

WEEK



FEB 14TH-16TH, 2019 亞洲馬術週 2ND EDITION



FOUNDING PARTNER

THE ASIAN EQUESTRIAN RENDEZ-VOUS

HOSTED DURING THE LONGINES MASTERS OF HONG KONG ASIAWORLD-EXPO HONG KONG

ASIAHORSEWEEK.COM LONGINESMASTERS.COM





THE ASIA HORSE WEEK

THE ASIAN EQUESTRIAN RENDEZVOUS

 $14^{TH} - 16^{TH}$ FEBRUARY 2019 AsiaWorld Expo

Hosted during the Longines Masters of Hong Kong





















The Asia Horse Week is a summit for the equine industry

Alongside the Longines Masters of Hong Kong, the 2-day programme is truly a one-stop meeting industry, via the 3 major activities:

Conferences

The key topics for the latest development and promotion of the equine industry on a global, regional and local scale are developed by world leading experts on their fields





Asia Horse Week Village

An ultimate trade fair which institutions, organizations and brands can showcase their activities, present their services and products. An area for sourcing materials and services, getting new contacts and get to know the latest services and products.

Networking

International star speakers and major actors of the equestrian industry from over 40+ countries gathered under the roof of the Asia Horse Week, it is an unique meeting and discussion opportunities to build the equestrian network.





The Asia Horse Week, committed to the development of the equestrian industry in Asia, is set to become the international rendezvous of the horse community.

This forum engages the foremost institutional, business and key players to share knowledge and eventually shape global, regional and industry agendas.

We believe that progress happens by bringing together people from all walks of life who have the drive and the **influence to make positive change for our sport**.

Connect & educate the public with the equestrian sport.

ASIA HORSE WEEK 2019





BREEDING



WELFARE



EDUCATION



SPORT



Wednesday 13th February (Pre-conference)

Welcome Dinner hosted by the Hong Kong Jockey Club at the Happy Valley Racecourse (Invitation only)

Thursday 14th February – HORSE WELFARE/ EDUCATION

Session 1: Opening (Protocol & Ribbon cutting)

Session 2: Horsemanship

Session 3: Education, and its snowball effects. Growth and welfare

Session 4.1: Sanitary constraints and solutions (Break out session)

Session 4.2: Horse welfare, stable management and Global development (Break out session)

Session 5: Needs in the Equine Industries Business model for Horse Welfare development



<u>Friday 15th February – BREEDING/ SPORT</u>

Session 6: Breeds

Session 7.1: Breeding, Education and development of horse's potential (Break out session)

Session 7.2: New Breeding Techniques: Embryo (Break out session)

Session 8: Horse's careers and Management

Embryo Auction

Closing Session of the AHW

Competition of the Longines Masters of Hong Kong

Saturday 16th February

Networking workshop (optional)

Longines Masters competition





Anthony Chow (HK), Chairman of the Hong Kong Jockey Club

Michael Lee (HK), President of the Hong Kong Equestrian Federation





Pr. Cesare Galli (ITA), Founder of Avantea – Ultimate Global Expert on animal reproduction and embryo production

Alex Hua Tian (CHN), Chinese Olympic Rider





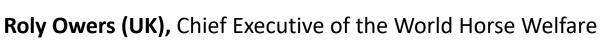
Paul Schockemöhle (GER), World class performers' breeder, Japan Olympic Team Trainer

Dr. Joris De Brabander (BEL), Founder of Elevage de Muze – World class performers' breeder





Eric Hoyeau (FRA), President of Arqana – Horse Racing Auction Company







- Lynn Petersen, Chief Executive of the British Horse Society
- Soenke Lauterbach, Secretary General of the German Equestrian Federation
- 😘 Dr. Brian Stewart, Head of HKJC Quarantine Departement
- Dr. Suzanne Munstermann, Animal Health Consultant, ADT Project Consulting
- Dr. Joop Loomans, Founder Oculus Insights Group, Vet
- Wen Xiaodong, President of Sunvision Capital, Global Partner of FOSUN
- Chang Wei, Consultant, Former Secretary General of the Chinese Equestrian Association
- Amanda Bond, Equestrian Affairs Hong Kong Jockey Club
- Michelle Wang, General Manager of Equuleus International Equestrian Club



- Equestrian Federation presidents & officials from Europe, America and Asia (35 National Federations + Institutions)
- Trade commissions, Chamber of commerce, & diplomatic representatives
- Traders & buyers of the equestrian & horse industry
- Experts of the horse industry (all sectors)

- Equestrian club owners and managers (Top 10 Asian club owners)
- Majors Stables and Studfarms in Asia
- Veterinaries
- Horse enthusiasts, horse owners and riders





















LONGINES MASTERS OF HONG KONG

THE ASIAN STAGE OF THE LONGINES MASTERS SERIES PARIS - HONG KONG – NEW YORK

35 000 VISITORS

5 000 VIP

60 HORSES

35 RIDERS

16 NATIONS

250 MEDIAS ACCREDITED

1 GRAND SLAM OF INDOOR SHOW JUMPING

EEM LONGINES MASTERS OF HONG KONG - 6TH EDITION

THE ASIAN STAGE OF THE LONGINES MASTERS SERIES PARIS - HONG KONG - NEW YORK

FACEBOOK

191 K FANS

11 883 374 REACH

> 104 PUBLICATIONS FEB 8-11

WEIBO

8 K FANS +1000% VS N-1

980 000 IMPRESSIONS

129 PUBLICATIONS INSTAGRAM

78 K FOLLOWERS

3 086 287

30 PUBLICATIONS FEB 8-11

KOL

WEIBO

7 805 000

WECHAT

1740 000 IMPRESSIONS





TWITTER

9 K FOLLOWERS

252100 REACH

154 PUBLICATIONS FEB 8-11

EEM MINISITE ON IFENG

1138 362 REACH

56 PUBLICATIONS

EEM MINISITE ON YIDIAN

576 831 REACH

71 PUBLICATIONS

FEB 8-11





VIDEOS:

Asia Horse Week

LONGINES MASTERS

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ASIAHORSEWEEK.COM

LONGINESMASTERS.COM

<u>EEM.TV</u>

THE BOOMING ASIAN MARKET





SPORT HORSE INDUSTRY IN ASIA

294 events in 2017

+ 23 % events between 2009 and 2017

China: + 1 600 %; Thailand: + 117 %

48 jump events in 2016

+ 25 % horses and athletes since 2014

India: + 510 % athletes

Hong-Kong: + 134 % horses





CHINA'S HORSE INDUSTRY

200 competitions and equestrian festivals in 2017

1 452 stables in 2017

9,24924 billion \$HK: sales revenue of investigated clubs

 $972,840 \ \mathsf{members} \ \mathsf{of} \ \mathsf{riding} \ \mathsf{clubs} \ \mathsf{across} \ \mathsf{mainland}$

Average number of members: 265 (2015) and 670 (2017)

52 % active members

127,906 club owned horses

25,802 owner-owned horses

153 708 owned horses

1 940 imported horses in 2017

Imported countries : 700 % Netherlands ; 300 % New-Zealand

FEI: 12 competitions and equestrian festivals in 2017

(1 x CSI5*; 3 x CSI3*; 8 x CSI2*)





HONG KONG IS WELL CONNECTED TO AN ECONOMICALY RICH HINTERLAND THE ASIA HORSE WEEK IS AT THE CENTER OF AN INTEGRATED INFRASTRUCTURE WEB



EEM

CREATOR OF EXCEPTIONAL EQUESTRIAN EVENTS SINCE 2004 THE WORLD'S LEADING AUTHORITY IN EQUESTRIAN SPORT



To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team at EEM have set for themselves!

A passionate equestrian and owner of the well-established sports horse training, trading and breeding facilities Ecuries d'Ecaussinnes and Ecaussinnes Academy, in Belgium, Christophe Ameeuw made his debut as a show organiser in 2004.

A driving force in the world of equestrian sports for more than 10 years, EEM has brought 7 Audi Masters I Brussels, 3 Top 10 Rolex Finals, The Gucci Paris Masters to life, and is the creator, owner and operator of the Riders Masters Cup, the Asia Horse Week and the Longines Masters Series, Grand Slam Indoor of Show Jumping across continents.

This unique concept, recognised as the world's most prestigious equestrian events, gathers the best of sport, entertainment, glamour and elegance under one roof and is designed to fulfil EEM CEO & Founder's dream to bring equestrian sports to the international front stage.

This season, EEM announced the launch of new concepts: EEM Society and myRide. It will also celebrate the 10th year anniversary of the Masters of Paris.

The company's team is spread between the headquarters in Ecaussinnes and the subsidiaries in New York and Hong Kong. In addition to event organisation and sports management, EEM oversees the career development of distinguished international equestrian athletes.



CREATOR OF EXCEPTIONAL EQUESTRIAN EVENTS SINCE 2004









2013-2015 Hong-Kong



Since 2018







"For ten years I have been driven by a desire to reinvent show jumping and give our noble sport the visibility it deserves. Inspired by tennis, The Grand Slam indoor concept was created with that in mind."

- Christophe AMEEUW, CEO and founder





Since 2018

Since 2017





Since 2015





ON SITE (PARIS - HONG KONG - NEW YORK)



VISITORS





DATAS

facebook 192.000 FOLLOWERS Instagram 84.300 FOLLOWERS



EEM.TV

EEM.TV 114.000 VISITORS - SEASON 3 -





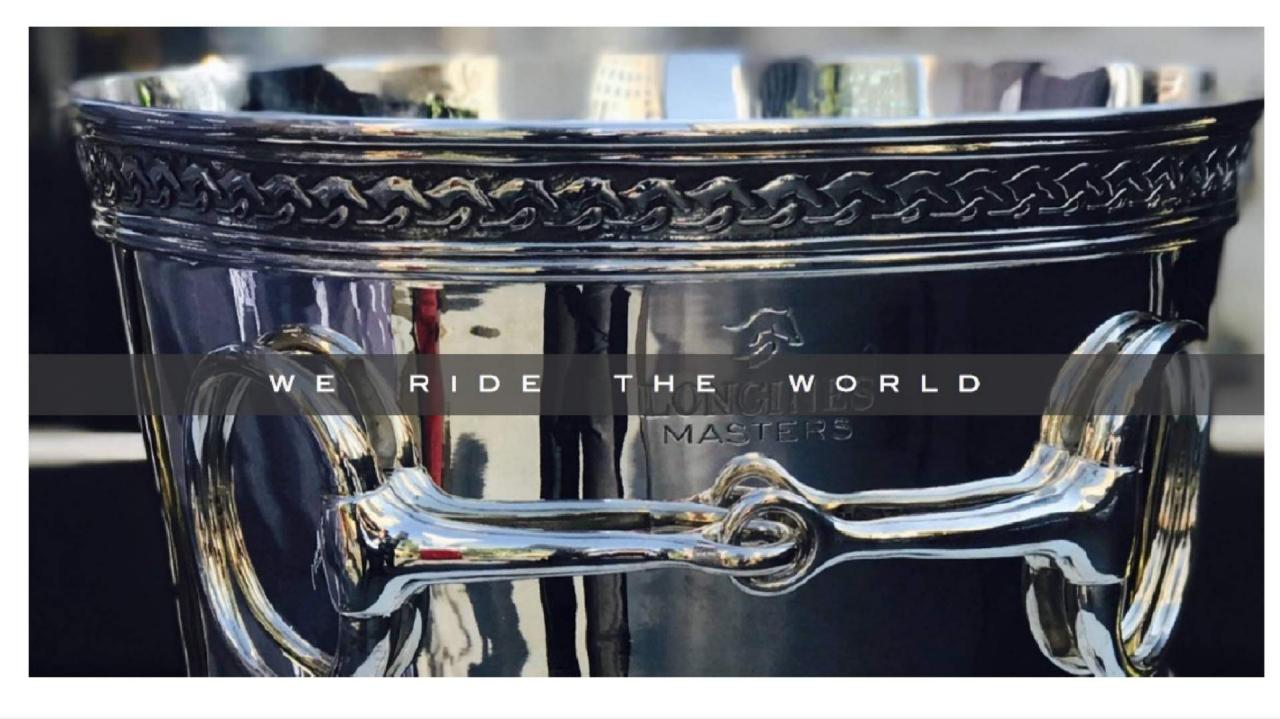
TV BROADCAST











ASIA HORSE WEEK

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