



# NORMANDY HORSE AGENCY



by





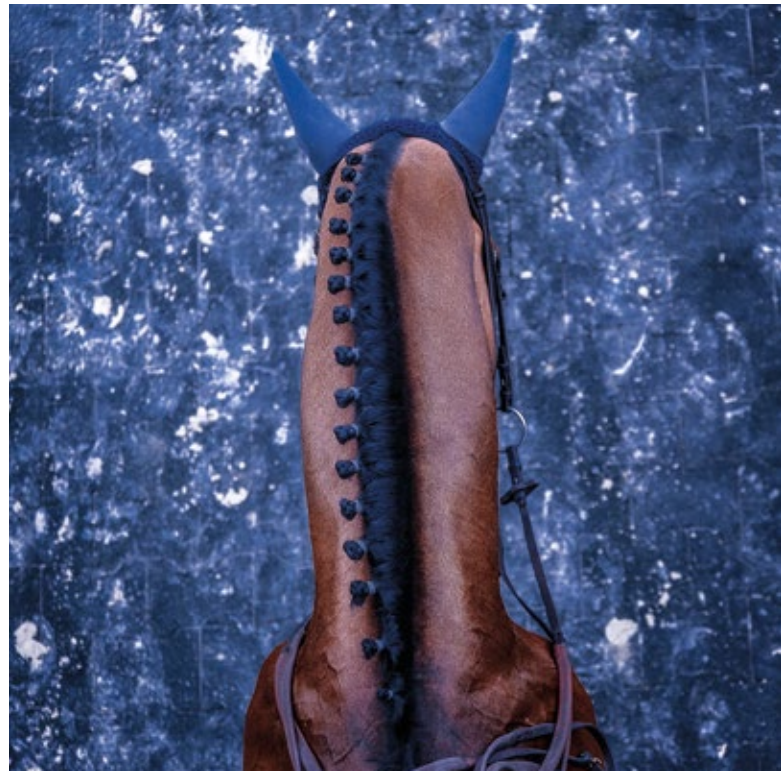


# THE NORMANDY HORSE AGENCY

Normandy Horse Agency supports professionals of the equine industry in the implementation of international partnerships, commercial or institutional, throughout 3 different missions:

- **Welcoming and connecting** delegations and potential buyers in Normandy
- Establishing lasting and reciprocal institutional **partnerships**
- **Promoting excellence** of the Normandy equine industry abroad

Founded by the Normandy Horse Council and the Pôle Hippolia, this agency combines expertise and networking to assist you in the realization of your partnership and import-export projects.



## OUR FIELDS OF ACTION

- Horses for sports, trotting and galloping races
- Technical and theoretical training, all disciplines and sectors combined
- Consulting in project development and events
- Services and products related to health, care and food
- Infrastructure and real estate
- Equipment for horses and riders

### THE NORMANDY HORSE COUNCIL



Since 1997, the Normandy Horse Council aggregates all the equine skills in a unique place. It is an interface between equestrian professionals and institutions. It represents and gathers the equine industry in Normandy.

Six groups gathering 60 professional associations represent the interests of above 4,500 socio-professionals from the whole equine industry: gallop and trot racing, sport and draft horses, donkeys, promotion, structuring sites, training- research-business.

### HIPPOLIA CLUSTER

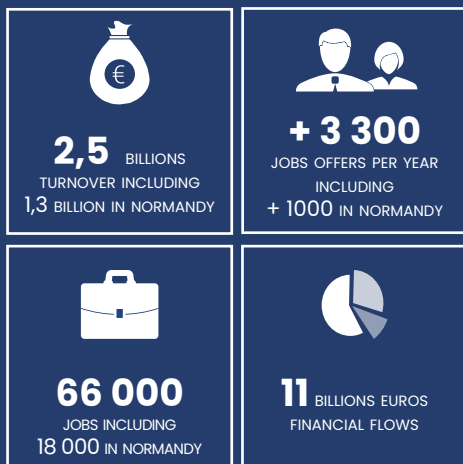


Hippolia cluster is the only government-certified competitive cluster in the horse industry. It supports project promoters from their initial idea up to the launch of an innovative product or service on the market.

The Hippolia cluster has its headquarters in Normandy, and is composed of a network of more than 200 members throughout France: entrepreneurs, start-ups, VSBs, SMEs and major groups, and also research teams, training providers and institutions.

# THE FRENCH EQUINE INDUSTRY, IN FEW KEY FIGURES

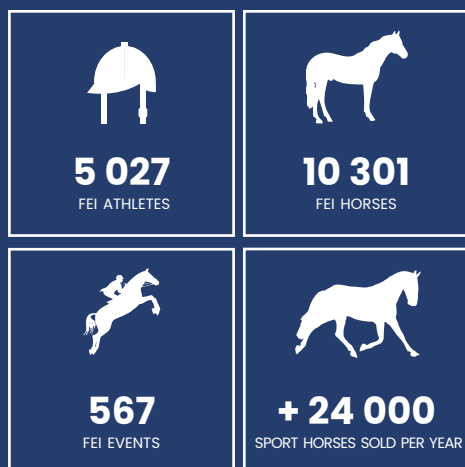
## BUSINESS & ORGANISATIONS



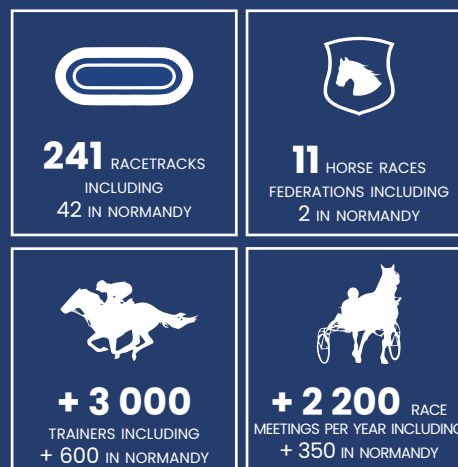
## HEALTH & CARE



## SPORT



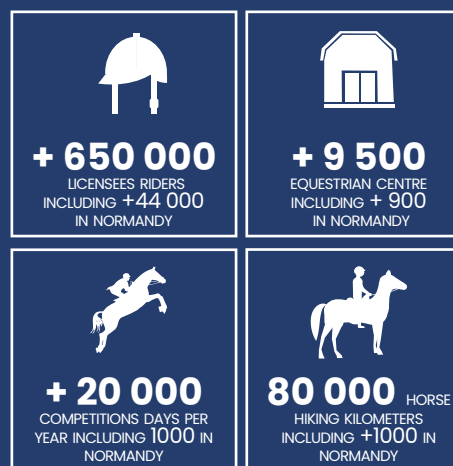
## HORSE RACES



## BREEDING



## LEISURE





# THE NORMANDY EQUINE INDUSTRY, A LAND OF HORSES

Due to its culture, its history and its territory, Normandy is, by its very essence, an exceptional region for horses. Thanks to a large network of businesses, the region is home to the biggest infrastructures for innovation with the Hippolia cluster, for research with the number 1 European Equine Research Centre and investment with its inter-professional support and assistance network.

With its exceptional sites and the expertise of its professionals, Normandy is a birthplace of champions, and hosts many prestigious competitions and races.



## LOCAL WORLD CLASS CHAMPIONS

### JUMPING

Patrice Delaveau  
Pénélope Leprevost  
Kevin Staut  
Julien Epaillard

Orient Express  
Diamant de Semilly  
Baloubet du Rouet  
Venard de Cerisy

### EVENTING

Astier Nicolas  
Jean-Luc Force

Amande de B'Neville  
Piaf de B'Neville  
Triton Fontaine  
Opgun Louvo  
Samouraï du Thot  
Qorry Blue d'Argouges

### GALLOP RACES

Théo Bachelot  
Stéphane Wattel  
Jean-Claude Rouget  
Coralie Pacaut

Trève  
Siyouni  
Le Havre  
Wings of Eagle

### TROTting RACES

Franck Nivard  
Yoann Lebourgeois  
Thierry Duvaldestin  
Philippe Allaire

Bold Eagle  
Ourasi  
Ready Cash  
Belina Josselin







**NORMANDY HORSE AGENCY:**  
OUR SERVICES



# TRAINING AND CONSULTING

Normandy Horse Agency offers tailor-made training and consulting services, adapted to your needs, and delivered by high quality experts.

## FIELDS EXPERTISE

### EQUINE MANAGEMENT

Biosecurity  
Feed  
Equine welfare  
Accommodation and pastures management  
Health and care

### EQUINE TECHNIQUE

Breeding techniques  
Horse break-in and pre-training  
Management of a horse's career  
Labor and agricultural use

### RUNNING A HORSE BUSINESS

Investment study: feasibility, financing  
Diversification of activities to secure or develop turnover  
Management of its operation in an optimization process  
Sustainable development

### TOURISM

Creation of horse riding trails  
Development of immersive and unusual tourist offers

### EQUESTRIAN SPORTS

Teachers, coaches and experts  
Associated professions  
Competition Officials  
Development of new disciplines

## OUR PARTNERS



**EQUURES LABEL** is the only quality-based environmental and animal welfare initiative that is specifically aimed at equine organizations, whatever of their geographical location, size or activity.



**FRENCH EQUINE INSTITUTE** training hub is the product of a merger between two highly reputed schools, and it provides a wide range of top-quality courses in the fields of breeding, reproduction, equestrianism, saddle-making, blacksmithing and driving.



**AFASEC** is the reference training organization for the horse racing and breeding professions in France. Our courses mainly train learners in the professions of professional training rider and lad jockey – lad driver.



**EQUIWAYS** is a company that was founded in 2016 with the aim of providing biosecurity advice and resources to professionals in the equine sector.



### NORMAN DRAFT HORSES

**CENTER** is dedicated to select and train young Percherons and Norman Cobs to agriculture and mobility services. It is based in the Haras du Pin to benefit from its heritage and to follow tradition.



**ECOLE BLONDEAU** : Equestrianism involves a partnership between two living creatures, so it is difficult not to talk about love in this context. The Blondeau method uses this connection as the starting point for establishing a genuine partnership, allowing the rider to become a true horseman/horsewoman.

# SETTING UP

Normandy is a fantastic place for you to set up or to relocate a business in the horse industry. Thanks to its network, Normandy Horse Agency can guide you through the different steps to invest in an area of equine excellence.

GETTING IN TOUCH  
WITH YOUR PARTNER  
NETWORK

SEARCH FOR FUNDING  
AND PREPARATION OF  
GRANT APPLICATIONS

SUPPORT AND  
FOLLOW-UP DURING  
THE IMPLEMENTATION  
OF THE PROJECT

Our Region has many partners and a range of services that will help you build a successful business in Normandy. We are supporting you on the following aspects:

## SETTING UP

- **Research and acquisition** of built and unbuilt land
- **Verification of the project's eligibility** for aid schemes and support for file preparation
- **Realization of feasibility studies**
- **Advice** on finding financing and insurance products
- **Assistance** with recruitment and professional training

## DEVELOPMENT

- **Investment study:** feasibility, financing...
- **Assistance** with recruitment, assistance with drafting the offer



## OUR PARTNERS



### EQUI-PROJETS

Created in 2006 the equi-projects network supports the creation and development of equine farms in Normandy.



### CRÉDIT AGRICOLE DE NORMANDIE

supports you in banking and insurance on your projects to create and develop your farm.



### LA SAFER DE NORMANDIE

supports you in the search and acquisition of built and unbuilt land with a specialized approach in the transmission of equine farms.



**EQUICER** Member of the Cerfrance network is your consulting partner for a forecast study, legal and tax advice, and a development plan for your business.



### AD NORMANDY

assists foreign companies to set up their business in Normandy and develop their business potential.



### HIPPOLIA CLUSTER

The Hippolia cluster supports project promoters from their initial idea up to the launch of an innovative product or service on the market.



**HIPPOLIA LAB** has a community of more than 3500 panelists specialized in the equine sector. It provides survey and analysis services to guide you in your strategic choices.



CONSEIL DES CHEVAUX  
NORMANDIE

### NORMANDY HORSE COUNCIL

It is an interface between equestrian professionals and institutions. It represents and gathers the equine industry in Normandy.



# NETWORKING

Normandy Horse Agency allows you to get in touch with all the stakeholders of the equine sector likely to support you in your development: experts, suppliers, distributors, customers, commercial partners, etc.

We work in the following sectors of activity:

- Health and related products
- Feed and Bedding
- Horse Tack
- Rider's Equipment
- Infrastructure
- Transport
- Consultancy services horses

The members of our network combine their expertise with advanced technology to offer the best to horses and all equine industry stakeholders.



# VISITING

## DELEGATION, BUSINESS AND STUDY TRIP

Normandy Horse Agency organizes your tailor-made business stays and study trip in Normandy. Thanks to our network, you can discuss with professionals, who will meet your needs, and enable you to carry out your project.

Whether it is to buy horses, meet future distributors, or initiate partnerships, we make every effort to make your projects on the following topics a reality: Trotting; Gallop; Sport; Breeding; Health and care; Leisure; Training and research; Equipment; Feed; New technologies; Transportation; Infrastructure...

Including meetings, horse trials, stud farm visits, accommodation, meals, even tourist visits on request, we create stays from a few days to several weeks in Normandy, land of horses.

### EXAMPLE OF PLANNING FOR DELEGATIONS HOSTED IN 2023

#### GALLOP RACING INDUSTRY – 2 days

##### DAY 1

Morning: Meeting with professionals at the Normandy Horse Meet'Up event

Noon: Discovery of the horse literary collection at the Franciscaines

Afternoon: Visit to Normandy Equine Vallée and meeting with veterinarians and researchers

Evening: Dinner with personalities from the gallop racing industry

##### DAY 2

Morning: Visit of a prestigious breeding of English Thoroughbreds

Noon: Lunch with the stables directors

Afternoon: Visit of a famous stable

## COMPETITION TOUR

More than just a name, an image, or a history, Normandy is first and foremost all about substance. Women and men with exceptional knowledge and skills, using their great talents to promote equine performance and well-being. A host of remarkable sites, all ready to welcome you under the very best of conditions.







## HARAS NATIONAL DU PIN

Jumping – Driving – Dressage – Eventing

« A symbol of French excellence in terms of equestrian breeding 'the equine Versailles' is the oldest and most prestigious of all national stud farms and it was founded in 1715 on the orders of the Sun King, Louis XIV.»

Located just 2 hours from Paris, Le Pin National Stud Farm provides quality equine sporting facilities in a prestigious setting. There are various areas set aside for work with horses (arena with sand footing, grass arena, spring garden, lunging ring, Havrincourt arena, cross-country course).



## PÔLE HIPPIQUE DE SAINT-LÔ

Para-dressage – Jumping – Dressage

« Equestrian pole of international reference located in the region the most densely populated with horses in France, Normandy. »

The Pôle Hippique de Saint- Lô encompasses the Saint-Lô national stud which is recognised as being the birthplace of the Selle-Français sport horse. It has numerous facilities totally dedicated to the sport horse allowing it to organise a multitude of equestrian competitions like several indoor or outdoor international show-jumping shows (2\*, 3\* and 4\* CSI) welcoming 15 to 20 foreign delegations at each event.



## PÔLE INTERNATIONAL DU CHEVAL LONGINES – DEAUVILLE

Jumping – Driving – Dressage

« Situated two hours away from Paris and at the entrance of Deauville, the Longines – Deauville International Equestrian Complex is a real temple of equestrian sports. »

Entirely dedicated to a large variety of disciplines focused on racehorses, the centre is a place of excellence that hosts high-quality meetings. Every year, about 80 competition days, including 15 of international level, are organized here for any disciplines and levels: CPEDI 3\*, Jump'in Deauville, Dress'in Deauville and Deauville Longines Classic...



## EQUI-NORMANDIE

Jumping

« A hub of equestrian skills and innovations to promote the well-being and comfort of horses and riders.»

Equi-Normandie is a sporting excellence site located in Seine- Maritime, just an hour and a half from Paris. It is open to all and is dedicated to promoting all leisure and sports activities involving horses. The entire team working there has all the skills required for hosting and meeting the expectations of demanding top-class competitors, with a focus on their core values: wellbeing, excellence, conviviality and passion.

# HORSE TRADE

Normandy Horse Agency will be able to respond to your requirements and guide you towards the expertise that you require.

For sales, Normandy Horse Agency will put you into contact with the professionals who can satisfy your requirements and we can organise your coming to see and try horses in Normandy.

## ENGLISH THOROUGHBREDS

Normandy's excellence also provides a winning formula for thoroughbreds. Half of all thoroughbreds are bred in Normandy. The reputation of Normandy's flat racing stables is well established. The physical and mental capacities of our world-leading thoroughbreds bear testimony to this. It is against this advantageous backdrop that the annual yearling sales in Deauville attract the biggest international investors.

### SEE

**Hippodrome de Clairefontaine** June to October  
**Gr 1: Le Prix du Jockey Club** in June  
**Gr 1: Le Prix de Diane** in June  
**Gr 1: Meeting Deauville Barrière** in July and August  
**Gr 1: Le Prix Rothschild** in July  
**Gr 1: Le Prix Jacques le Marois** in August  
**Gr 1: Le Prix Maurice de Gheest** in August  
**Gr 1: Qatar Prix de l'Arc du Triomphe** in October

### BUY

#### ARQANA AUCTIONS

**Mixed sales** in February  
**Breeze Up sales** in May  
**Summer sales** in July  
**Yearling sales** in August  
**Arc sales** the last weekend of September  
**Yearling sales** in October  
**Autumn sales** November  
**Breeders sales** December

#### PRIVATE SALES

In order to complete a private sale, the best thing to do is to contact a broker. Normandy Horse Agency is available to put you in contact with brokers and sales agents to find your horse.

#### CLAIMING RACES

During claiming races, competing horses are for sale at a minimum price, which is indicated on the day's programme. After the race, you can hand in a secret slip on which is written the price you would like to buy the horse for and the highest offer is retained. The owner of the horse can also hand in a slip should they decide they want to keep the horse. A great number of claiming races are organised each month at the many racecourses across Normandy.

## FRENCH TROTTERS

The origins of the history of trotting races are to be found in Normandy. The city of Cherbourg (Manche) organised the first harness race in 1836. Since then, this knowledge and expertise has continued to spread and the unrivalled excellence of Normandy in this domain has become well known throughout the world. With more than 7500 coverings per year, Normandy is the birthplace of trotting races champions.

### SEE

**Prix d'Amérique Legend Race** in January  
**Salon du Trot en Normandie** in February  
**Grand National du Trot** March to December  
**Trophée Vert** April to September  
**Prix des Ducs** in May  
**Hippodrome de Clairefontaine** June to October  
**Estivales de Cabourg** in July and August  
**Critérium de vitesse** in August

### BUY

#### AUCTIONS

**Opodo Prix d'Amérique Sale** the last weekend of January  
**Yearling Sale** in September  
**The Caen Auction Sales** in October  
**ARQANA Spring Sale** in March  
**ARQANA Summer Sale**  
**ARQANA Qualification Sale** in July and September  
**ARQANA September Sale**  
**ARQANA Autumn Sale**





## SPORT HORSES

Normandy is the birthplace of the Selle Français breed whose stronghold is in Saint-Lô (Manche). The region has over 2000 sport stud farms and is home to the very best Selle Français breeders. The expertise of the trainers and riders is recognised worldwide. The skills, expertise and knowledge of Normandy's professionals have made that crucial difference and improved the performances of this sport horse.

## SEE

**Salon des étalons de sport** in February  
**Happy Jump** in May  
**Normandy Horse Show** in August  
**Grand Complet** in August  
**Longines Deauville Classic** in August  
**Jumping International 4\*** in October  
**Equi'Seine** in November

## BUY

### AUCTIONS

**FENCES Deauville Classic Auction** in August  
**CHEVAL NORMANDIE Normandy Queens Auction** in August  
**FENCES Ventes Fences Elite** in September  
**FENCES Vente de Foals** in October  
**NASH Vente Elite Nash** in October  
**FENCES Vente Elite de Noël** in December

## DRAFT HORSES

Birthplace of the Norman Cob and Percheron breeds, Normandy is proud of its heritage breeds! The horses of Norman Draft Horses Center have been selected as the finest specimens of their generation. These horses are trained to meet the requirements of the new uses of horse energy or alternatively are used for displays and leisure activities. They are subsequently made available for sale and become ambassadors for their respective breeds. They may be the workhorses of yesteryear but they are our partners for the future.

## SEE & BUY

### EVENTS

**Normandy Horse Show** in August  
**Percheron French Championship** in September  
**Foire Sainte Croix of Lessay** in September

### ORGANISATION

**Norman Draft Horses Center**



## OUR PARTNERS

STUD-BOOK SELLE FRANÇAIS ; FRANCE GALOP ; LE TROT ; ARQANA; NASH; CHEVAL NORMANDIE ;  
 L'ASSOCIATION NORMANDE DE CHEVAUX DE COURSE D'OBSTACLE; L'AGENCE FRANÇAISE DU COMMERCE  
 D'EQUIDÉS; LA SOCIÉTÉ DU CHEVAL ANGLO-NORMAND; ORGANISATION NORMANDIE PONEY; ASSOCIATION  
 FRANÇAISE DU CHEVAL ARABE PUR SANG ET DEMI SANG

# SCIENTIFIC PARTNERSHIP

If your project is based around research or innovation, in Normandy you will find a number of partners and experts in horse health and literature.



## 62

RESEARCHERS, PROFESSORS  
AND ASSISTANTS



## 2

CENTRES AT THE CUTTING EDGE  
OF TECHNOLOGY

## NORMANDIE EQUINE VALLEE

**Normandie Equine Vallée** was founded in order to welcome and assist world-renowned scientific teams working in the field of equine health in Normandy. This joint association has developed an international campus across two sites, Goustranville and Saint-Contest, both of which host researchers who specialise in preventing, diagnosing and treating equine health conditions. There are also businesses based on the two campuses.



## GIS CENTAURE

The **Scientific Interest Group (SIG) CENTAURE** Equine Research is a research cluster that gathers four organisations with complementary skills:

**ANSES**, Goustranville, Calvados  
ANSES (National Agency for Sanitary Security) the figurehead network for research. Normandy is the only place you can find a laboratory specialising in equine pathology.

**BIOTARGEN UniCaen**, Saint-Contest, Calvados  
This Caen-Normandie University research unit is the first to base its research around equine health therapeutic diagnosis.

**CIRALE**, Goustranville, Calvados  
The CIRALE is an internationally recognised reference in the field of imaging and locomotor conditions in horses.

**LABEO**, Saint-Contest, Calvados  
This is the number one European equine analysis laboratory and the number one analysis and research hub in Normandy.

## LE PIN NATIONAL STUD FARM BROOD MARES SECTION

**Le Pin National Stud Farm** provides internationally recognised training to students from across the globe. It is specialised in genetics, reproduction techniques and breeding techniques.

## WORLD HORSE LIBRARY

The heritage of notable books and libraries is quite extensive and at the same time it is not very accessible. The **World Horse Library** is a research center represented by the MRSH CNRS University of Caen who created a virtual library. Its aim is to make accessible and give value to the contents of multiple libraries in a large virtual library. With just a few clicks, specialists, expert amateurs, and the general public will find texts, printed matter, manuscripts, images, drawings and photos.



## MEET OUR PARTNERS AT OUR EVENT: NORMANDY HORSE MEET'UP

# NORMANDY HORSE— MEET'UP

Organised, every year in September, by the EquuRES Label, the Pôle Hippolia, as well as the Normandy Horse Council, this event welcomes you every year in Deauville to meet, to discuss, and to share, on the central themes of innovation, equine welfare and sustainable development.

**1st NETWORKING DAYS IN FRANCE, for professionals only**

**2 days of INSPIRATION & networking**

**+ than 95 EXHIBITORS represented**

**70 demonstrations with horses**

**15 conferences technical & scientific**

**2 exhibition halls**

**3 central themes: innovation, equine welfare and sustainable development**

These professional networking days are comprehensive and attractive, and the aim is to help to create connections, promote contact between stakeholders and present the latest trends and innovations in the sector:

- Contributions from researchers and experts for practical applications.
- Demonstrations of products and equipment to test them in real-life situations.
- An area for exhibitors as a showcase for the offers and services available to professionals in the sector.
- An enjoyable experience: activities, experience sharing, discussion area, cocktail and networking event, ...

All of this is possible in Normandy thanks to local government organisations, particularly Normandy Regional Council and Calvados Departmental Council. These networking days have also received support that is crucial for the sector from Fonds Eperon.



# CONTACT US

Normandy Horse Agency supports you in setting up your import-export projects in Normandy and puts you through the most competent professionals to meet your needs.



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