

Horses. Exhibition. Emotions.

50 years of eurocheval: The horse fair is heading into the future with fresh ideas

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- **Fascinating show moments**

Offenburg, 10 July 2026

In the Chinese calendar, the year 2026 is the Year of the Fire Horse – a rare occurrence that happens only once every 60 years and symbolises progress, dynamism and a new beginning. The timing could hardly be more fitting for eurocheval: this year, the long-established event is celebrating its 50th anniversary. This makes eurocheval one of Germany's oldest equestrian trade fairs – and it is using this anniversary to set an important course for the future.

Expressive new brand identity

Although the next eurocheval is not due to take place until 9–11 July 2027 at the Offenburg Exhibition Centre, the event is already making a visible statement in 2026. With a new visual identity, eurocheval is underlining its commitment to combining tradition and the future. The event's new key visual focuses on the special bond between people and horses. Warm colour tones and the striking motif bring to life what the fair has stood for over the past five decades: horses, great atmosphere and emotions.

A contemporary trade fair concept

In addition to the revamped corporate design, exhibitors, visitors and partners can already look forward to further innovations. For the first time, **eurocheval 2027 will be concentrated into three days.** By scheduling the event from Friday to Sunday, Messe Offenburg is responding to the needs of exhibitors and visitors alike and creating the ideal conditions for an even more appealing trade fair experience. Opening hours are also being adjusted: eurocheval will welcome horse enthusiasts to the exhibition centre on Friday and Saturday from 9 am to 6 pm, and on Sunday from 9 am to 5 pm.

To ensure that eurocheval is even more closely aligned with the needs of the equine industry, Messe Offenburg works closely with an advisory board

comprising experienced industry professionals. The suggestions and ideas put forward by this board are incorporated directly into the further development of the event.

This is reflected, amongst other things, in a newly structured exhibition plan, attractive terms for exhibitors – f.e. for start-ups – and a revised pricing structure for visitor tickets. These will be available from 6 November in the online shop.

The supporting programme will also be even more varied. On the beautiful outdoor riding arena, in the riding rings and in the halls, visitors can look forward to exciting demonstrations, specialist talks and events.

The focus will be on the topics that matter most to horse owners: the health of both people and animals, proper training, and issues relating to feeding and care.

Exciting show moments

Naturally, the tried-and-tested crowd-pillars will remain: **the popular gala shows on Friday and Saturday evenings** will once again be among the highlights of eurocheval in 2027. At the same time, the show programme during the exhibition will be further expanded and made even more attractive.

Furthermore, horse lovers can look forward to a host country, which will lend the exhibition additional international appeal.

“50 years of eurocheval means 50 years of passion for horses. Behind this story are countless people who see horses not just as sporting partners, but as part of their lives. It is precisely this enthusiasm that has made eurocheval great and turned it into a special meeting place for the equestrian world. We are using our anniversary to further develop the event: with a new look, fresh ideas and the clear aim of offering future generations of horse lovers a special place too,” says Gabriele Weislogel, project manager at eurocheval.

eurocheval 2027

9–11 July 2027, Fri and Sat 9 am to 6 pm, Sun 9 am to 5 pm

Messe Offenburg-Ortenau

Further information: www.eurocheval.de

Press contact: Silke Wälde presse@messe-offenburg.de +49 (0) 781 226-239