



41<sup>ST</sup> ASIAN RACING CONFERENCE  
**RIYADH 2026**

**Marketing**

# **Major Racing Carnivals**

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# ” Building The Future of Horse Racing “

Mohamed Al Ahmed





# A CIRCLE OF LEGACY

## 41 Years Ago

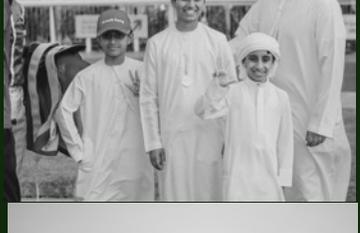
Forty-one years ago, my father stood in a room much like this one. He was invited to be part of the Asian Racing Conference and JRA Asia Jockey Challenge, uniting racing across our continent.

## Today

After forty-one years, I stand here as the third generation in my family in horse racing, representing the continuation of that legacy and the promise of its future. Asian Racing Federation continued to grow year after year, creating opportunities for people.







## The Fundamental Question

Since the Region is Growing with International Festivals

We asked ourselves  
*How do we do it? What will be the ideal solution to ensure consistently high attendance at every race meeting? Why does this matter?*

## Our Answer: Concept Racing

Make every single race meeting meaningful, engaging, and memorable with themed experiences that serve education, connection, and community building



# CULTURAL CELEBRATIONS

**National Day**  
Honoring the United Arab Emirates  
with patriotic celebration

**Zayed & Rashid Day**  
Paying tribute to our founding  
leaders

**Irish Race Day**  
Irish Day collaboration demonstrated how  
cultural celebration and horse racing could  
create powerful synergies



# Community Engagement Concepts

## Ramadan Racing Festival

Daytime racing with iftar provided to the public. Owners, trainers, and racegoers breaking fast together, creating beautiful moments of community and connection.

## UAE to Space Day

Celebrating national achievements in space

## Sustainability Day

Commitment to environmental responsibility

## New Year Festival

Welcoming the new year with our racing community



PR



# CROSS-INDUSTRY PARTNERSHIP

## Motorsports Day

Collaboration with supercar owners creating convergence of automotive and equestrian excellence

## Art Day

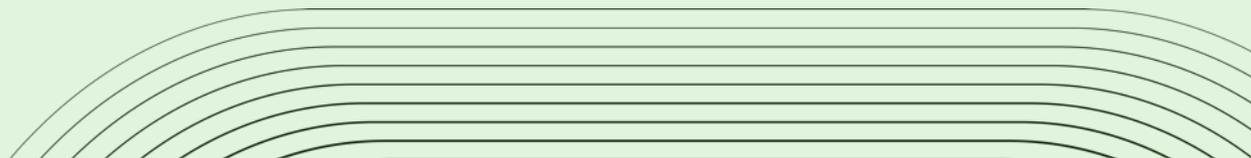
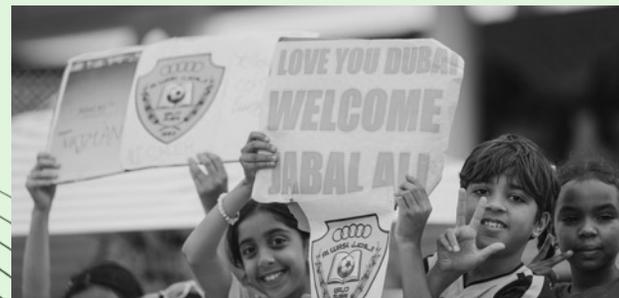
Partnering with galleries to transform venue into cultural destination, showcasing art alongside racing

## Soccer Day

Welcoming Football Club members, bridging football and racing communities

## University & Student Days

Opening doors to the next generation, showcasing diverse career pathways in racing





# University & Students Day

Investing in the Future

"How can we become part of this industry?"

## Hospitality & Tech

Event Management • Food & Beverage • AI & Technology • Customer Experience

## Business & Media

Marketing & PR • Sponsorship Sales • Digital Media • Broadcasting • Content Creation

## Racing Operations

Jockeys & Trainers • Veterinary Science • Racing Officials • Stable Management • Equine Nutrition



# Irish Race Day

## Cultural Celebration Meets Racing

**"How cultural celebration and horse racing create powerful synergies."**

### **Cultural Partnership**

Irish Embassy Collaboration •  
Cultural & Community Engagement

### **Entertainment & Experience**

Live Irish Band Performance • Family  
Activities

### **B2B Opportunities**

Sponsor Activations • Networking  
Events • International Relations



# Each Partnership Outcomes.

## **Education**

Understanding the fundamentals of Horse Racing

## **Community building**

Bringing together people from different sectors and societies

## **Connection**

Building relationships with fellow racing enthusiasts

## **Business Opportunities**

Revenue Generation, Sponsorships, and Hospitality



# Our Aim

**Mission: To attract the younger generation to the sport.  
To make 75% of racegoers understand horse racing like they understand any other sport.**

## **Football Success Model**

People played as children → Understand rules and strategy → Emotional connection → Global passion

## **Formula 1 Growth**

Understanding cars → Technology engagement → Strategic competition → Global sensation

Horse racing deserves the same understanding and appreciation



# Building the Future.

**Main Focus: Building connections between horses and people**

## **Technology Integration**

AI-powered experiences • Virtual Reality applications •  
Meeting digital-native generation • **Announcements coming soon**

## **Equine School & Trail**

Direct connection with horses • All equestrian Sport  
• Special focus on flat racing • For children, teenagers, adults

**The new Jebel Ali Racecourse is designed to accommodate all experiences for the next 30 years: Traditional • Modern • Technological**



# The Future

## Sustainable Innovation.

*A Jebel Ali Racecourse mega project will transform the area into a sustainable, walkable district surrounding the track*

### Sustainable Community

Vibrant community living

### Racing Excellence

World-class equestrian sporting destination

### Central Park

Honoring equestrian heritage

### Cultural & Educational Facilities

Community engagement



Jebel Ali Racecourse preserved as central heritage feature



The Future  
Sustainable Innovation.



# The Future

Sustainable Innovation.



# The Future

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Sustainable Innovation.





**legacy we cherish .. Present we Celebrate ..  
Future we Create!**

**Jebel Ali Racecourse**