



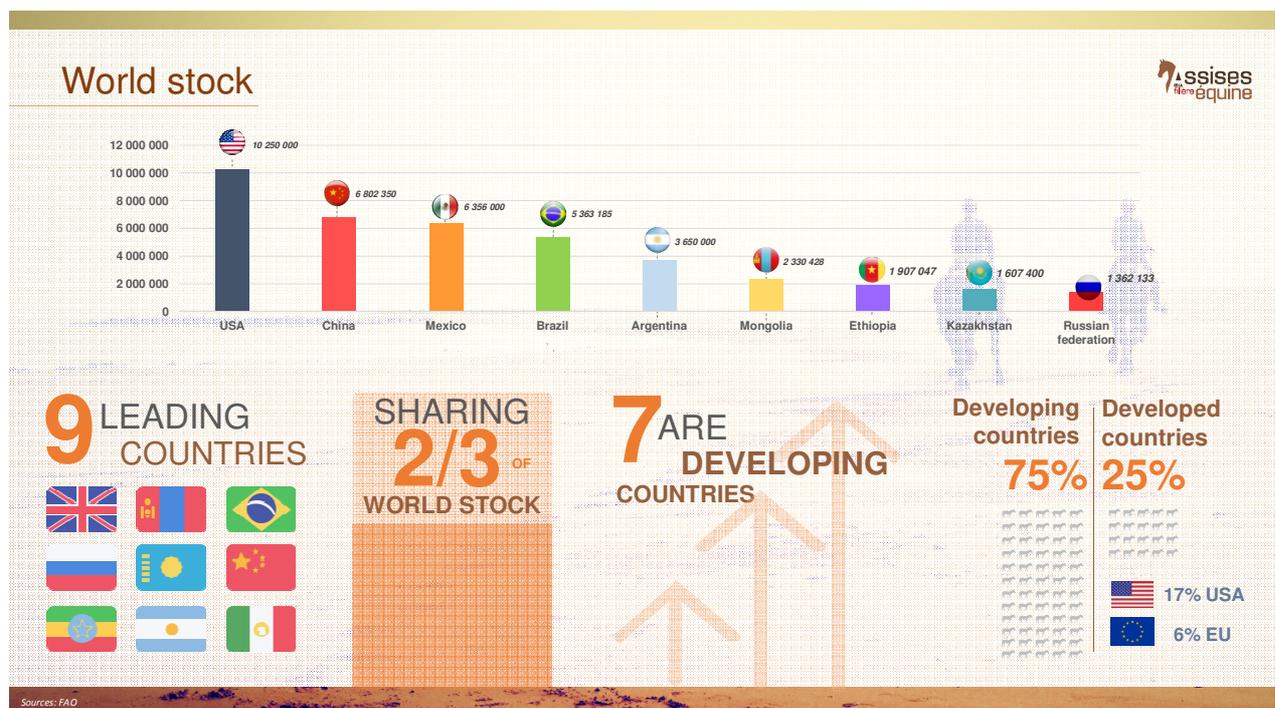
Caen, 1st September 2014

Horse Industry Conference in Normandy on 1st September 2014 - Report

It is the first horse conference since 2009 when the Swedish Presidency had supported the Equus event and its legacy, the European Horse Network.

350 participants at the Horse industry Conference organised on 1st September during the World Equestrian Games.

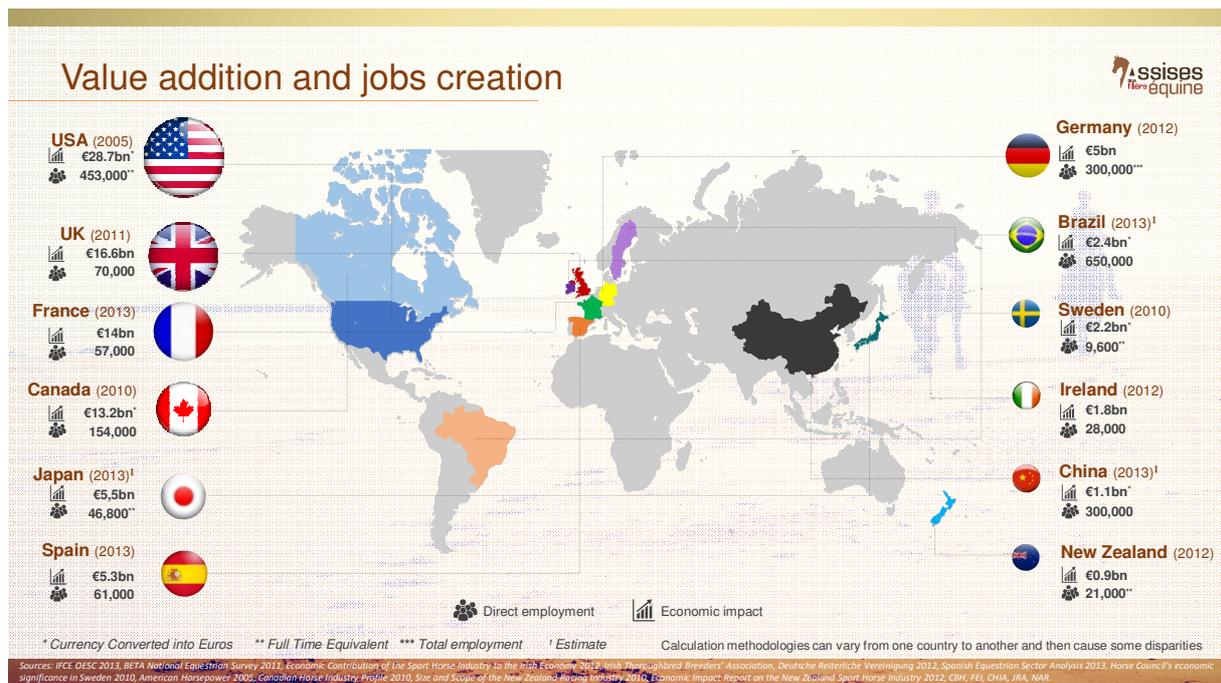
Presentation of worldwide figures



60 million horses worldwide mainly US and China

Decrease of 5% since 1950s

400 breeds



Betting on horses represents 93 billion Euros revenue worldwide
30 billion Euros in Europe, 13 billion on Pari Mutuel betting.

Jean-Pierre Kratzer, Chairman of the European Trotting Union favors the Pari Mutuel model which brings back its benefits to horseracing. The model (France, Sweden, Norway, Finland) can be protected and exported.

Hans Ljungqvist from Swedish trotting Federation bases the success of its model on the money from betting (although in some difficulties in the past 2 years). However breeding continues thanks to the development of multi-ownership of horses: from 10 to 20 owners for the same horse.

Louis Romanet, Chairman of IFHA, International Horseracing Federation, showed horseracing figures on different continents: 10 billion Euros in US, 56 billion in Asia and 26 billion in Europe.

He insisted on the necessity to increase the cooperation between different segments of the horse industry, equestrian and racing.

Trotting and Galop need harmonised racing rules to better develop as well as adopt a coherent approach towards health and welfare issues.

The sector needs to take care of horses "end of life".

Philippe Germond, CEO of the PMU (Horse betting operator), showed the decrease in betting but the high financial return to racing because of the adaptation/diversification of the operator. The Horseracing industry also needs to innovate and offer more shows/champions to the spectators.

Normandy and the World Equestrian Games:

Horses in Normandy: 93000 equines, 40 breeds, 1 billion Euros economic impact and 12600 jobs.

Philippe Augier, Mayor of Deauville bets all the development of the city on horses activities: racing, polo, training, shows. It brings stronger revenues than the film Festival!

François Dufour "The impact of the WEG means 15 years of development around horses' activities in Normandy". Technology is now a word closely linked to the horse sector thanks to the research and the industry cluster developed in Normandy, Hippolia, headed by **Laurence Meunier**.

Guillaume Maupas, Director of Le Trot (French trotting Federation) announced the creation of the International Horse School in Haras du Pin (stud) in 2015 to welcome adult students worldwide for high level training.

Ingmar de Vos, General Secretary of FEI is proud to announce the first records of the WEG: 74 nations at the WEG in Normandy more than 500000 visitors, WEG broadcasted to more than 500 million viewers during two weeks.

Eric Brion Director of Equidia, the French Horse Channel, announces 1,2 million viewers on the first week of World Equestrian Games.

Equidia Live is dedicated to Racing.

Equidia Life is a channel fully dedicated to equestrian activities, breeding, competitions, children programmes, magazines on health and welfare, responsible ownership.

Umbrella organisations to better promote the horse sector:

Mats Denninger, Chairman of the Horse industry foundation in Sweden described the coherent model implemented in Sweden and showed that 5M Euros from betting are dedicated every year to equestrian activities.

“EHN is today a dynamic structure with a small budget but important achievements and huge ambitions!” said its Chairman, **Stefan Johanson**. The aim from the beginning was to put the Horse on the EU agenda and after 4 years, EHN has become the platform of the Horse Industry, a tool that anybody can use to lobby the Institutions, a competence centre producing documents, position papers, organising events.

Members of the Network are preparing an Expert Seminar on 9 October with Members of the Parliament and EU Commission representatives to discuss all issues that will be on the table of the Institutions end 2014, beginning 2015 – Horses ID, Zootechnical conditions for trade, Animal welfare, veterinarian medicines and anti-biotic resistance and of course, how to preserve the economic viability of the horse sector.

Roly Owers, Director of the World Horse Welfare, explained how horse welfare will improve disease, transport and keeping of horses in EU. He also announced the Equine Expert Project and the overview report on the EU Horse Sector to be presented in November.

Future of Horse Industry – main remarks

- There is a need for more conferences like this one in order to develop cooperation and solidarity,
- Coherence in the sector to improve the dialogue with politicians, **Ambroise Dupont**, senator and **Jean Arthuis**, Member of the European Parliament
- Better consider the sector as an economic one in order to develop investments and innovation
- Transform the horse, the actor of leisure activities, into societal actor, **Christian Vanier**, Director of the French Horse and Equestrian Institute