



## SALON DU CHEVAL EL JADIDA 2013 BEAUTY AND SUCCESS IN MOROCCO

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UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI AND ORGANISED BY THE ASSOCIATION OF HORSE SHOWS, THE SIXTH EDITION OF SALON DU CHEVAL WAS ORGANISED, YET AGAIN, IN GRAND-COLOURFUL-EQUESTRIAN-STYLE FROM OCTOBER 2<sup>ND</sup> UNTIL THE 6<sup>TH</sup> AT THE HIPPODROME LALLA MALIKA IN THE CITY OF EL JADIDA. THIS YEAR'S SALON OFFERED AN ABUNDANCE OF HORSE-RELATED ACTIVITIES INCLUDING COMPETITIONS AND AN EXHIBITION AREA THAT HOSTED NATIONAL AND INTERNATIONAL PARTICIPANTS.



The halter show



Horse show



The Barb horse of Morocco

### MOROCCO:

Majestic, historic and beautiful are only some of the words that one could use to describe Morocco, a country of unique culture and beautiful landscape. From the rugged Atlantic coastline to the quiet majesty of the Sahara Desert, the Kingdom has a lot to offer as a destination – and that’s just the scenery. Visiting the Imperial cities and the various historical monuments reveals a culture heavily influenced by tradition, one that is entirely different from other Arab cultures.

The ancestors of the Moroccan Arabs originated in the Arabian Desert. From there, they gradually migrated into northern Africa. Over the centuries, the Arabs have become somewhat intermingled with the Berbers, and this has influenced their way of life. Nevertheless, the two groups have remained distinct.

Moroccan cuisine is extremely refined and delicious; it is a mix of different cultures. Several Moroccan cities are famous for their culinary arts with Rabat being the most famous, then Fez, Tangier, Marrakesh and Meknes. Over the centuries, they created the basis for what is known as Moroccan cuisine today, blending ginger, saffron, mint, cinnamon, olives, and fruit with savoury meats to create a unique and tasty flavour appreciated around the world.

### EI JADIDA:

The Portuguese fortification of Mazagan, now part of the city of El Jadida, 90-km southwest of Casablanca, was built as a fortified colony on the Atlantic coast in the early 16th century. It was taken over by the Moroccans in 1769. The fortification with its bastions and ramparts is an early example of Renaissance military design. The surviving Portuguese buildings include the cistern and the Church of the Assumption, built in the Manueline style of late Gothic architecture. The Portuguese City of Mazagan - one of the early settlements of the Portuguese explorers in West Africa on the route to India - is an outstanding example of the interchange of influences between European and Moroccan cultures, well-reflected in architecture, technology, and town planning.

### THE SALON:

The theme of this year’s Salon was “The horse tradition of shining Morocco” which highlighted the unique equine heritage of the Kingdom and its devotion to traditional equestrian arts and Moroccan horse trading worldwide. According to the organisers, the Salon registered some 250,000 visitors, a number higher than the Salons organised in the previous four years.

The richness and diversity of the products displayed at the Salon in the international villages represented farmers, regions, art and culture, and honoured the multiple segments of Moroccan crafts: embroidery, damasquinerie, upholstery and silver.

On the first day, an equestrian display of Arabian horses presented by Morocco’s national studs charmed visitors, followed by a show of aerobic training, demonstrated by the riders of the Equestrian Art School of Marrakech, as well as training presented by London 2012 Olympic dressage rider, Yassine Rahmouni, the first rider to represent Morocco at an Olympic equestrian event.

The horse shows were in full swing throughout the week to the delight of thousands of spectators who were present. Just like every year, the Salon’s programme was very busy, between demonstrations and competitions.

The Children's Village offered many activities related to the horse with a play area presented by the Office of Water and Forests and the Fight against Desertification.

Several conferences were also organised and led by a host of researchers and experienced experts in the field and focused on themes relating in particular to 'joint injections in horse sports', 'septic arthritis: diagnosis and treatment and assessment of recovery time after exercise', alongside cultural seminars, which highlighted the key role of the horse in civilisation, the strengthening of the Moroccan army and international relations throughout the centuries and the history of Morocco.

#### THE CHAMPIONSHIPS:

Alongside the third leg of Morocco's Royal Tour, the World Cup Arab League Show Jumping competitions, the Barb and Arabian horse championships (Class A and B) were held, in which many of the wins went to the Kingdom of Saudi Arabia as HRH Prince Fahad bin Sultan won junior males, senior males and females in the International Thoroughbred Arabian Horse Show A. Haras Royal De Bouznika of Morocco competed well with Saudi and also won many of the categories.

The show jumping was no less wonderful as up to 20 nations competed for total prize money of 46,000 Euros. Expectations were high for the local favourite Abdelkebir Ouaddar, but a young Syrian on the scene is turning heads, Amre Hamcho, along with the likes of Saudi Olympic champion Abdullah Al Sharbatly, Egypt's Sameh El Dahan and France's Philippe Rozier. Eventually, Al Sharbatly riding Exclusive won the Grand Prix, while Ouaddar and Quickly De Kreisker were placed fourth, and Sameh El Dahan on Suma's Zorro were placed sixth.

#### THE CULTURE:

Recognised as a prestigious sporting and cultural event nationally and internationally, the magnificent spectacle of the Tbourida today is inseparable from the Moroccan socio-cultural identity and always captures the enthusiasm of thousands of visitors. In line with the national strategy introduced by the Ministry of Agriculture, the Tbourida strengthens and expands the development and sustainability of the equine industry in the Kingdom. Visitors from 16 regions poured into the Salon, demonstrating the commitment of Moroccans, lining up all afternoon to hail and embrace Moroccan identity.

#### THE EXHIBITION:

The exhibition space hosted international exhibitors from Saudi Arabia, Tunisia, Algeria, Belgium, Germany, Hungary, and France - representing 30 different equine trade industries. They brought together world-renowned operators specialised in horse breeding, equestrian sport, transport and the health of the horse, with Turkey being the guest of honour at the 2013 edition. 🏠

*For full competition and championship results, see:  
<http://salonducheval.ma/en/competition-and-championship-results.html>*

*All photos courtesy of  
Salon du Cheval/Mustapha Meskine*



*The thrilling Tbourida*



*Abdullah Al Sharbatly*



*Motaab Al Shamari of Al Khalediah*