



ENCI WINNER 2022 & PETS ON CHRISTMAS OPENS AT FIERA MILANO

*Until Sunday, 9,000 dogs, 400 breeds will compete at Fiera Milano Rho to choose the "winner".
Free entrance*

Milan, 16 December 2022 - **ENCI WINNER 2022**, the most important Italian dog show of the year and one of the most prestigious dog events in the world, organised by **Ente Nazionale della Cinofilia Italiana (ENCI)**, opens today. In pavilions 13 and 15 of Fiera Milano in Rho, until Sunday 18 December, there will be more than 9,000 dogs, over 400 breeds represented, 'competing' on 46 different rings. An international jury of 60 experts will have the task of selecting the best ones that will compete for the title of **BEST IN SHOW ENCI WINNER 2022**, parading in Italy's most prestigious Ring of Honour. In order to allow the public to deepen their knowledge of the wonderful four-legged universe, some experts will accompany enthusiasts on guided tours of the pavilions, to discover the history, peculiar characteristics and most curious aspects of each dog breed.

In addition, there will be performances of the most exciting dog sports, such as agility, obedience, dog dance and flyball.

For the first time, **PETS ON CHRISTMAS**, a Christmas village with free admission, has been set up within the event. The village allows the public and animal lovers, together with families and children, to do their Christmas shopping for themselves or for their pets (from collars to leashes, or even harnesses, coats, kennels, bowls, to name but a few), to get to know the products and services designed specifically for their pets, to meet with selected professionals such as educators, veterinarians and groomers, and to spend a fun-filled day, deepening their knowledge on the pet theme at 360 degrees.

*"Such an important presence of dogs once again places ENCI WINNER among the most important events in Europe," says **Dino Muto, President of the ENCI**. "A number that testifies to the vitality of Italian cynophilia, the desire of owners of dogs registered in the Book to participate, the authoritativeness of the system of zootechnical checks that guide towards the correct selection of purebred dogs.*

ENCI WINNER is not only the Exhibition directly organised by ENCI: it is much more. It is a time for comparison and synthesis, for the exchange of experiences, for an in-depth examination of the issues to be addressed and the development of the individual breeds. It is the moment for all of us to meet".

*"This event is a winning combination to make Christmas unique in the company of our four-legged friends," says **Nicola Bonacchi, Director of Hosted Exhibitions at Fiera Milano**. "Thanks to this appointment we go beyond the standards of classic exhibitions, creating a widespread event that can also involve the territory, putting companies in direct contact with the public. Fiera Milano continues to develop projects dedicated to the general public with the aim of creating new events that allow all visitors to the fair to fully experience the city".*





"It is with a certain excitement that we are approaching ENCI WINNER for the first time with the Christmas village PETS ON CHRISTMAS," emphasises Maurizio Cavezzali, CEO of Equipe International and commercial secretary of ENCI WINNER, "confident on the one hand of the consolidated experience that ENCI has acquired over the years in this sector and on the other hand confident that we can provide animal lovers with a special and original moment during the Christmas holidays".

ENCI WINNER 2022 and **PETS ON CHRISTMAS**, cynophilia at Fiera Milano Rho, until Sunday. Free entrance.

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