



EUROCHEVAL – Europe's fair for horses

Since 1976 the EUROCHEVAL is the biggest horsefair with more than 400 exhibitors in the south of Germany. Situated in Offenburg it is close to Switzerland and France. It takes place every two years and all the equestrian enthusiasts from Germany, France and Switzerland come to this important event.

From July 25 – July 29 the five vitrine stallions participated in the EUROCHEVAL. The stallions were presented 2 times per day in the showprogram, breed presentations and on Saturday 28th of July also in the gala night show.





Before and after the presentations we rode through the outdoor exhibition and showed the horses to the public. We experienced a change in the reaction of the people: in the beginning of the vitrine project the people asked us “what kind of breed is this?”. At the EUROCHEVAL there were many people saying “look, here come the Mangalarga Marchador!” This is a great development and success of the vitrine project!



The horses got boxes close to the 24 sqm stand and attracted many interested people.

Klaus Schwecke supported us at the stand with his excitement for the breed and cleaning the boxes with his misting-machine.



It was very interesting to realize that many people came especially because of the Mangalarga Marchadores. They wanted to see the horses in real and talk to us about the advantages of the breed. They have heard about Mangalarga Marchadores or read in some magazines or even saw the stallions on TV in the CHIO opening ceremony.

One of the best days was Wednesday where people got a day off from work only to talk to us about Mangalarga Marchadores. We invited many people to visit us in order to testride the stallions to feel the marcha and experience the excellent character of the stallions.

We also got compliments for the way of presentation and good riding and rideability of the horses.



More than 40 people filled in our questionnaire and want to get further information about Brasil, the breed of Mangalarga Marchadores, sales horses and the association.

We also exposed the „Marcha Classic“ saddle. We had a lot of people interested in the saddle. They liked the design, the style and the comfort of the saddle.



The EUROCHEVAL was a big success!

Again we want to thank ABC-CMM for this great marketing support and the breeders for the five stallions!!!

