

EQUESTRIAN EXCELLENCE



2026 Shanghai

International Horse Culture Festival

Sep 25th - Oct.7th

Founded and Presented by:
Shanghai Juss International Equestrian Co., Ltd.



上海久事国际马术有限公司
SHANGHAI JUSS INTERNATIONAL
EQUESTRIAN CO., LTD.



2026 SHANGHAI
INTERNATIONAL
HORSE CULTURE FESTIVAL

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PART - 01

Project Overview



Definition & Vision



It is one of the two annual flagship IPs under the "2+6" development strategy of Juss Equestrian Company. Held during the National Day holiday each year at the global equestrian landmark – Shanghai Juss International Equestrian Centre.

Guided by the core concept of **"Ride High · Cheering the City · Embracing the World"** and driven by "innovation," the festival is dedicated to creating a world-class equestrian carnival and promoting Chinese horse culture to the world.

Carrying the strategic mission of building a local, self-developed equestrian event brand and deepening the integration of the industrial ecosystem, it serves as an important platform for Shanghai to showcase its international charm in sports, culture, and consumption.



Core Philosophies

Ride High

Commitment to Professionalism

From international competitions to youth promotion, from show jumping, dressage to Polo, the professional gene permeates every grain of sand and every move of the horse, laying an irreplaceable foundation for citywide engagement and joyful experiences.



2026 SHANGHAI
INTERNATIONAL
HORSE CULTURE FESTIVAL

Embracing the World

International Fusion

Bringing together international equestrian events and diverse cross-sector collaborations, the Horse Culture Festival becomes a platform linking global perspectives and showcasing China on the world stage.

Cheering the City

Urban Festival

Let horse culture serve as a key contact that connects urban landmarks, boosts the holiday economy, and fosters synergy between sports, culture, commerce, tourism and exhibitions.

From the arena to the city, from equestrian to culture, from local to global



IP Growth & Innovation DNA

2026
Elevation

Shanghai International Horse Culture Festival

- Extended to 13 days, covering both Mid-Autumn Festival & Nation Day holidays
- Newly launched Shanghai International Equestrian Masters
- Newly added Asian-Pacific Rising Star Equestrian event, Arabian Horse Show etc
- Collaboration with Vogue fashion events / Shanghai International Light Festival / Shanghai Fashion Week / Horse GP and more

2025
Upgrade

Shanghai International Horse Culture Week

- Leveraged Shanghai Municipal Commission of Commerce's "Consumer Carnival"
- Introduced international cooperation with Frankfurt Equestrian Festival
- Asia's first FEI Young Horse Competition
- Chinese debut of the "Queen of Dressage"--Isabell Werth
- Mid-Autumn Festival night, Grammy-winning jazz vocalist performed

2024
Establish

Shanghai International Horse Culture Week

- China's first competitions + summits + performances + carnival
- China's first European horse auction
- China's first sand polo match
- China's first public welfare of equestrian promotion
- Marcus Ehning and other top riders participated



Super

Equestrian IP

Incubation Platform

Breaking Boundaries with Innovation

PART - 02

Organization Structure



Key Organizers

Guiding Organizations

China Equestrian Association

Shanghai Municipal Administration of Sports

Shanghai Municipal Administration of Culture and Tourism

Shanghai Municipal Commission of Commerce

China (Shanghai) Pilot Free Trade Zone Management

Committee Expo Administration

Hosting Organizations

Shanghai Juss Sports Development (Group) Co., Ltd.

Organizer

Shanghai Juss International Equestrian Co., Ltd.



Key Partners

Co-Organizers

Shanghai Equestrian Association

Shanghai International Culture Association

Shanghai Juss Sports Management Co., Ltd.

Shanghai Juss Intelligent Sports Co., Ltd

Shanghai Expo Culture Park Construction Management Co., Ltd.

Strategic Partners

Hong Kong Jockey Club

German Equestrian Federation

Horse GP

Shanghai International Light Festival

Shanghai Fashion Week

Shanghai Juss Properties Co., Ltd.

Shanghai Juss Tourism (Group) Co., Ltd.

Migu Video Technology Co., Ltd.



About Juss Equestrian



上海久事国际马术有限公司
SHANGHAI JUSS INTERNATIONAL
EQUESTRIAN CO., LTD.

Shanghai Juss International Equestrian Co., Ltd., a subsidiary of Juss Sports Development Group, focuses on the investment, development, and operation of the entire equestrian industry chain.

2026 Shanghai International Horse Cultural Festival, with a 13-day cycle covering the Mid-Autumn Festival and National Day holidays, it brings together authoritative domestic and international organizations and institutions to build a complete tournament pyramid system and horse culture content matrix. Through coordinated collaboration among government entities and internal and external Juss resources in culture, tourism, commerce, sports, and exhibitions, it enhances the scale, brand impact, and international influence of the event, striving to incubate China's own horse culture content system.



More than event management, a strategic developer of China equestrian industry ecosystem





PART - 03

Event Overview



13-Days Double Holiday Golden Weeks

Ultra-long exposure cycle dividend, comprehensive brands presentation



Equestrian Events

Location: Shanghai Juss International Equestrian Centre --
Central Arena & Indoor Arena

Date: Sep.25 - Oct.7

Type: Professional Equestrian, Polo & Arabian horse Events

Content: 7 independent IP events, full equestrian lineup



Culture Activities

Location: Shanghai Juss International Equestrian Centre - B1B2

Date: Sep.25 - Oct.7

Type: Horse Culture Carnival

Content: High-end summits / lifestyle markets / culture and arts
exhibitions / Vogue fashion salons / cross-sector activities, etc.



City-wide Exposures

Location: The Bund/Expo Park/Qiantan, etc.

Date: Sep - Oct

Type: Regional linkage and event coordination

Content: Landmark check-in activities / ATP joint ticket
marketing / Shanghai International Light Festival
collaboration and promotion, etc.



Global & Local Elite Events Matrix

Asian top competitions, the pinnacle of equestrian culture influence

Shanghai
Equestrian Masters

FEI CSI 4* Event
New & No. 1 in China

China
Young Horse
Championship

FEI CSIYH 1* Event
No. 1 in China

Asian-Pacific
Rising Star Academy

FEI CSIY Event
New for 2026

International
Charity Show

Entertainment Event
No. 1 in China

Rising Star
Equestrian Tour
Final

CEA & SEA Event
New for 2026

City Polo
China Open

CEA Event
No. 1 in China

Arabian Horse
Global Cup

Arabian Horse Event
New for 2026

Sep.25-Oct.7

7 Major Equestrian IPs 30+ Competitions

top international, domestic and youth talented riders get together at

Shanghai Juss International Equestrian Centre

SHOW JUMPING DRESSAGE POLO ARABIAN HORSE SHOW and more

Shanghai Equestrian Masters

The highest level FEI event in China



Event Date: Sep. 25- 27, 2026

Event Level:

- Show Jumping: FEI CSI4* (highest in China)
- Dressage Show (will be upgraded to FEI CDI event in 2027)

Prize Money: Total RMB 3 M (highest in China)

Event Scale: Approximately 250 horses & 150 riders



Horse Culture Carnival

Multiple events from the venue to the city, from horse sports to lifestyle



Horse Sports & Culture Dialogue
Industrial Thought from Global and local
opinion Leaders



Fashion Runway & Salon
Platform of International Fashion &
lifestyle Exchange



Global Food Court & Market
Community Gatherings in 2 weeks Joyful
National Holiday



Horse Culture & Art Exhibitions
Premium Destination of International
Art & Lifestyle

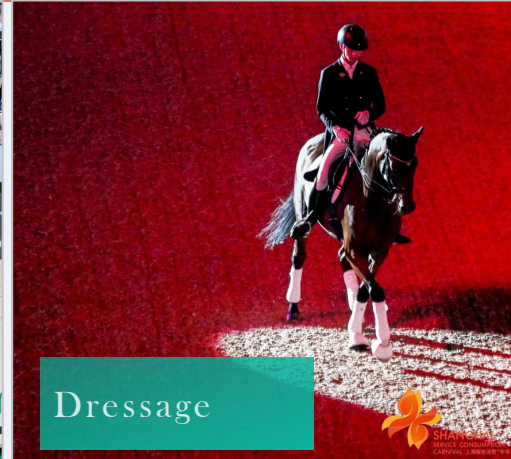


International Charity Show
World Class Entertainment & Equestrian
Performance

Largest & Most Diverse Equestrian Event in China



Show Jumping



Dressage



Arabian Horse Show



Polo

2026 Projected Event Scale

30+

Top Horse Competitions

60+

Live Broadcasting

100+

Equestrian & Luxury Brands

400+

Riders & Horse Owners

600+

Competiting Sports Horses

5,000+

High-end Community Families

40,000+

Abroad & Domestic Onsite Spectators

2,000,000+ Abroad & Domestic Online Viewers



World Class Empowerment

Full supports from global equestrian & lifestyle management team

Supported by Mr. Christophe Ameeuw (founder of the world's premier equestrian IP) and his team Provide IP management experiences, international resources and standards to leverage up the Shanghai International Horse Culture Festival become the major equestrian IP in the world.

Mr. Ameeuw had founded the world-renowned European Equestrian Masters(EEM) series, staged in landmark cities including Paris, New York, Hong Kong and Los Angeles etc. By pioneeringly integrating equestrian sports, luxury lifestyle, fine dining and urban culture, the EEM has become a benchmark for global cross-border equestrian collaboration.



He has recently established the brand new equestrian IP - Horse GP and it will be held in Paris by the end of 2026. The Horse GP will be partnered with the Shanghai International Horse Culture Festival and accelerate the growth of China equestrian Market.



Event Overall Schedule

Sep 24 -Oct 7, 2026

Locations	Type	Sections	Time	9/24	9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3	10/4	10/5	10/6	10/7		
Shanghai Juss International Equestrian Centre	Horse Sports Competitions	Morning	9:00-12:00				Dressage Invitational				Rising Star Equestrian Tour Final		FEI APRA CSIY						
		Afternoon	13:00-17:00	Shanghai Equestrian Masters—CSI4*				China Young Horse Championship—CSIYH1*				Rising Star Equestrian Tour Final		International Charity Show	City Polo China Open		Arabrian Horse Show Global Cup		
		Evening	18:00-21:00			Dressage Invitational													
	Training & Education	FEI Academy	9:00-18:00								FEI Asian-Pacific Rising Star Academy								
		Equestrian Master Camps	9:00-18:00	Show Jumping Master Training Camp						Dressage Master Training Camp									
		Equestrian Beginner Camps	9:00-18:00	Students Equestrian Training Camps				Students Equestrian Training Camps											
	Entertainment	Shows	18:00-21:00		Moon Festival Show							Opening Ceremony						Horse Show	
		Food Court	11:00-20:00		International Food Court							International Food Court							
	Culture & Art	Equine Dialogue	15:00-17:00			International Equine Industry Dialogue								International Equine Industry Dialogue					
		Art & Fashion Show & Salon	18:00-21:00		Vogue Fashion Salon							Equestrian & Fashion Show / Salon / Workshop							
	Exhibition & Fair	SIEF	9:00-20:00	Shanghai International Equestrian Fair															
		Hor Market	9:00-20:00	Hor Family Market															
		Art Bazaar	9:00-20:00	International Art Bazaar															
	City Landmarks	Cross Distracts Promotions			The Bund, Shanghai Expo Culture Park, Qian Tan Tai Koo Li and more														
	Online	Ticketing Linkage			Shanghai Rolex ATP 1000, Shanghai International Light Festival, Shanghai Fashion Week, Shanghai Expo Culture Park and more														

*For reference only. Subject to official announcement.

Cross Platforms Linkage & Distribution

Gathering citywide resources Leveraging omnichannel visibility Creating new breakthroughs

Cross-Sector Synergy

Activating sports, culture, tourism, commerce & exhibitions linkage cross the city

Pairing with sports, tourism, cultural & consumption events & activities in the same time of the city, connecting the Shanghai International Horse Culture Festival together with ATP Masters, Shanghai International Light Festival, Shanghai Fashion Week etc to build a strong “Ticketing Economy” wave across different platforms in Shanghai.

City Landmarks Linkage

Influence expansion cross districts in the city

Linking the landmarks of the city, such as The Bund, Qian Tan Tai koo Li and Expo Culture Park etc, through promotion events.

Creating the experiencing scenes of "Equestrian City" in different locations, spread out the culture & spirit of the Shanghai International Horse Culture Festival.

Omnichannel Distribution

Media matrix achieving Cross-Circle impact

Building an omnichannel distribution matrix of international & local medias, covering government entities, sports, lifestyle, health, art & fashion industries to promote the Shanghai International Horse Culture Festival to all the citizens & tourists in Shanghai and achieving maximal and multi-dimensional reach of the event promotion.



Full Coverage Media Matrix

All-angle coverage All-time exposure Crossover influence

Strategic Meida Partner



- International
- Industrial
- Lifestyle
- Partners



- Government
- Sports
- Local
- KOL & Audience

PART - 04

Cooperation Opportunities



Multiple Market Values



City Level Endorsement

- ✓ Integrated into the Shanghai's Global Sports City strategy
- ✓ Endorsed by city of Shanghai and recognized by the market



IP Growth Benefit

- ✓ Joined a super platform and incubator of multiple industry and brands
- ✓ Invested in a super sports & culture IP with strong reputation



Rare Cultural Asset

- ✓ Taking the opportunity of the Chinese Year of the Horse
- ✓ Using horse culture, where the East meet the Western, enhancing brand value



Direct to Targeted Client

- ✓ Precisely allocating brand customer, directly connect with high-net-worth families, urban industrial elites and core industry circles.



Exiguous Global Landmark

The ONLY permanent downtown 5-star equestrian centre among the world major cities

Shanghai Juss International Equestrian Centre



Making a statement to the world

from the “heart” of Shanghai, in an exiguous global landmark



World-Class Facilities :

A professional equestrian venue meeting the highest FEI standards, with upgrading renovations will deliver top-tier experience in the world.



New Sports & Culture landmark in the World :

Located in the centre of Shanghai, a brand-new destination of sports, culture and tourism consumption with strong targeted clientele and traffic flow guarantee.



Prestigious Brand Image :

With the irreplaceable market position, any activities and events happening here will naturally bring the images to the brand of world-class, high-end, top quality and enhancing brand value.

Gathering Target Clientele

Direct to the contributors of brand core value & business increment



High-Net-Worth Families

Experiential Consumer
Elite Education
High Loyalty



Urban Industrial Elites

Lifestyle & Trend Leaders
Super Active on Social events
Strong Consumer



Core Circle Entrepreneurs

Key Resources Owners
Top-Tier Influence
Premium Business Networking

Professional Community

400+ Horse Owners & Riders

5,000+ High-end Community

40,000+ Onsite Audiences

Equestrian Assets

600+ Competition Sports horses

500,000,000+ Total Assets Values of Horses & Equipments

SHANGHAI INTERNATIONAL HORSE CULTURE

Brand Exposures Integration

Core Visuals Media Exposure Customer Reach Scenes Expansion



Core Visuals

Customized Obstacles / On-Site Display
Vehicles / LED Screens / Award Ceremony
Backdrop / Event Advertising / Rider
Competition Materials (saddle pads / ear
hoods, etc.).



Media Matrix

Live streaming / Photo Streaming / Top-
Tier Fashion Media / Lifestyle Platforms /
Equestrian Industry Media / Social Media /
KOLs etc.



Official Production

Backdrops / Posters / Brochures / Event
Guides / Tickets / Invitations / Official
Documents / VIP Table Cards / Credentials
etc.



Scenes Expansion

Linking the core landmarks of the city, such
as The Bund, Qian Tan Tai koo Li and
Expo Culture Park etc, to make equestrian
scen to promote events.



Value-driven Clients Relationship

Premium Hospitality

Exclusive Community Experiences

Premium Hospitality

Juss International Equestrian Centre
VIP tables & Sky-Box privileges.



Exclusive Interactions

Interaction with champion riders in “Riders Night Welcome Party” and experience customized Award Ceremony.



Private Gathering

Brand exclusive VIPs gathering, promotion event and VIP Gala Dinner etc.



Customized Theme Day

Targeted community events for brand, such as “Brand Family Day”, “Ladies' Fashion Day” etc.



Core Commitment

Choosing us is choosing certainty & sustainable brand growth

Customer-oriented Approach

What we offer is not just a menu of rights & privileges, but also customized solutions for sustainable brand growth.

Global Vision & Expert Team

We have the capability to access global resources and we ensure to execute the project precisely and with best quality.



Full Industry Chain Capability

We provide long-term increment possibilities but not a single event and deliver values growth for the brand.

SOE Credibility & Assurance

We ensure top-tier project standards and execution and also provide plentiful resources empowerment.



**Ride High
Cheering the City
Embracing the World**

THANK YOU



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