

SALON DU CHEVAL D'EL JADIDA 2014

THE CONTINUATION OF SUCCESS

By Nada H. Abdelmoniem

FOR HUNDREDS OF YEARS, MOROCCO'S TRADITIONS HAS ENRICHED THE LIVES OF ITS PEOPLE AND OTHERS, NOT WITH JUST THEIR LUSCIOUS FOOD AND FASCINATING HISTORY, BUT WITH PRESERVED RICH CULTURE, AUTHENTIC EQUESTRIAN PRIDE, AND HORSES THAT MAY NOT BE THE PRETTIEST TO THE EYES OF MANY, BUT A SYMBOL OF DELIGHT TO THE HEARTS OF ALL.

Initiated in 2008, Salon du Cheval d'El Jadida is hosted under the Patronage of His Majesty King Mohammed VI and his positive presence and support to the equestrian industry, and organised by the Association of Salon du Cheval, whose president is Prince Moulay Abdellah Alaoui. And under the direct supervision of the Ministry of Agriculture, the seventh 2014 edition of the Salon will take place on October 21st and last until the 26th, 100 kilometres away from the capital Casablanca in the city of El Jadida.

El Jadida has become famous in the national equestrian tradition where more than 1,000 riders from different Jahawiya (regions) of the Kingdom gather. Dedicated entirely

to highlight the importance of the horse, the Salon will display a holistic programme aimed at gathering and federating the equine industry as well as entertaining the public. The Salon is built over a vast area of nearly 45,000 square meters with areas designated for children's activities, indoor equestrian shows, Tbourida, press area, and a food court, attracting the interest of more than 15,000 daily visitors who applaud the celebration of their national traditions. Further to the outdoor Tbourida, the third international show jumping event of the annual Morocco Royal Tour CSI3*-W also takes place indoors, in addition to conferences and an exhibition, an international 'A' Arabian horse show, the National Arab-Barb horse

and the International Barb horse Championships. Salon du Cheval D'El Jadida 2014 has become an annual and essential equestrian tradition for the Kingdom; warm welcomes and hospitalities are not spared and showcasing the solid evolvement of a well-organised event is what the organisers aim to highlight. 

For more information about the Salon, see www.salonducheval.ma

To read more articles about the Salon written by HT, see www.horsetimesegypt.com and search for Morocco.

Photo of Tbourida horsemen by Driss Ben Malek

