

SALON DU CHEVAL D'EL JADIDA

THE HORSE, ARTS AND CRAFTS

By Khaled Assem

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THE EQUESTRIAN INDUSTRY, WITH ITS VARIOUS DISCIPLINES, REPRESENTS A DYNAMIC RELATIONSHIP BETWEEN HORSES AND HUMANS IN DIFFERENT SOCIAL FRAMES. FOR EIGHT YEARS, SALON DU CHEVAL D'EL JADIDA HAS BEEN THE SOUL OF THE HORSE INDUSTRY IN MOROCCO. LEAPING FROM ONE LEVEL OF SUCCESS TO ANOTHER, THE SALON HAS BEEN CREATING UNPRECEDENTED RECOGNITION IN THE DEVELOPMENT OF THE INDUSTRY. YEAR AFTER YEAR, IT HAS ENGRAVED A DEEP AND ENDURING INFLUENCE ON THE SOCIO-ECONOMIC, CULTURAL, TOURISTIC, SPORTING AND RECREATIONAL LEVELS OF OUR SPORT.

A WORD FROM THE PRESIDENT OF THE ROYAL FEDERATION FOR EQUESTRIAN SPORT (FRMSE) PRINCE MOULAY ABDELLAH ALAOUI:

Held under the High Patronage of HM King Mohammed VI, Le Salon du Cheval d'El Jadida contributes every year, since its inception in 2008, to the development of the equine industry in the Kingdom.

Within a few editions, this event has become an essential meeting place for professionals. Several horse-related activities are organised within the framework of national and international competitions and exhibitions of a high level.

The entertainment program remains in a main feature of this professional fair which solidly combines leisure, cultural, artistic, sporting and recreational equestrian activities.

The importance and diversity of horse-related professions and their positive impact on the economic sector have motivated the choice of the theme of the 8th edition "The Horse: Arts and Crafts". It reflects the desire to provide a discussion platform and exchange for professionals in the industry.

Le Salon du Cheval d'El Jadida and the horse industry in Morocco cannot develop properly unless the fair gains international recognition. That's why Le Salon du Cheval has made international cooperation a main focus of development. Thus, this year's guest of honour is Portugal. The participation of this country in Le Salon du Cheval d'El Jadida is an opportunity to consolidate cooperation ties between the two countries in the horse industry and offers Portugal the opportunity to highlight its equestrian tradition in Morocco. Morocco will get the opportunity to discover the rich and diverse Portuguese equestrian history as well. This partnership might consolidate the exchange of expertise and promote the horse field as well as reinforce the development of equestrian patrimony in these two countries that have an age-old equestrian tradition.

A WORD FROM DR. EI-HABIB MARZAK, THE COMMISSIONER OF SALON DU CHEVAL D'EL JADIDA:

The Horse Fair continues to forge ahead by relying, as usual, on the national and international competitions, the high level championships and contests as well as on the outstanding riders and participants. The purpose is to make this event a springboard for a better reorganisation of this sector, and to serve as a meeting platform for expertise exchange aiming to promote the horse industry that the organisers intend to reinforce over the coming editions.

The 8th edition shed the light on the Moroccan equestrian patrimony that says a lot about the place and culture of the horse in Morocco. From this perspective, the programme comprises many cultural and scientific conferences that reflect the interest of the institutional officials and the operators to promote the crafts related to the horse.

This edition will grant a new lease to this event that gained its reputation thanks to activities which might push the programmes of breeders and their awareness of the latest horse breeding techniques.



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



DR. EI-HABIB MARZAK



Nelson Pessoa and Khaled Assem



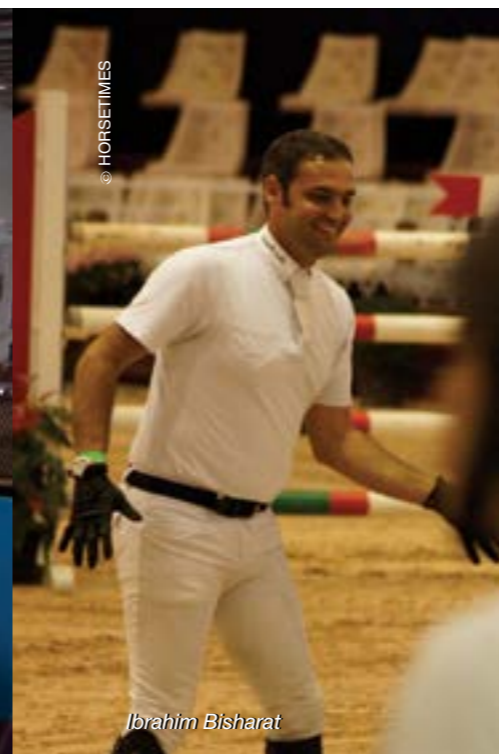
Jean-Marcel Rozier



Nabila Al Ali



The exhibition centre



Ibrahim Bisharat



Suzanne McKane and Nadia Shahby



Ismail Shaker



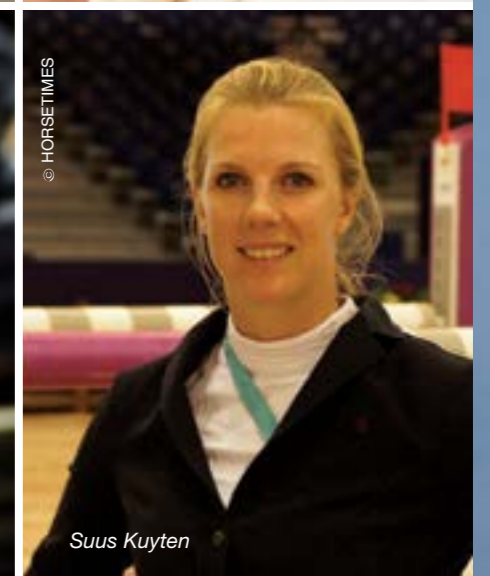
Leina benkraba



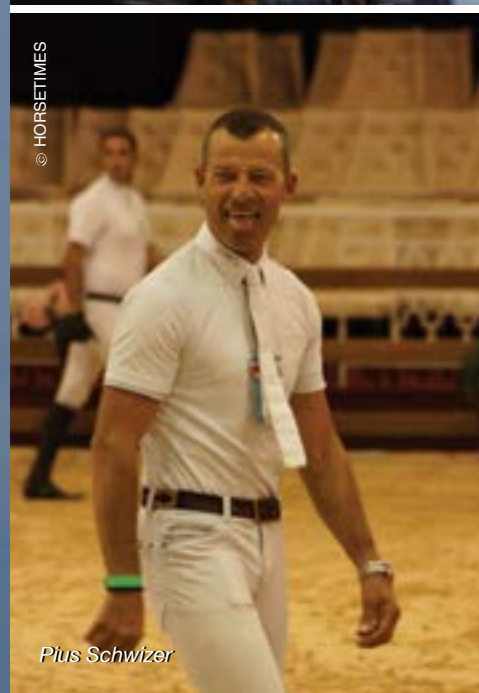
Amin Fares



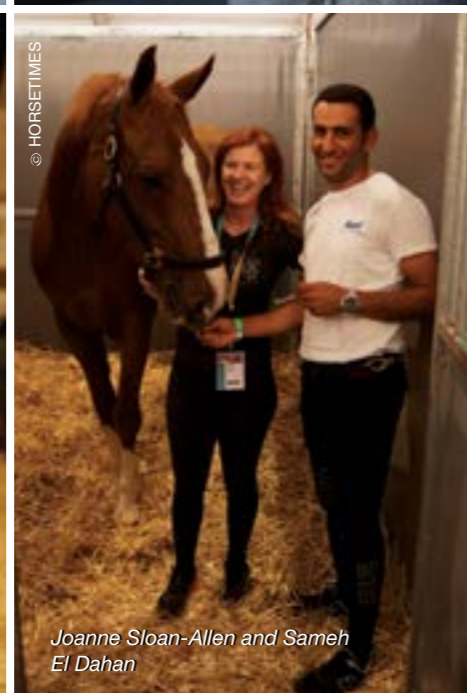
The Hamcho brothers



Suus Kuyten



Pius Schwizer



Joanne Sloan-Allen and Sameh El Dahan



Majid Djaidi



VAN PAESSCHEN Senior



The ring master



Mr. Badre Fakir



Nadja Peter Steiner



Julien Gonin



Marrion Hughes



António Matos Almeida

HORSE ECONOMY IN MOROCCO

The promotion of employment in the horse industry plays a significant socio-economic role that leads to the sustainable development of the rural sector and boosts the activity in the rural regions. Therefore, promoting jobs in this field through training and supervision plays an important role in the success of the strategy of developing the equine sector, which contributes to the strengthening of the horse's role in the national economy.

INTRODUCING THE CONCEPTS OF HORSEMANSHIP TO THE CHILDREN OF MOROCCO

In an amazing attempt to plant the values of Horsemanship within the youth and to educate them further about the importance of bravery, chivalry, patience, respect, and foremost, being compassionate. The Salon du Cheval invites every year around 20,000 school children free of charge to demonstrate the above values and engrave them in the minds and hearts of the coming generation.

SHOW JUMPING

This was the third leg of the Moroccan Royal Tour. More than 20 nations, represented by prestigious horse-riders, including Olympic Games medallist's, World Equestrian Games participants and the various continental champions, as well as a host of world stars of jumping.

CSI 3*W

Total number of athletes: 60

Number of home athletes: 15

Number of foreign athletes: 45

Number of horses per athlete: 3

CSI 1*

Total number of athletes: 60

Number of home athletes: 40

Number of foreign athletes: 20

Number of horses per athlete: 2

EVENT CATEGORY: CSI3*W PRIZE MONEY: 177, 000 €

EVENT CATEGORY: CSI1* PRIZE MONEY: 18, 000 €

TOTAL PRIZE MONEY: 195, 000 €

CSI3*W GRAND PRIX DE SA MAJESTE LE ROI MOHAMMED VI Prize money: 61, 500€

The results of the Grand Prix:

1st place: António Matos Almeida (POR) & NIKEL DE PRESLE

2nd Place: Nadja Peter Steiner (SUI) & CAPUERA II

3rd Place: Ramzy Hamad Al Duhani (KSA) & Al Capone

4th Place: Fabienne Daigneux-Lange (BEL) & VENUE D'FEES DES HAZALLES

5th Place: Abdelkebir Ouaddar (MAR) & QUICKLY DE KREISKER

For full results: www.mrt.ma/en/6th-edition-2015/eljadida.php#

ARABIAN HORSES

This industry has been growing as it needs years of experience and trials. Dr. Machmoum, an authority in the field has expressed that for this industry to flourish further, the infrastructure has to develop. This lies in training more judges, training more veterinary support, creating an open forum where breeders could discuss their difficulties and their strengths. Those guidelines presented and incorporated within the vision of The Salon du Cheval d'El Jadida. Through such strategies one can positively measure the rate of progress.

For full results check www.salonducheval.ma/details8/competition-championship-results

TBOURIDA AS A CULTURE

As part of the national cultural identity and constituting a strong expression of collective joy, Tbourida is a very popular sport to celebrate national and religious holidays. At the Salon du Cheval, each region, through its Sorba Tbourida composed of 15 riders on beautiful Arab-barbs richly caparisoned, displays its skills inherited from generation to generation. The colourful spectacle of Tbourida is a contest of speed, endurance, grace, discipline and manoeuvrability for Morocco's horsemen and horses.

The word Tbourida is an Arabic term that means ostentation. It derives from the word Baroud, which means the gun powder traditionally put in old muzzle-loading long rifles called Jezzails. It is an event demanding both perfection and cohesion. It is a traditional art, where horse riders charge simultaneously and fire their Jezzails towards the sky at the end of the charge. Bardiya means riders in Arabic dialect and is a word derived from Tbourida, now considered to be a noble art within Moroccan cultural heritage.

This popular art dates back to the fifteenth century and refers to the heroism of the horse riders and warriors, whose praises are sung and glorified by the Baroud with the Jezzail. "Tbourida was used in the Harkates, which means the attack of a tribe by another" said Dr. Zouzi, president of the association of popular art and social affairs in Skhour Rhamna. During those battles, the horse riders of each tribe had to defend the pride of their tribe against their opponents. To own a horse and to be a Bardi, horse rider at the Tbourida, is a huge honour for the tribe, and each tribe has its own way of demonstrating its pride. This used to be an art reserved for nobles and the wealthier members of the tribe. Nowadays, however, anyone can purchase a horse and join a Tbourida team. "It is an ancestral art that is transmitted from father to son and it is easier to become a Bardi if your relatives and ancestors were Bardi", said Dr. Zouzi.

The Tbourida today follows specific rules in direct affiliation with its roots. In a bordered field about 200 meters long, teams of three to 20 riders perform for the pleasure of their guests. Spaced around the ground, magnificent tents welcome the contestants and their guests during the days of each festival.

For full results: www.salonducheval.ma/details8/competition-championship-results

EQUINE PHOTOGRAPHY AND YOUTH ART CONTEST

The Union of Arab Photographers organised a competition in photography devoted to the Arab horse and open to all Arab photographers. Five finalists were selected and received awards during the show.

Art has no age! Salon du Cheval also organised a competition in painting and drawing for children from Rabat, Casablanca, Safi and El Jadida.



Mr. Mohamed Oussidhoum & Mrs. Yvonne Lavagne D'Ortigue





NATIONAL STUD OF EL JADIDA

On the 8th sitting of Salon du Cheval d'El Jadida, SOREC presented its latest creation to the press: the National Stud of El Jadida completely rebuilt and now operational after two years of work. The Royal Society is working daily to promote the breeding of different breeds of Moroccan horses. The stud farm is believed to be a facility that is going to make immense changes in the practice of riding.

This stud farm offers modern and efficient facilities for the best techniques of reproduction and care of the horse and accommodation of mares. The National Stud has top-class facilities dedicated to natural mating and artificial insemination.

The establishment of El Jadida has 72 stallions. "It also offers the equestrian club benefits", said Mohammed Oussidhoum, director of the National Stud of El Jadida.

The stud was created on an area of 5 hectares. Its aim is to broaden skills related to the sector. Practical training is also provided for the benefit of employees of the Royal Society for the Horse Encouragement (SOREC), as well as farmers and people working in farms with the aim of improving the technique of livestock and quality of the horses and to produce the best horses for the best uses whether for the Tbourida, equestrian sports, or sale.

It should be mentioned that the stud of El Jadida had preserved its purely military role until 1946, when it came under the civilian authority of the Ministry in charge of agriculture. It is specialised in the production of race horses and Tbourida.

EQUESTRIAN NIGHTS

The 8th edition of the Salon held once again a lot of magic and emotion. For the main equestrian show, the horse show brought together national and international talented artists, directed by Maurice and Fabien Galle.

-Lorenzo (France): An international artist who has performed in more than 28 countries. Why is he called the "Flying Horseman", "Horse Enchanter" or "Flying French Man"? He performs with his 12 Camargue horses in a perfect harmony and complicity. It is a very emotional show.

-Club Escola Menorquina (Spain): Menorca is one of the Balearic Islands where the horse is an important component in the socio-cultural life. Accompanied with their Menorcan horses, riders perform equestrian and dressage, extraordinary shows.

-Traditional Hungarian show (Hungary): The troupe presented performances of the Hungarian equestrian tradition, showing the dressage techniques of Hungarian race horses, harnessed in old fashion style by farmers. They showed us the Hungarian art of the High School of Dressage, as practiced before by Hungarian soldiers.

-The Republican National Guard (Portugal): Presented a carousel, High School shows, the Charanga of Lisbon.

-FAR /DGSN / SOREC / Marrakech Art School: FAR, DGSN, SOREC and the Marrakech Art School presented an original and captivating performance of their cavalry.

-KHALID EL KHOUMSI Moroccan reining artist. 🇲🇦