



See more. Know more. Experience more!

HansePferd

29 April – 1 Mai '22 · Hamburg



Use the opportunity to meet and advise horse enthusiasts in person who are keen to make a purchase at HansePferd Hamburg 2022. Let visitors test out and experience your offer. Alongside the comprehensive range of exhibitors, an attractive supporting programme with special shows, live demos and lectures makes HansePferd Hamburg an outstanding experience at the Hamburg fair grounds.

Key figures



Around 50,000 visitors over three days



Over 450 exhibitors from 13 countries



An exhibition area of 49,000 sq. m



Total turnover of €5.3 million



Visitor origin:
23% from Hamburg
45% from Schleswig-Holstein
22% from Lower Saxony

Source: visitor and exhibitor survey 2018

What our exhibitors say

96% say they reached their most important target group

80% would recommend the trade fair to others

Our visitors

90% active equestrians, of which

67% are horse owners

94% rate HansePferd as good or very good

87% bought or intend to buy something

Good reasons to attend

- Top marks from exhibitors and visitors
- Eager-to-buy visitors for good sales
- High-quality programme attracts an interested audience

Exhibition areas

- Equestrian sport articles
- Premium & quality equipment
- Horsekeeping & transport
- Health & feed
- Training
- Riding holidays
- Icelandic village
- Western & horsemanship
- Breeding & breeds

Your contact partners



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