

SALON DU CHEVAL D'EL JADIDA 2018

**A SPECTACULAR SHOWCASE
OF MOROCCAN CULTURAL HERITAGE**





AZIZ AKHANNOUCH - Minister of Agriculture with DR.EL HABIB MARZAK



Tbourida



DR. MOHAMED MACHMOUM with EGYPTIAN ACTOR MOSTAFA SHAABAN



UPON OUR FINAL STOP IN EL JADIDA TO ATTEND THE CSI4* SHOWJUMPING COMPETITIONS,; WE COULDN'T MISS THE WORLD CLASS EQUESTRIAN EXHIBITION "LE SALON DU CHEVAL". IT'S ALWAYS MESMERIZING TO GET TO ATTEND AND WATCH ALL THESE EQUESTRIAN FESTIVITIES ALL AT ONE AMAZING PLACE LIKE MOROCCO.

WORD OF THE PRESIDENT

CHARIF MOULAY ABDELLAH ALAOU

Since 2008, Le Salon du Cheval d'El Jadida » has contributed, under the High Patronage of His Majesty King Mohammed VI, to the development of the equine sector in the Kingdom of Morocco. Several national and international high-level competitions or exhibitions related to horse activities are organized to attract audiences from all over the world.

The varied program that organizers have created consists of many equestrian, cultural and artistic activities help to attract diversified and bigger crowds.

Le Salon du Cheval d'El Jadida, has become the showcase of our rich culture heritage related to the

equine patrimony. It is also an occasion for Moroccans to express their attachment towards this noble creature, which is the principal factor in the development of the equestrian activities and horseracing professions in Morocco. This horse assembly is an inescapable platform for key players in the horse sector to meet and exchange competence.

At an international stage, Le Salon du Cheval d'El Jadida » has gained a strong reputation. It stands among the most famous horse exhibitions in the world thanks to the activities proposed and the numerous opportunities that it provides to the participants. It is a compulsory event for many foreign attendees every year.

WORD OF THE COMMISSIONER

DR.EL HABIB MARZAK

Under the High Patronage of His Majesty King Mohammed VI, the 10th edition of Le Salon du Cheval d'El Jadida was held from 16th to 22th of October. The global organization along with the program was conceived to give a special touch to this edition.

At such an important step, we are aiming to celebrate this edition, by highlighting the evolution and the progress of the event since its first edition in 2008.

Dedicated spaces are established for this purpose.

The theme "Le Salon du Cheval, 10 years of pride and passion" gives an idea of the direction of the 2018 edition and reflects the permanent commitment of all the stakeholders involved in the rise of the equine sector in our country.

The high-level program included an International Arabian Horse Show featuring world-class horses, the International Barb-Horse Championship, a unique competition in the world where Barb horses from the Morocco and Europe compete, and the International show jumping CSI 3 *W qualifying Grand Prix for the World Cup, Africa and Middle East area, and representing the 3rd round of the Morocco Royal Tour.

A remarkable equestrian show was also within the program and held for two nights during the event, in addition to cultural and scientific conferences related to the theme of this edition.

In the Tbourida area, the best Sorbas of the Kingdom exhibited their skills every afternoon and competed for the 2nd edition of the prestigious "Grand Prix De Sa Majestè Le Roi Mohammed VI De Tbourida ".

**PRESENTING THE THEME
EQUESTRIAN SPORTS IN MOROCCO**

This year, the Salon du Cheval d'El Jadida highlighted all the interveners in the national sector engaged in the promotion of the horse through equestrian sports. Indeed, if the horse is generally associated with cultural activities like the "Tbourida", his skills, including those of the Barb race, which make him the perfect companion for many modern sports activities.

Thus, training, teaching of horse riding, endurance, aerobatics, polo or equestrian tourist hikes forms a set of activities that highlight the use of the horse and contribute to socio-economic development of our regions, especially our rural areas. Beyond the traditional competitions,

This Eleventh Edition is the opportunity to discover and better understand the horse role and challenges in the consolidation and implementation of new wealth-creating activities. In El Jadida, owners, breeders and operators are here to meet and discuss their experiences, in the perspective of a joint reflection on the future.

Photos by Salon Du Cheval D'ElJadida PRESSE