

# LONGINES EQUITA LYON CONCOURS HIPPIQUE INTERNATIONAL

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27<sup>TH</sup> OCTOBER  
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2021

## “LONG LIVE SPORT!”: LAUNCH OF THE COMMERCIALISATION OF EQUITA LYON AND OF LONGINES EQUITA LYON, CONCOURS HIPPIQUE INTERNATIONAL

Equita Lyon and its Longines Equita Lyon, Concours Hippique International, scheduled to take place from 27 to 31 October, is today launching the commercialisation of its exhibition spaces, a sign of the confidence that the organisers have in the French government’s most recent announcements. “Long live sport!”: Sylvie Robert’s team is hard at work to welcome enthusiasts from around the world in less than six months’ time, who greatly missed the event in 2020.

Equita Lyon, a major event for the “horse” sector in Europe, is taking up the reins again and looks forward to playing host to equestrian sport fans and lovers of Man’s most noble conquest. After the huge efforts to maintain the event in 2020, GL events Equestrian Sport was forced to postpone its 2020 edition to 2021. It is launching the commercialisation of its exhibition spaces today; sports ticketing sales will open very shortly. “All of our loyal partners have expressed their support, and I would like to warmly thank them for trusting us, in particular Longines, the Swiss watchmaker, the Fédération Equestre Internationale, the Fédération Française d’Equitation, the Comité Régional d’Equitation Auvergne Rhône-Alpes, Boehringer Ingelheim, Hermès Sellier, the Laiterie de Montaigu and Land Rover among others”, says Sylvie Robert, the President of GL events Equestrian Sport. “We are delighted to relaunch the sport and riding for everyone initiative, in partnership with the Fédération Française d’Equitation, and will be playing host to all of its circuits this year once again.”

### Indoor equestrian sport finally back in France!

The Longines Equita Lyon Concours Hippique International marks the return of high-level indoor equestrian sport in France. And the great news: the Longines Equita Lyon Concours Hippique International will continue to play host to four FEI World Cup legs, and is the only event in Europe which can boast of doing so. Indeed, the Rhône-Alpes event offers spectators a Longines FEI Jumping World Cup leg, an FEI Dressage World Cup leg, an FEI Driving World Cup leg and a leg of the FEI Jumping Ponies’ Trophy, the Pony Jumping World Cup. The “Sport and Show” evenings on Friday 29 and Saturday 30 October will also be featured on Equita’s 2021 schedule. “We are fully aware of our event’s importance for the whole professional sector which has been impacted by many months of inactivity. So we are currently working hard to organise an event where once again, professionals and visitors will be able to work, wander round and enjoy the exhibition, in optimal health conditions”, concludes Sylvie Robert.

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