



Press Release

Combining Forces – Horse Industry Network

Cooperation in networks has become a key factor for holding one's ground under the altered globalized market conditions in terms of customer orientation, speed, flexibility and reduced costs. Since 2007, GHI has been working at various levels in this context in order to achieve these goals. A look at the operation and effectiveness of the German Horse Industry is rewarding, because it confirms that networking can also pay off in the equestrian industry.

Increase the presence in the political world: There are around 1.25 million riders in Germany, and roughly the same number of horses and ponies. A scientific study has shown that one horse-related job is created for every three to four horses. This works out to more than 300,000 jobs in Germany due to the sport and hobby, along with breeding and husbandry. More than 3,000 companies in Germany have horses and their riders as their primary business purpose. (Source: FN) These are figures that must be taken seriously. But this branch's economic influence is often not given the notice it deserves. The ministries of economic and agricultural affairs in the German states are important partners for exchanging information in this regard.

Use synergies: GHI members form a chain of benefits, as this example illustrates: A person who wants to build a riding stable needs a planner, a builder, someone to set up the stalls, floors in the stable corridors and indoor/outdoor riding arenas, trailers or trucks for driving to tournaments, equipment for the horses and riders, feed, a blacksmith, etc. Communication within the GHI network, meaning among the members, plays the most important role here. As a result, contacts are passed on without the customer having to pay any commissions.

Simplify access for foreign customers: "Made in Germany" is a sign of quality and reliability throughout the world. In the equestrian industry, however, the combination of know-how and contacts is often missing. Naturally there are many homepages where customers can find contact addresses, but these are hidden among a smorgasbord of information. And as a rule, there is no personal contact for the customer who wants to get information or who has questions. And yet a face, the personal touch, is particularly important in this highly emotional branch. GHI creates this point of contact. In 2009, GHI attended 14 trade fairs and exhibitions in 10 countries for and with its members.

Save costs: GHI obtains information, observes and, where necessary, opens new markets, and attends trade fairs and equestrian events, particularly in countries with small or threshold markets. If an individual company had to do all this for itself, the resulting costs would be substantial and sales personnel would be tied up. At the same time, it is hard to know just what will emerge in Kazakhstan, Estonia or China, for example. It is also important to avoid unnecessary costs for the customer. Contacts are provided at no cost, and meetings are set up between potential partners.

Network facilitation and internal communication: The problem is simply in everyday life. There is a great tendency for companies to keep focused on only their own business segment. Each productive network needs a facilitator for distributing contacts, news and information on market participants, along with valuable insights from all the interesting areas, such as new EU ordinances, promotion/funding possibilities or changes in customs regulations. And this information must flow without breaks. Ultimately, however, each individual company is responsible for dealing with information and contacts. And the selection of network participants is crucial here. GHI members are companies who set their standards high, and who see service as more than just an empty term.

In light of the fact that our European neighbours have been travelling the world for a long time to draw attention to their capabilities and products and to provide their know-how as consultants, it is high time for German companies in the equestrian industry to combine their forces and follow this positive example.



GHI joint stand at EQUIROS in Moscow 2009

Thedinghausen in November 2009

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Walsrode Local Court - Commercial Register HRB 200929
Value Added Tax ID Number DE256267474