

## **Jumping Amsterdam renewed for sixtieth edition**

**The organisation of Jumping Amsterdam is preparing for its sixtieth edition, from 24 to 27 January 2019. The return of the Longines FEI Jumping World Cup™ has meant a change of the programme. The programming is not the only renewal that is planned for 'The Diamond Edition' of the event in the RAI Amsterdam. Jumping Amsterdam is expanding considerably in terms of audience and exhibitor capacity.**

### **Extra hall**

Next edition, Jumping Amsterdam will have an extra hall at its disposal. This hall was previously used for stabling; the stable complex will now be housed elsewhere in the RAI conference centre. Director Annemarike van Putten-Bunschoten explains the new layout: “This additional 4,000m<sup>2</sup> allows us to realise some long-cherished wishes. The exhibition village will be extended with 700m<sup>2</sup>. This way, we can offer our visitors a more varied range of exhibitors, ranging from equestrian sports to jewellery and from the latest models of horse trucks to bridal fashion. We are also expanding the popular ‘party area’ and the sushi bar. A new catering terrace with the appropriate Amsterdam name 'Het Vondelpark' will be built right next to the public warm-up arena.”

### **More visitors**

In recent editions, Jumping Amsterdam sold out completely during the weekend. “We noticed that we had to let people down more often and also earlier on in our preparation. Jumping Amsterdam is a fantastic event, and we want as many people as possible to enjoy it. With the increase in the capacity of the public stand, we can welcome more visitors to the RAI. We are also adding a floor to the hospitality terrace on the long side, creating room for more guests. We appreciate the fact that we can realise these developments in our jubilee year,” says Van Putten-Bunschoten.

### **Program changes**

Sports director Irene Verheul is more than enthusiastic about the new programming: “We are taking a big step forward with our sports program with the return of the Longines FEI Jumping World Cup™. A double world cup status guarantees top participation in both disciplines, which is what an event such as Jumping Amsterdam deserves!”

The main focus is ensuring quality, both for the riders and visitors. Verheul: “The international sports schedule is filled to the brim with highlights, with the FEI Dressage World Cup™ in its usual slot on Saturday afternoon. The final class on Sunday afternoon is the Longines FEI Jumping World Cup™, which means the Grand Prix of Amsterdam has moved to Saturday night.”

Ticket sales for Jumping Amsterdam 2019 – The Diamond Edition start on 1 October 2018. For the full programme and more information, please visit [www.jumpingamsterdam.nl](http://www.jumpingamsterdam.nl).