

# 8<sup>TH</sup> DUBAI INTERNATIONAL HORSE FAIR ENGAGES REGION'S EQUINE INDUSTRY



## THE MIDDLE EAST'S LEADING EQUESTRIAN EXHIBITION SECURED SUCCESSFUL TRADING PLATFORM

The eighth edition of the Dubai International Horse Fair (DIHF), the Middle East's leading equine exhibition, closed with reports of successful business and potential partnerships for many of the 200 plus exhibitors that participated from 35 countries. The event, which ran from 15 – 17 March, 2012 at the Dubai International Convention and Exhibition Centre (DICEC), was a showcase for the latest equipment, products and services to the Middle East's booming equine industry.

Abdulla Qassem, Board Member - Higher Organising Committee of Dubai International Horse Fair and Dubai International Arabian Horse Championship, said: "Exhibitors at Dubai International Horse Fair crossed the finish line with great success for everyone. The regional equine industry is well developed and will continue to offer excellent opportunities for international companies wishing to expand their markets. We are delighted that the show delivered tangible benefits for all and we are looking forward to a greater event next year."

With companies from all around the world making their debut at this year's three-day show, such as Bockmann

Fahrzeugwerke GmbH, Duralock Performance Fencing, Medical Plus Middle East FZE, Mohammad Refaat, Nasser Bin Ibrahim Al-Dibeahy, Trailrider Saddles and many more, the show includes the latest developments in equestrian equipment, products and services, complementary and alternative therapies for horses, live equestrian demonstrations and riding classes.

The US\$ 4 million Dubai International Arabian Horse Championships, which was held alongside DIHF, again attracted large crowds, with its excellent showcasing of the beauty, agility and heritage of purebred Arabian horses.

"The participation of Shadwell and Shadwell Farm is very important as we always receive great interest and inquiries during this year's DIHF from relevant exhibiting companies as well as visitors about specific stallions or mares," said Masoud Mohammed Saleh of Shadwell.

"The attendance was overwhelming by all means this year. It was the most crowded Horse Fair ever" said Khaled Ghanem Al Omairi, General Manager, Ajman Stud. "The visitors showed real interest in us and we have received many inquiries through telephone and email. There has been a lot of business during this year's DIHF".

"This year's DIHF proved to be very lucrative for us as we were able to

sell four paintings with prices ranging between AED 35,000 and 150,000 and I have further discussions with potential clients to sell six more," said Mohammed Refaat, Artist and Interior Designer, who participated in the DIHF for the first time. "The success we achieved has surpassed our expectations and the yield was wonderful. We were visited by a number of artists who were impressed with our offerings. This great accomplishment will drive us to come back to the event."

"Our honour was crowned by a visit of His Highness Sheikh Mohammed bin Rashid Al Maktoum, who stopped by and viewed the paintings. I really appreciate His Highness' great passion for true art," he added.

Another artist, the British Charlotte Bowskill, who has a shop to sell paintings inspired by the delightful equestrian world, showcased a group of paintings for distinguished European artists. "I am very happy with my participation in DIHF that allowed me to meet with many new clients," said Bowskill. "I have signed a new contract during the show to deliver a number of specially crafted paintings to a VIP in Saudi Arabia." Bowskill, who's new to the show, sold five paintings over the three-day exhibition with prices ranging between AED 8,000 and 25,000. "I look forward to my next participation in the Horse Fair. I'm a big fan of Dubai and this event makes me very connected to this beautiful city and the lovely world of Arabian horses." 