

AFTER TWO YEARS OF CANCELLATIONS
DUE TO COVID-19

THE SALON DE CHEVAL D'EL JADIDA

MAKES A REMARKABLE RETURN THIS YEAR

By Menna Loutfy



SINCE 2008, THE ASSOCIATION OF THE SALON DU CHEVAL HAS ORGANIZED THE SALON DU CHEVAL D'EL JADIDA IN OCTOBER OF EVERY YEAR, PRESIDED BY CHARIF MOULAY ABDELLAH ALAOUI AND HELD UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI IN MOROCCO.

Held under the theme of The Horse Factor of Territorial Development, the amazing exhibition aims to support and encourage to the development of the equine industry in Morocco as well as contribute to the promotion and protection of the Moroccan rich intangible equestrian heritage.

Over the years, the exhibition was able to impose its impact and presence within the professional circles as an unmissable annual meeting for horse lovers around the world and especially the **Middle East**.

A variety of fun activities related to the horse are included in the program, where high-level national and international competitions and exhibitions are organized: the International Barb Horse Championship, the Champions' Cup for Arab-Barb Horses, International Arabian Horse Show "A", and **The Moroccan Arab horses breeders' cup**.

And of course, the cherry on-top is always the **Grand Prix of His Majesty King Mohammed VI** of Jumping in the category of four stars, that is the third leg of the **Moroccan Royal Tour** which has a world cup qualifier that also attracts top world riders.

On this year's **2022** Edition, more than **100** exhibitors were in part of the exhibition presenting different countries, more than **1000** horses were part of the whole spectacle, that included jumping horses, tbourida horses, pure Arab blood horses as well as Arab Barb horses. The traffic was beyond expectations with **220k** national and international attendees.

"Since the organization of the first edition in 2008 and thanks to the efforts made, the Salon du Cheval d'El Jadida has become a major equestrian event for the enhancement and promotion of the equine sector in Morocco and an illustrious meeting to highlight our rich cultural heritage related to the horse, and an opportunity to express Moroccans' deep attachment to these noble creatures.





For professionals, the **Salon** is a great meeting point and exchange of experiences between the various actors in the equine sector.

Internationally, the **Salon du Cheval d'El Jadida** has acquired an indisputable notoriety. It is one of the most famous Horse fairs in the world. The richness of its programming as well as the opportunities for professional meetings that it offers will make it, once again, an unmissable event in the international equestrian calendar.

We will be very happy to welcome and to see again the professionals, the sponsors, the craftsmen,

the speakers, the riders of **Tbourida**, the riders of the national and international equestrian sports at the **Mohammed VI Exhibition Park of El Jadida** for another **Salon**, richer and more successful”_ **Charif Moulay Abdellah Alaoui - Chairman**

“The general organization of the event and its programming will, once again, highlight the rich equine cultural heritage of our country and the multiple uses of the Horse such as sports, festive or cultural levels.

The public thus had an appointment, once again this year, with competitions that represent, the reputation of the **Salon du Cheval d'El Jadida**, like the Champions' Cup for Barb Horses, the International Arabian Horse Show “A”, the International Jumping **CSI 1 *** and **CSI 4*W**, 3rd stage of the **Morocco Royal Tour (MRT)**, as well as the **Moroccan Arab-Horse Breeders 'Cup**. The best Sorbas in the country are also present in the **Grand Prix of His Majesty King Mohammed VI of Tbourida**.

This edition coincides with the inscription of Tbourida in the representative list of the intangible

cultural heritage of the United Nations Educational, Scientific and Cultural Organization **"UNESCO"**.

Cultural and scientific aspects are not overlooked because the horse breed is also highlighted during many conferences, as well as in many fun games dedicated to children who receive particular attention from the Salon, given that the transmission of our equestrian traditions to new generations is one of the Salon du Cheval's missions.”_ **DR. El Habib Marzak - Commissioner** 🇲🇦

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