

# THE HORSE INDUSTRY IN CHINA



Shanghai - China is a scintillating city swirling with rapid cultural changes - a poised area that has fully found its stance of art relics and contemporary beauty in the past few years. Modern Shanghai only began to emerge 160 years ago - its story is that of worldly transformation since the spoils of British victory in the first Opium war, and the ultra-left base for Madam Mao during the Cultural Revolution.

China has a rapid economic growth that surpassed world expectations since the beginning of the economic reform in 1978. This has reflected on Shanghai which has witnessed marked progresses in its social and economic development and stands today as the largest economic and transportation centre in China. Now, the city is striving to turn itself into one of the economic, financial, trade and transportation centres in the world. According to the Canadian Arabian Horse Registry, China also has the largest amount of horses in the world, but has only held a long and advanced horse culture in the recent century. Modern horse industry has transformed from traditional service into horse racing, performance display, horse commercial biotech, and horse-riding entertainment.

Late last year, Horse Times attended the first Horse Trade Fair held in Shanghai and met with Mr. He Jianping, Manager of the Trade Fair to explore China's boom not only in economy but in the equestrian sport. Horse Times has also met with Mr. James Sun, the GM of Golden Horse – a Chinese horse portal, to deliver its readers a closer encounter with the horse industry's growth in the world's most populated country.

It was apparent from the fair visitors that the potential horse industry market is at large, infiltrated with prospective horse lovers. HT asked Mr. Sun if the sport is affordable to be enjoyed by all. "There are horse lovers who do not have enough economy power to support the sport. Those people of-course have their way of enjoying the sport, such as in leisure riding. The rich buy good horses from Europe and the Middle East." Mr. Sun added "the horse in China has ancient history. Agriculturally speaking, the Chinese always used the horse, but for sports, it's still being established, especially with the development of the economy. We are still learning. Many people have been attending small exhibitions to learn more about the sport."

Flourishing the grounds for the equestrian

▼ *Mr. James Sun & Lubna Dairanieh*



world, Mr. Jianping said that the aim of the exhibition is to have the sport as well as the business of the horse grow wider all over the world. He added: "We seek international experts from the horse business to meet here in China, to promote the horse and the sport."

In a perpetually thriving country, the future of the horse industry is considered a bright one to play around. "The market will expand fully in the future with all this. I do sincerely believe that since 2004, things have been growing and I am sure it will continue because it's an existing market," claimed Mr. Sun whose website horsemanship, aims to develop the concepts of horses in China - focusing on all equestrian sports.

On reaching out for the outside world HT Asked Mr. Jianping on the efforts exerted in that direction, other than the trade fair, to which he replied that: "we hope to corporate with the international media abroad that can help the industry to be more familiar to the outside world."

On a promising note Mr. Jianping concluded that the success of this fair has encouraged the Chinese people to hold a second exhibition in China. HT

▼ *Mr. He Jianping & Khaled Assem*

