



Flanders
State of the Art



SPORTS HORSE

IN CHINA

FLANDERS INVESTMENT & TRADE MARKET SURVEY

INHOUD

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2.2.2 Warm blood horse

Comparing with the horse racing sport, Chinese government has been always putting more resources on Olympic sport, which makes the equestrian sport developing much faster in recent 20 years. Especially when 2008 Olympic Games was decided to be held in Beijing, equestrian gained more attention and a group of professional athletes and enthusiasts joined in.

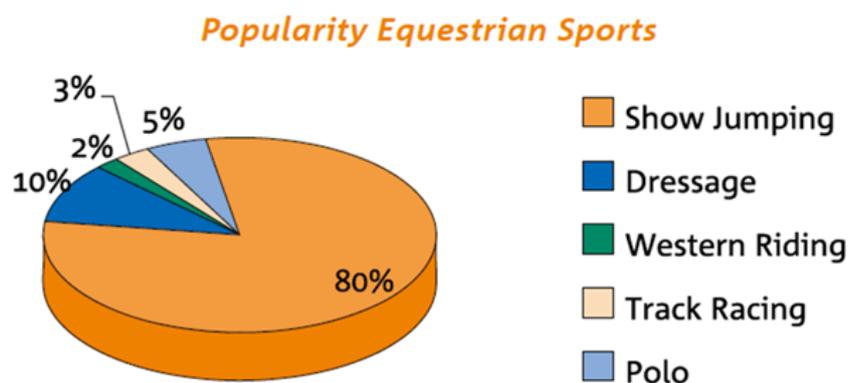
First, the professional community has been continually importing more trained horses, as the sport requires the competence of the horse above entertainment level. The national and provincial equestrian teams usually purchase athletic horses before international games. Though the number purchased is quite limited because of the high price. It is also noticeable that the injury rate for athletic horse is high in China due to lack of knowledge.



More regional professional athletic equestrian teams have been established in 30 provinces and cities. As a result, demands for jumping horses and dressage horses are increasing strongly.

Secondly, more equestrian clubs for entertainment are set up in Chinese cities, which also increase the import demand. Actually, the biggest order for imported horse came from these clubs.

At present, about 80% of the imported horses in China are warm blood horses, coming from Holland, France, Belgium, which have equestrian traditions and are competitive in international competitions.



To be concrete, the main problems are in the following subsectors:

1. Stable management and stable labor education
2. Feed R & D
3. Vaccination and health care
4. High level training system



However, these disadvantages of the Chinese market also create opportunities for foreign organizations and companies. Based on more and more market demand and the improvement on investment environment, the Chinese horse market is slowly catching up with those of more developed international markets.

It is optimistic about the future of China's equestrian and horseracing industries for the following reasons:

1. Horse is an important element in Chinese culture.
2. Equestrian sport is seen as an emerging fashionable sport, which attract more and more people.
3. It is quite possible that Chinese government will lift the ban for betting on horse racing.

Are you interested in exploring the market even further? Please contact our office in Beijing.:

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Note:

Some information and text in this report are adopted from the following information source:
<https://www.chinadaily.com.cn/a/201409/12/WS5a2a4322a3101a51ddf8ff17.html>.



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Date of publication: 03/2022

