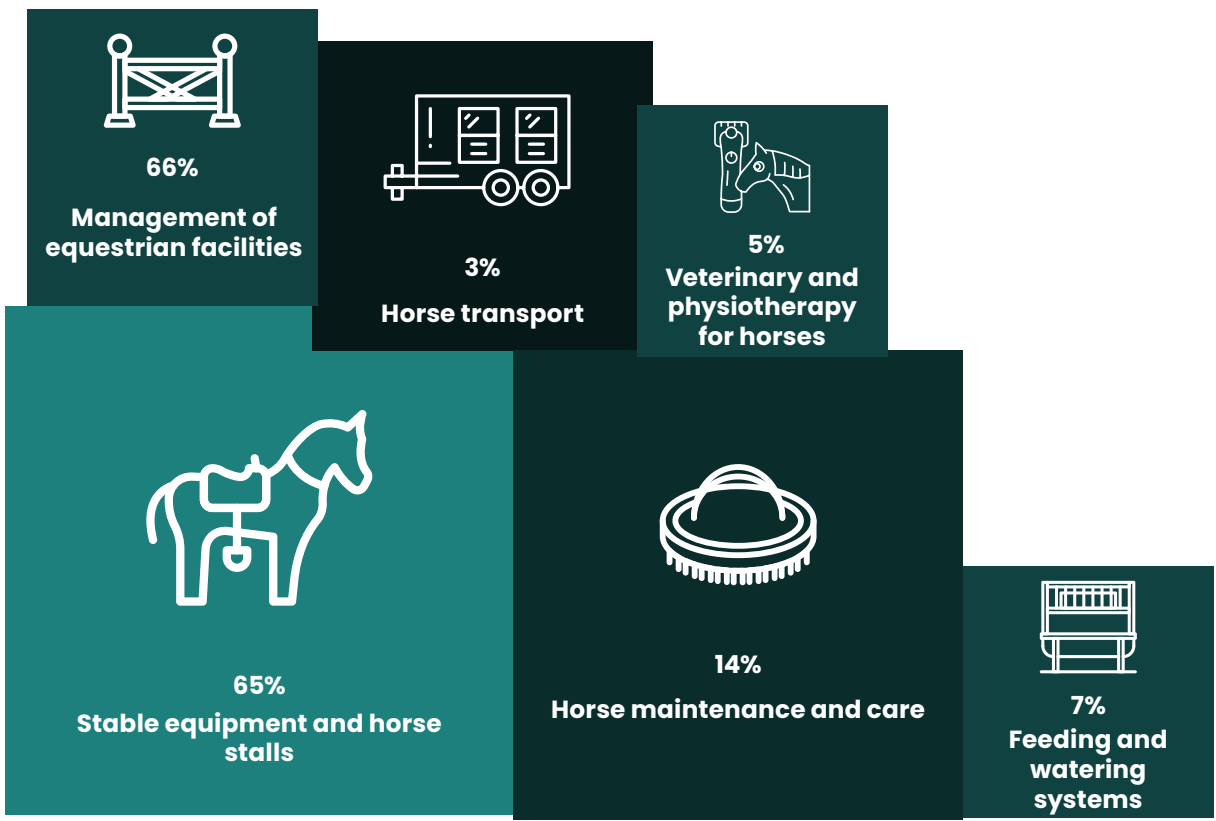
## Horse Pro Forum 2025?

**Horse Pro Forum** attracts a wide range of professionals from the equestrian industry, including owners of equestrian centers, trainers, breeders, veterinarians, stable managers, and investors planning to develop sports and recreational infrastructure. Participants are looking for the latest technologies, innovative solutions, and practical tools related to the construction and equipping of stables, horse care and training, as well as the management of equestrian facilities. The event provides a unique space for establishing industry contacts, exchanging experiences, and observing real-life implementations of products and services dedicated to modern equestrian centers.



## SECTORAL INTERESTS OF VISITORS

ALMOST  
**3000**  
VISITORS



# VISITORS INCLUDED, AMONG OTHERS, REPRESENTATIVES OF COMPANIES



TECH-BAND



Cortex



horze



Sopoltrad



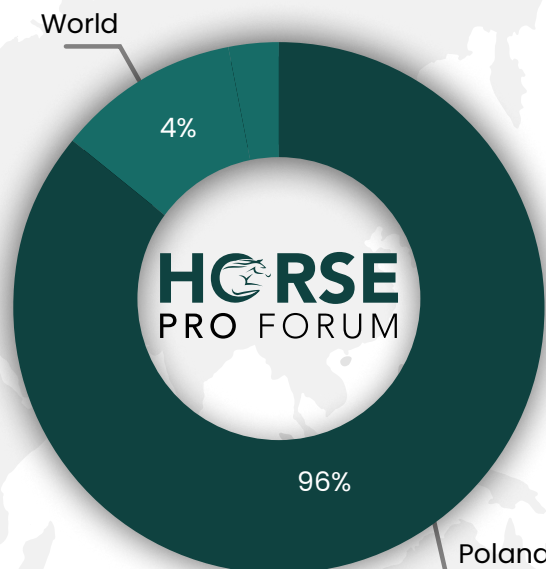
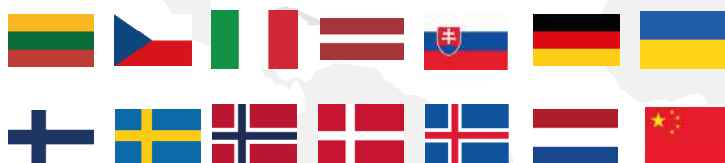
nexter



## INTERNATIONAL REACH OF THE EVENT

### Horse Pro Forum 2025

The **Horse Pro Forum 2025** trade fair attracted **2 739** participants from over **8** countries. The vast majority were guests from Poland (**96%**). There were also representatives of foreign markets (**4%**), most often from Lithuania, Slovakia, the Czech Republic, Latvia, and Germany. There were also guests from Great Britain, Switzerland, and Turkey.



# THE MOST IMPORTANT PROFESSIONAL FUNCTIONS PRESENT ON HORSE PRO FORUM 2025



5%

## Horse breeder

People involved in the selection, breeding, and development of working and breeding horses.



4%

## Horse riding instructor

Professionals involved in training riders, conducting training sessions, and teaching safe horse riding.



46%

## Owner/manager of the stable

Persons responsible for running the facility, organizing work, caring for horses, and developing the stable's offerings.



40%

## Sales representative

People responsible for selling products and services to the equestrian industry and building business relationships.



7%

## Animal welfare specialist

Experts who care about the health, comfort, and proper conditions for keeping horses in accordance with welfare standards.

## THE MAIN REASONS WHY OUR VISITORS PARTICIPATE IN THE FAIR

- Poznanie najnowszych technologii i trendów – możliwość zapoznania się z innowacjami w wyposażeniu stajni, systemach utrzymania koni, technologiach poprawiających dobrostan oraz nowoczesnych rozwiązaniach stosowanych w ośrodkach jeździeckich.
- Nawiązanie kontaktów biznesowych – spotkania z producentami wyposażenia, specjalistami branżowymi, trenerami, lekarzami w eterynarii, projektantami obiektów jeździeckich oraz partnerami usługowymi z Polski i zagranicy.
- Bezpośrednie testowanie i prezentacje produktów – okazja do zobaczenia w praktyce systemów boksów, rozwiązań do karmienia i pojenia, technologii treningowych, wyposażenia stajni oraz narzędzi wspierających codzienną pracę w obiekcie jeździeckim.
- Udział w konferencjach i szkoleniach – zdobycie praktycznej wiedzy od ekspertów z zakresu zdrowia, żywienia, fizjoterapii, zarządzania obiektami, prawa branżowego oraz nowoczesnych standardów dobrostanu zwierząt.
- Inspiracja i benchmarking – możliwość porównania ofert rynkowych, znalezienia nowych dostawców i partnerów, a także wdrożenia najlepszych praktyk w prowadzeniu współczesnych stajni, ośrodków treningowych i hodowlanych.

# STRONG INDUSTRY REPRESENTATION

# HORSE PRO FORUM

PREMIERE EDITION



full list of exhibitors

## STABLE EQUIPMENT, HORSE MAINTENANCE AND CARE



Ekologiczna filozofia żywienia zwierząt\*



## VETERINARY MEDICINE, PHYSIOTHERAPY, MEDICINE, AND SUPPLEMENTATION:



## SERVICES, TRAINING, EDUCATION, EQUESTRIAN CLUBS, AND INDUSTRY ORGANIZATIONS:



## TRANSPORTATION, TECHNOLOGY, EQUIPMENT, FINANCING, AND OTHER SERVICES:



Internetowy Sklep Jeździecki  
konik.com.pl



TECHNOPET



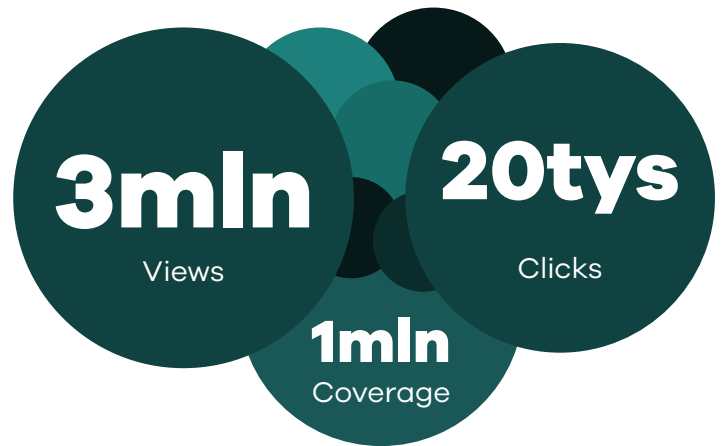
# MARKETING AND PR

We promote each event in a comprehensive and multi-channel manner – we carry out modern marketing campaigns in the digital space, including advertising on Google, Facebook, and Instagram, and we actively maintain a YouTube profile. We send mailings, newsletters, and text messages, prepare elegant paper invitations, and contact potential visitors directly by phone. We research which countries have the greatest demand for this type of event and direct our promotional activities there in order to reach the right audience with our advertising.

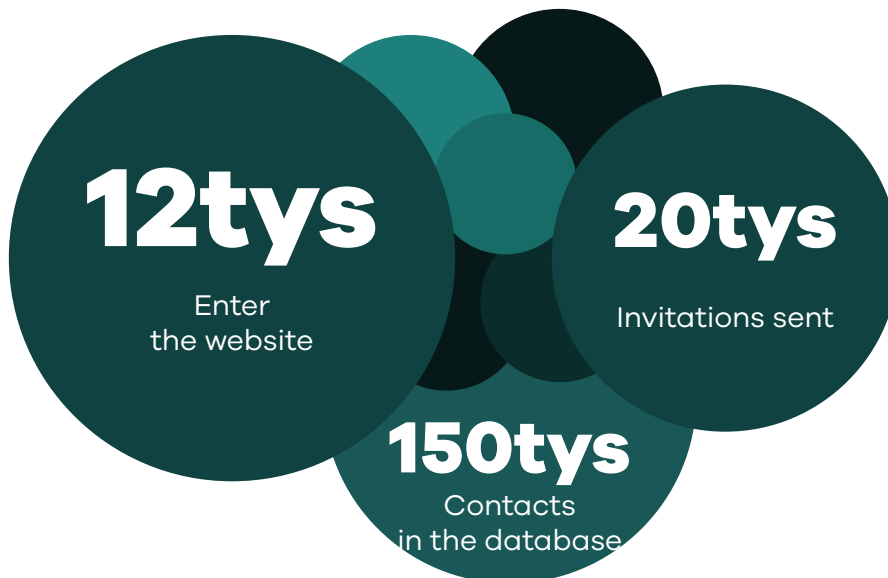
## GOOGLE



## FACEBOOK



## GENERAL INFORMATION



## PARTNERZY I PATRONI

However, the marketing of our events is not limited to advertising campaigns and the distribution of invitations – it also includes strategic cooperation with the most important entities in the industry. We work with institutions representing sector professionals, trade media, prestigious magazines, and creators of specialized blogs in Poland and abroad. Thanks to this, we effectively attract professional visitors and provide our exhibitors with maximum reach and measurable business results.



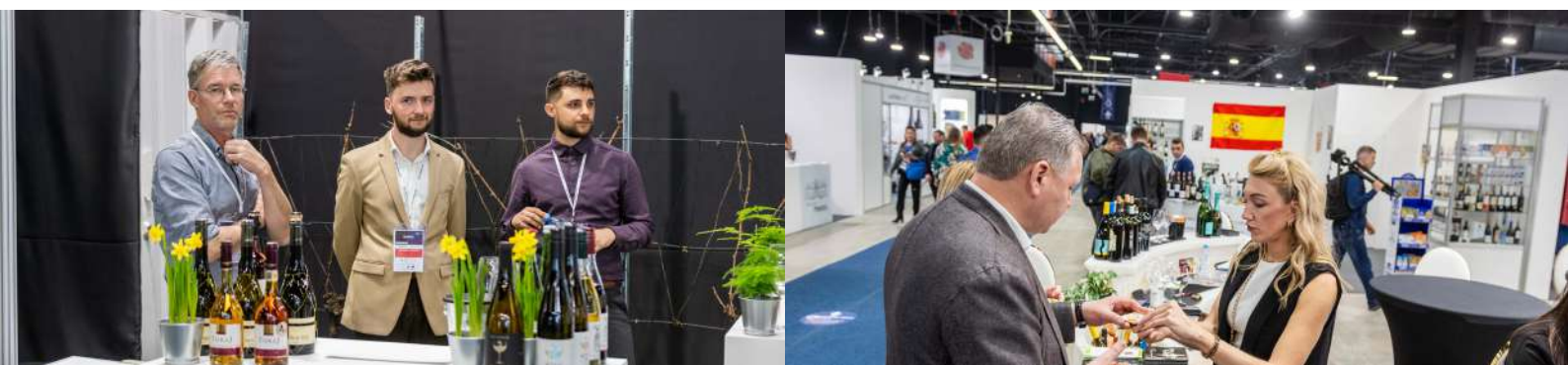
**Tor Wyścigów Konnych Służewiec** It is the oldest and most important horse racing center in Poland, operating since 1939. Known for its distinctive modernist architecture and prestigious races, it is the center of Polish racing and a venue for numerous equestrian and recreational events. It is also an institution that combines tradition with modernity, supporting the development of breeding, training, and racing culture in the country.



**Warszawsko-Mazowiecki Związek Jeździecki** is a regional organization bringing together equestrian clubs, competitors, and coaches in the Mazovia region. The association is responsible for training, organizing competitions, supervising sports competitions, and developing equestrian sports in the region, ensuring high training standards and safety. It is also an important partner in industry events, supporting the promotion and professionalization of the equestrian community.



**Polski Związek Jeździecki (PZJ)** is a nationwide organization managing equestrian sports in Poland, bringing together clubs, competitors, coaches, and judges in all Olympic and non-Olympic equestrian disciplines. The PZJ is responsible for sports regulations, staff training, competitor licensing, the organization of national and international competitions, and representing Poland on the global stage. The association actively supports the development of equestrian sports, ensuring the quality of training, the welfare of horses, and the promotion of the sport in the country.



# MEDIA SUPPORTING THE FAIR

## HORSE PRO FORUM 2025

Bober Team  
Non Profit  
sp. z o.o.

[www.boberteam.pl](http://www.boberteam.pl)

EQUESTRIAN  
MARKETING



# CONFERENCES AND ACCOMPANYING EVENTS

- The **Horse Pro Forum 2025** program included numerous conferences, lectures, and workshops, which served as a practical complement to the trade fair. These events brought together specialists in the fields of veterinary medicine, physiotherapy, horse care, equestrian facility management, and stable technology, offering participants up-to-date knowledge and practical tips for implementation in everyday practice.
- One of the key elements were the presentations given as part of the Trade Fair Studio, where experts shared their experience in horse rehabilitation, training methods, building human-horse relationships, and improving animal welfare using modern tools and techniques. Speakers, including Karolina Kącka, Anna Maria Czubała, Maciej Łuczyński, Aleksandra Woźniak, and Bogumił Brzózka, addressed practical topics backed by many years of work with sport and recreational horses.
- Another important part of the program was the “Horse Welfare” Conference, which addressed issues related to the care, health, and ethics of working with horses. Experts such as Joanna Ziemkiewicz, Zbigniew Seibt, Dr. Elżbieta Stefanik, and Justyna Kalbarczyk discussed the importance of appropriate veterinary procedures, the principles of assessing welfare during competitions, modern approaches to horse care, and the role of stable infrastructure in ensuring the safety and comfort of animals.
- In addition, participants had the opportunity to take part in specialist workshops and seminars, including those devoted to physiotherapy techniques, therapies supporting regenerative processes, the use of ozone therapy in horses, and the analysis of movement and biomechanics in sports training. Some of the lectures were also given by practitioners associated with the Polish Association of Veterinary Technicians, which enhanced the educational value of the event.
- The diversity of topics and high level of expertise made the conferences accompanying Horse Pro Forum 2025 a valuable place for the exchange of knowledge and experience, offering participants both a solid theoretical foundation and practical tools for use in equestrian centers, stables, sports clubs, and veterinary clinics.



# CO-CREATORS OF THE FAIR'S SUCCESS



A SOLEMN MEDAL CEREMONY DURING THE  
PREMIERE EDITION OF THE FAIR  
**HORSE PRO FORUM 2025**



## KEY PARTNER OF THE FAIR



# HORSE PRO FORUM

2. EDITION



## RESERVE YOUR STAND

OCTOBER 6–8, 2026  
POLAND, WARSAW

# PTAK WARSAW EXPO



**UFI**

The Global Association  
of the Exhibition Industry

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

**CONTACT WITH OUR TEAM**

*media2@warsawexpo.eu*

**+48 518 739 124**

Social Media Channels

