

HORSE AND ANIMAL HEALTH

AN EQUINE SECTOR OF EXCELLENCE THAT IS ONE-OF-A-KIND IN THE WORLD



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CHOOSE NORMANDY FOR YOUR PROJECT

Normandy is a **world-renowned equine region**, benefitting from infrastructure, breeding and events that make this an outstanding sector. A whole ecosystem has been built up around the equine sector, supported by an exemplary network based on animal health. Normandy stands as an undisputed reference in the field.

KEY SECTOR DATA

Leading French region

for breeding with some

117 000 horses

12 300

births every year

€1.3 bn

annual turnover

18 000 jobs

Leading French region

for equine health and performance research with **5** research centres

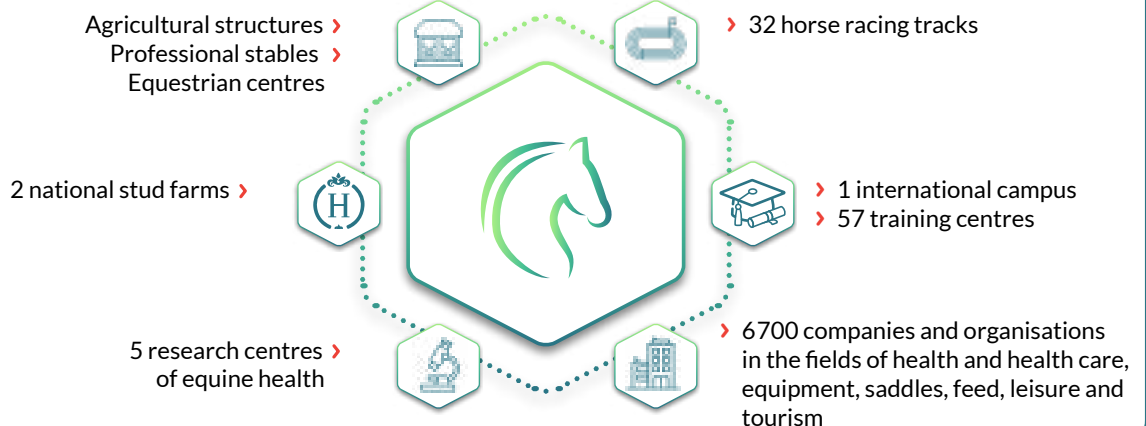
50 %

of sporting horses are born in breeding centres in Normandy

A COMPLETE VALUE-CHAIN

THE REGION OF HIGH TECH

Normandy offers a complete value-chain, a key factor in the success of your project



FROM MICRO-COMPANIES TO LARGE INTERNATIONAL CORPORATIONS

- › Hermès
- › IMV technologies
- › Le Haras du Pin
- › Normandie Équine Vallée
- › Pic Deauville
- › Pôle hippique de Saint-Lô
- › Vans Théault

DYNAMIC REGIONAL STAKEHOLDERS

COMMITTED REGIONAL PARTNERS

- › **The Normandy Horse Council**
This brings together all the skills of the sector to guide the economic development and support cross-cutting projects of common interest in the equine sector
- › **Hippolia**
The only R&D hub dedicated to the equine sector in France. Its ambition is to position France as a world leader in innovation

UNIVERSITIES, TRAINING COURSES AND SKILLS

- › **École de Management de Normandie**
Specialised Masters course in "Science and Management in the Equine Sector" with the Normandy School of Management, Agrosup (Dijon) and the University of Kentucky
- › **The Hermès School**
In Louviers dedicated to the profession of artisanal saddles
- › **Equine veterinary training**
With a veterinary hospital dedicated to the equine sector opening in 2025 in Goustranville

LABORATORIES, RESEARCH & INNOVATION

- › **Normandy Equine Valley**
an exceptional research network for equine health on 2 sites:
 - Goustranville: Research laboratories, imagery rooms with the latest technology and a physiotherapy and re-education centre with swimming pool
 - Saint Contest: A shared platform covering analysis and research hubs, an epidemio-surveillance network for equine diseases and two start-ups dedicated to biosecurity and equine genetics (EQUIWAYS and EQUIBIOGENES)

THE STRENGTHS OF THE REGION

THE EQUURES KITEMARK

The first environmental and well-being kitemark for the equine sector created by the French National Horse Council and covering the whole of France. 60 organisations in Normandy have received this kitemark

AN IMPORTANT INNOVATION ECOSYSTEM

With specialised start-ups:

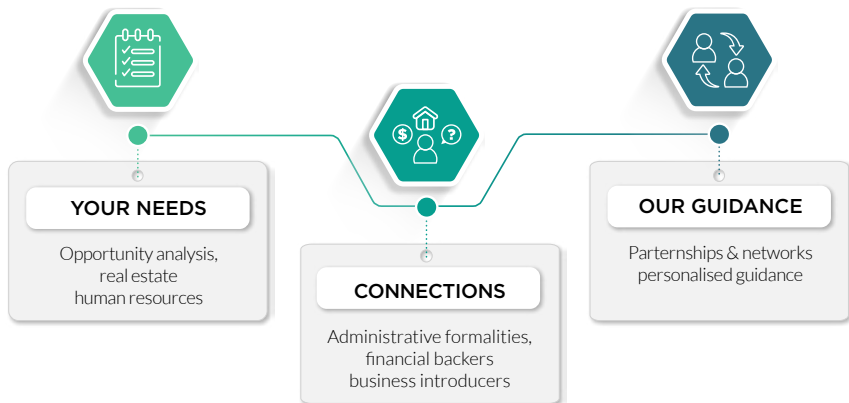
- › **Proximal lighting**, LED lighting solutions for equestrian activities and infrastructure
- › **Equimondo**, management software for equine centres and stables
- › **Animal immune**, solutions to care for certain chronic diseases (asthma and arthritis)
- › **Seaver horse**, connected technologies to improve equine well-being and performance

PRESTIGIOUS AND INTERNATIONAL LEVEL EVENT

- › **Equine events**: These include the Grand Complet at the Haras du Pin, the Arqana sales, the Normandy Horse Show, the Deauville Meet and the Barrière Deauville Polo Cup, as well as the summer events at the Cabourg showground
- › **Normandy Horse Meet'UP**: the leading event in France dedicated to equine professionals, held in Deauville

L'AD NORMANDIE HELPS TO GUIDE YOUR PROJECT

The **WELCOME PACKAGE** offered by our dedicated team is a **free service** with **total confidentiality**



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