

**a new venue for
EQUITANA Asia Pacific
15th – 18th November 2007**

After six years at the same venue EQUITANA Asia Pacific is on the move. Together with its stakeholders EQUITANA Asia Pacific is continuously striving to raise the bar in the delivery of an equine event that embraces the history of the horse and brings all disciplines of the equine industry together. To facilitate the ongoing growth of the event and the well being of the horses the move to the Melbourne Showgrounds is a positive one and the launch of the "EQUITANA PRECINCT" will embrace all things equine.

Following a \$108 million redevelopment, the Melbourne Showgrounds has been transformed into a world-class venue combining the creation of new flexible buildings and outdoor spaces with the careful restoration of heritage buildings.

Mark O'Sullivan, CEO, Royal Agricultural Society of Victoria, says, "we are delighted to be partnering with such a prestigious international event as EQUITANA Asia Pacific. We are looking forward to transforming the Showgrounds into the "EQUITANA PRECINCT" - a first class equine display centre demonstrating just how versatile our venue is when we host everything from exhibitors showcasing products and services, equine competitions, extensive education program and the nightly spectaculars." "The Melbourne Showgrounds offers an environment that will maximise the event experience for all Equitana Asia Pacific attendees as they enjoy our new state-of-the-art facilities" he said.

For four days EQUITANA Asia Pacific will be the ultimate paradise for all equine enthusiasts as they immerse themselves in the world of horses.

EDUCATION - EQUITANA Asia Pacific aims to provide visitors with the highest quality equine education available in the Southern Hemisphere. The education program will incorporate a variety of exciting and highly informative demonstrations, presentations and clinics lead by Australian and international presenters. A range of demonstration arenas, classrooms and a dedicated Horse Health Pavilion with a purpose built auditorium and enlarged interactive area will offer a non-stop program for all four days of Equitana.

EXHIBITION - With the 4 biggest days in the equine industry EQUITANA Asia Pacific will deliver a "shopper`s paradise" – an opportunity too good to be missed. There's no other exhibition like it – with its never ending stream of new products and value shopping the exhibition has been enthralling visitors since 1999.

COMPETITION - moving to the Melbourne Showgrounds will bring a whole new dimension to the competition program. The Grand Pavilion will be transformed into Australia's largest indoor arena which will house world class competition and specialist clinics. The new purpose built stadium will enable the event to introduce equine competition never before seen at EQUITANA Asia Pacific.

ENTERTAINMENT - The Melbourne Showground's Grand Pavilion, one of the largest tent structures in Australia, has now become a landmark feature of Melbourne's skyline. The Grand Pavilion is a central feature of the newly redeveloped Melbourne Showgrounds and will house the Dressage & Western Evening Spectaculars, specialist clinics and world class competitions.

www.equitana.com.au



A NEW VENUE BRINGS NEW ELEMENTS.

EQUITANA SALES

2007 introduces the inaugural EQUITANA Asia Pacific Performance Sales. A platform offering breeders a direct interface with the equine buying public. This twilight program will enable visitors to browse, trial and buy from the best studs within Australasia.

BREEDERS VILLAGE

Following on from the Equitana Sales the event will introduce a Breeders Village offering breeders, stud books and breed organisations a place to display their stallions and promote their breed.

With a new venue, more competition, expanded education program and the best equine entertainment on show, EQUITANA Asia Pacific is gearing up to be the biggest event ever produced.

MARK IT IN YOUR CALENDAR – 15, 16, 17, 18 November 2007

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Contact:
Date:

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29/1/07