

HIGH TECHNOLOGY  
AND STRONG TRADITIONS  
ON SHOW AT THE



# DUBAI

## INTERNATIONAL HORSE FAIR 2008



### *New Generation of Equipment and Suppliers Transforms the World of Horse Racing & Riding*

While the horses were the stars of the show at this year's Dubai International Arabian Horse Championship, much of the advanced equipment on display proved to be a major attraction for the thousands of local and international visitors at the Dubai International Horse Fair 2008. As the value of championship racehorses and leading bloodstock climbs higher, supply and service companies are applying the latest techniques dedicated to the welfare and full development of the horses. Over 200 companies from 30 countries participated in this year's fair with many using the event to showcase the latest products and profile new advances in treatment and training techniques. "This year, we're seeing the highest level of new launches that the event has ever hosted and much of the technology on display is very impressive. International and regional companies are competing hard to raise their profile within the Middle East, which provides an important stimulus for the whole sector," said Abdulla Qassem, Board Member - Higher Organising Committee of Dubai International Horse Fair and Dubai International Arabian Horse Championship.

HHP (Home Health Products) Tradetion, a leading supplier of tested medical

devices in the area of massage technology, recently developed a new high-tech massage blanket for horses in close cooperation with veterinary surgeons and top riders. This product, being launched in the Middle East at this year's exhibition, has already been adopted by the most famous world champions and has been a highlight among the majority of visitors at the show. First-time exhibitor Coolmedics Europe, a company selling cooling products for horses and riders like blanket, vests, boots, hocks, caps and so on, have also reported strong interest in their products from visitors at the show. In addition, H R Medics, the UK's premier supplier of therapeutic horse care products and long time exhibitor at DIHF, introduced to the region the innovative Game Ready Equine System, an accelerated recovery system designed to help prevent injury, treat soft tissue injuries and aid post operative rehabilitation by delivery of active compression and dry cold therapy simultaneously. Building on last years successful introduction of seminars and exhibitor presentations at DIHF, veterinarians and horse owners are participating in meetings running alongside the show to discuss key issues in the industry. HT