

EEM  
PRESENTS

# THE ASIA HORSE WEEK



FEB 14TH-16TH, 2019 亞洲馬術週  
2ND EDITION



香港賽馬會  
The Hong Kong  
Jockey Club

創 辦 伴 FOUNDING PARTNER

THE ASIAN EQUESTRIAN RENDEZ-VOUS  
HOSTED DURING THE LONGINES MASTERS OF HONG KONG  
ASIAWORLD-EXPO HONG KONG

ASIAHORSEWEEK.COM  
LONGINESMASTERS.COM



EEM.TV

# THE ASIA HORSE WEEK

## THE ASIAN EQUESTRIAN RENDEZVOUS

14<sup>TH</sup> – 16<sup>TH</sup> FEBRUARY 2019

AsiaWorld Expo

Hosted during the Longines Masters of Hong Kong



LONGINES

The Hong Kong  
Jockey Club

EEM

DBS

MASERATI

Paul

THE ASIA  
HORSE  
WEEK



## 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.

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

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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**.

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**Connect & educate the public** with the equestrian sport.

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# **ASIA HORSE WEEK 2019**

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# THE PILLARS OF THE ASIA HORSE WEEK

EEM



**BREEDING**



**EDUCATION**



**WELFARE**



**SPORT**

**Wednesday 13<sup>th</sup> February (Pre-conference)**

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

**Thursday 14<sup>th</sup> 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



**Friday 15<sup>th</sup> February – BREEDING/ SPORT**

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 16<sup>th</sup> February**

Networking workshop (optional)

**Longines Masters competition**

## GUEST SPEAKERS



**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 Hoyer (FRA)**, President of Arqana – Horse Racing Auction Company

**Roly Owers (UK)**, Chief Executive of the World Horse Welfare



-  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)
- All regions represented: Asia, Europe, Middle East, Australia/ NZ, America

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













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**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  
+27% VS N-1

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  
+48,2% VS N-1

3 086 287  
REACH

30  
PUBLICATIONS  
FEB 8-11

KOL

WEIBO

7 805 000  
IMPRESSIONS

WECHAT

1 740 000  
IMPRESSIONS



TWITTER

9 K FOLLOWERS  
+24% VS N-1

252 100  
REACH

154  
PUBLICATIONS  
FEB 8-11

EEM MINISITE  
ON IFENG

1 138 362  
REACH

56  
PUBLICATIONS

EEM MINISITE  
ON YIDIAN

576 831  
REACH

71  
PUBLICATIONS

FEB 8-11



JAN 3RD – MARCH 20TH



**VIDEOS:**

Asia Horse Week

LONGINES MASTERS

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ASIAHORSEWEEK.COM

LONGINESMASTERS.COM

EEM.TV

links to the websites

# **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 members of riding clubs across 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 ECONOMICALLY RICH HINTERLAND  
THE ASIA HORSE WEEK IS AT THE CENTER OF AN INTEGRATED INFRASTRUCTURE WEB





WHO WE ARE



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.



# EEM

CREATOR OF EXCEPTIONAL EQUESTRIAN EVENTS SINCE 2004



Since 2018

**myRIDE**  
*Riding the World with you!*  
Since 2018

**E**  
**E**  
**E**  
EDJRES  
**D'ECAUSSINNES**  
Since 1997



2004-2010  
Bruxelles



2008-2011  
Bruxelles - Paris



Since 2018

**EEM**  
**WE RIDE THE WORLD™**



2009-2014  
Paris



Since 2017

“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 2010



Since 2017



2016  
Gold Award



Since 2015



2014  
Los-Angeles



2013-2015  
Hong-Kong



EEM

ON SITE (PARIS - HONG KONG - NEW YORK)

  
**LONGINES**  
MASTERS  
PARIS - HONG KONG - NEW YORK  
**112.000**  
VISITORS

 **800**  
ACCREDITED  
MEDIA

  
**17.500**  
VIPS

DATAS

**facebook**  
**192.000**  
FOLLOWERS

*Instagram*  
**84.300**  
FOLLOWERS

 DATA BASE MORE THAN  
**27.000**  
CONTACTS  
- EEM -

EEM.TV

**EEM.TV**  
**114.000**  
VISITORS  
- SEASON 3 -

 **35**  
HOURS  
OF SPORT  
PER EVENT

  
**850.700**  
PAGES VIEWS  
- SEASON 3 -

TV BROADCAST

 BROADCASTED IN  
**130**  
COUNTRIES  
PER EVENT

  
**300 000 000**  
HOUSEHOLDS REACH  
IN AVERAGE PER EVENT  
- TV -







## ASIA HORSE WEEK

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