

The horse conference in caen

Planned Communication*

March 2014

- > First 'Save the Date' message sent to a list of targeted contacts
- > Communication in Ouest France

April 2014

- > Second message announcing topics
- > Opening of a dedicated web site with registration facilities

May 2014

- > Programme available online
- > Third message to the mailing list to announce programme and speakers
- > Promote the programme to all partners
- > Coordinating the communication of partners
- > Press Release sent to journalists followed by personalised contacts

June – July 2014

- > Promotion in Ouest France Daily Newspaper
- > Messages to targeted contacts and partners

1st September 2014

Opening of the Horse Sector Conference

**Temporary planned communication*

 **ssises**
DE LA
filière équine

Caen

1st September 2014

**ouest
france** 



A dedicated event for professionals



For this first edition, Ouest France wishes to: emphasise the European Horse Industry cooperation, position the Horse sector in ongoing political debate at national and European level,

Identify major legal, political and social hindrances in the development of horse industries in Europe,

Benchmark and share experience of effective commercial and business practices and organisation models,

Promote a Region, Lower Normandy, through its equine activities and link the experience to other Horse territories.

Legacy of the first Horse Conference:

Ouest France will show how successful the Horse sector can be and its economic and social impact for a Region, a country and Europe.

The moment this year is of particular importance as the event is organised during the World Equestrian Games.

The event will define prospective topics on which to work on an annual basis in the coming years.

Ouest France has a 10 years experience and know-how of similar events particularly for the Maritime sector.

Factors of Success

1. A relevant content and proven methodology

Choice of topics and framework made through a wide consultation of relevant experts of the sector.

2. High level speakers

Political decision makers and recognised professionals are confronted.

3. A perfect organisation framework

- > Dedicated web site
- > Reception facilities and appropriate services
- > Networking management
- > Technical facilities (translation, social network, visual content...)

Programme*



Opening

Laurent Beauvais, *President of the Regional Council of Lower Normandy*

Paul Essartial, *President of the Horse Council of Normandy*

Ministers of Agriculture (TBC)

The Normandy Region: at the heart of the globalisation of the sector

The Horse sector worldwide: Production, Economic impact, Diversity

- > Economic impact of the different segments of the horse sector (horseracing, equine sport, leisure, draught/working horses, horse meat)
- > Economic model of the various segments of the horse sector
- > The horse sector creates jobs: how many, how to promote it, what are the perspectives of development, what are the constraints?

Normandy: the horse sector laboratory

- > Breeding diversity and rural occupation
- > Economic and social impact of the sector

- > Commercial success: Arqana
- > Competitiveness of the Horse Cluster: Hippolia
- > Deauville: Horse policy of the city
- > Education and training: Graignes School

Perspectives and constraints for the horse sector in France and in Europe

- > VAT, common agricultural policy, rural development, horse betting taxation, financing models

The future of the Horse sector

- > The Horse in society: perception, health and welfare issues, voluntary work
- > Horseracing and horse betting facing competition
- > European Horse Policy: How to structure and promote the idea?

Closing

* Temporary programme