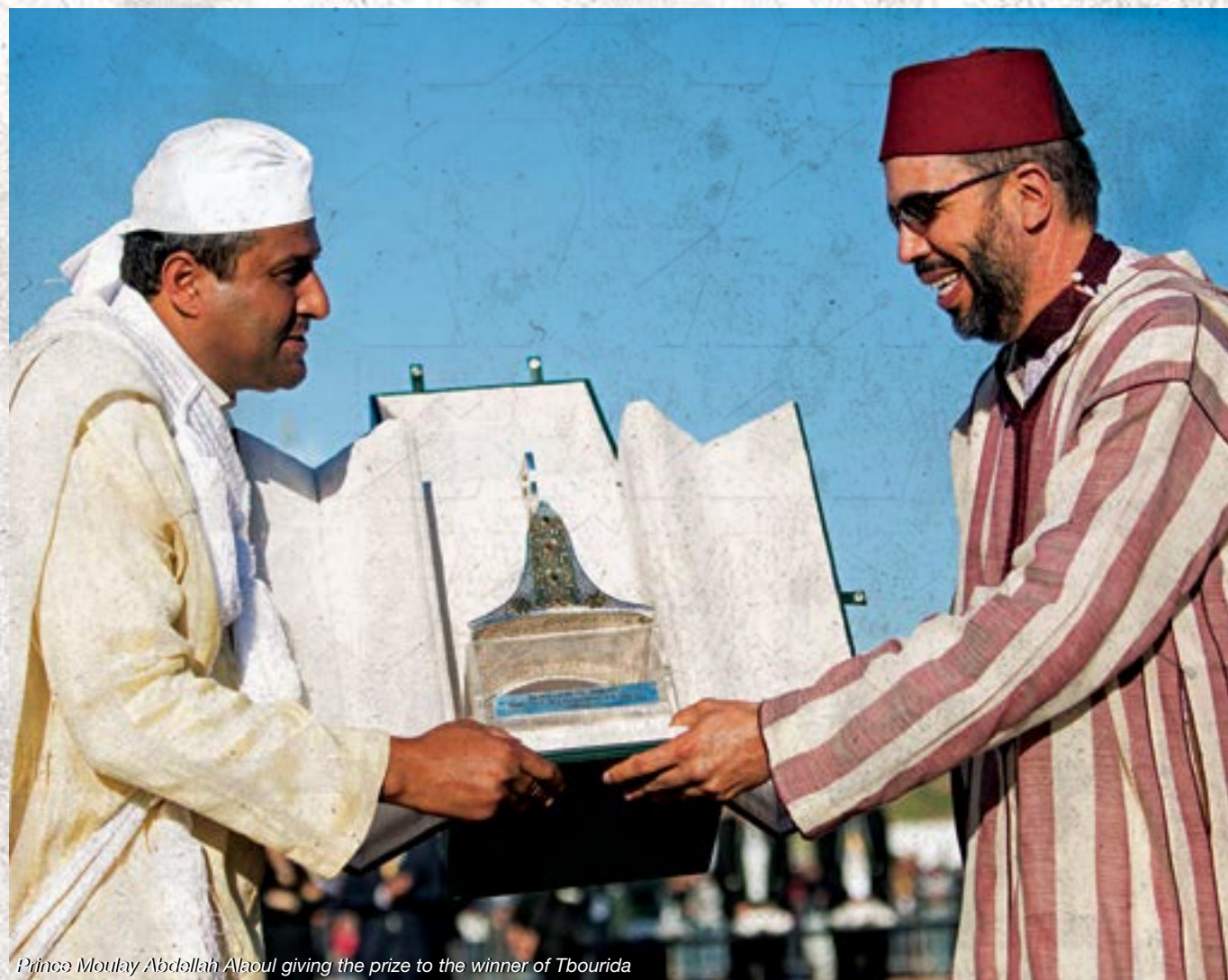




THE 9TH SALON DU CHEVAL D'EL JADIDA
CARRIES A MESSAGE OF REVIVAL TO
THE TRADITIONAL EQUESTRIAN ART

By Khaled Assem



Prince Moulay Abdellah Alaoul giving the prize to the winner of Tbourida

THE PRESIDENT PRINCE MOULAY ABDELLAH ALAOUL

"Since the launching of our first edition in 2008, under the patronage of his Majesty King Muhammad IV, the SALON DU CHEVAL has strived to have an effective contribution to the development of the horse breeding sector and also to the spread of the Equestrian culture in Morocco."

"Our commitment makes the "SALON DU CHEVAL" an annual gathering for the Equestrian audiences and professionals. This year the show's theme is "Traditional Equestrian arts", which stresses on our commitment

to the rise of the traditional equestrian crafts."

"In October the Salon Du Cheval d'El Jadida hosted multiple nations which sponsor riding and horses, because this Equestrian heritage cannot be developed unless there is a huge international collaboration. We hope to see our audiences as scheduled to visit and participate in the activities held in the Salon du Cheval, honouring the traditional Equestrian arts of Morocco."

THE HIGHLIGHTS OF THE 8TH EDITION

- 7 days
- 700+ exhibitors

- 30 nationalities
- Portugal as a guest of honor
- 1000+ horses
- 700+ riders.
- 220,000+ visitors including 20,000 children
- 450+ international and national certified journalists
- 455,699,387 followers
- 80+ articles covered the event
- 100+ interviews for the press
- Signing a partnership agreement with the "Arabian Horse Organization"
- The visit of His Majesty Prince Abdul-Aziz Ahmed Ben Abdul-Aziz, president of Arabian Horse Organization

- The visit of His Majesty Sheikh Sultan Ben Zayed Al-Nahyan
- The organisation of His Highness Sheikh Mansour Ben- Zayed's "Arabian Horse Photography Competition"
- The visit of His Highness Sheikh Humaid bin Rashid Al Nuaimi, Prince of Ajman state, UAE

THIS YEAR'S EDITION

The 9th SALON DU CHEVAL had a very rich programme which included high standard national and international competitions, in addition to a variety of artistic shows and cultural activities.

THE THEME: "The traditional Equestrian Arts"

The Salon du Cheval sheds the light on the Moroccan Equine industry, from craftsmen to breeders, through promoting the richness of the kingdom in the field with its unique Tbourida and Barb horses. Horses are considered as a major attribute to the Moroccan history that requires protection and preservation. The show is a method of reminding us of the historical crafts related to the Equine industry, like blacksmithing and gun manufacturing which are almost vanishing nowadays. The 9th Salon du Cheval encourages the revival and development of these crafts.

CHAMPIONSHIPS

1) Moroccan Breeders Cup for Arabian Horses

This contest is organised by the Salon du Cheval in partnership with Arabian Horse Organization. The event introduces horses which were originally selected from regional and national Arabian Horse Beauty competitions.

2) The International Arabian Horses Beauty Competition

This competition is organised in partnership with The Moroccan Royal Association of Horse Breeders and The Royal Company. It includes about a hundred "A" class horses representing different



Gaetan Decroix, Ibrahim Bisharat, Abdelkebir Ouaddar, Fabienne Daigneux-Lange & Plus Schwizer



Mrs. Mouna Mohattane, the Communication Manager of Salon Du Cheval

European and Middle Eastern countries; the competition adheres to the rules of The European Conference of Arab Horse Organization.

3) The International Barb Horses Championship

The event is held under the sponsorship of the International Organization of Barb Horses (OMCB) where 60 horses, representing different North African and European countries, compete.

4) Arabian Horse Riding Competition

This competition is being held for the second time since the start of Salon du Cheval, where riders from France,

UAE and Morocco compete in riding and taming Arabian horses.

5) The Horse Endurance Competition in Atlas Forest

This competition is being held for the first time in the history of Salon du Cheval, located in the amazing natural routes of Atlas Cedar Forests.

6) World Showjumping Competition 1*/3W*

This competition is considered as one of the largest Equestrian events in the world; it includes 13 Longines competitions which award 3 grand prizes for CSI3* that qualify riders to the World Cup. The schedule

also has 18 games in CSI1*, in which all of the games are supervised by the world Equestrian university. The prize money for each of the CSI3* competitions is 177,000 Euros, in addition to 50,000 Euros which is the prize money for each of the 1* competitions.

7) His Highness Sheikh Mansour Ben Zayed Equine Photography Competition

In the 9th edition of Salon du Cheval, the Arab Photographers Union holds a photography competition, with the title of "Arabian Horses" in addition to having "Tbourida" as a new attribute. Five photographers were chosen as winners during the Salon du Cheval.



The International Barb Horses Championship



The International Arabian Horses Beauty Competition



School Children attending the Salon

AN EDUCATIONAL ASPECT

The exhibition hosts more than 20,000 children aiming to introduce the Equestrian world to the younger audiences. This introduction was given through a series of fun and entertaining events, which included:

- Pony riding classes
- Horse games
- Horse-cart rides
- Magic Games and makeup workshops
- Photography lessons
- Art lessons

TESTIMONIALS

- OMAR SKALLI, Director of SOREC

"We are proud to introduce such a rich contribution through the beautiful "Salon du Cheval", which is really one of the best horse shows in the world"

- HIS ROYAL HIGHNESS PRINCE ABDULAZIZ BIN AHMED AL-SAUD, President of Arabian Horse Organization

"We are blessed today as we are going to sign a partnership agreement with "Le Salon du Cheval". As we all know, this corporation is a leading entity that supports the Equestrian industry and we are keen on supporting sports that are related to Arabian horses."

- Doctor Mohamed Machmoum

"This year, the championship is carrying more than one title, beginning with the best quality of participant horses. Then, in terms of number, we have broken all the records. And finally I can also assure that we have an extraordinary infrastructure. Without any exaggeration, I can definitely say that "Le Salon du Cheval", is considered one of the best international horse shows".

- LORENZO, International Equestrian Artist

"Changing the structure of the location like that, gave "Le Salon du Cheval" an international dimension, which I truly find amazing".