

# EQUINE WELFARE

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# ***Building Welfare: Not Adding It...***



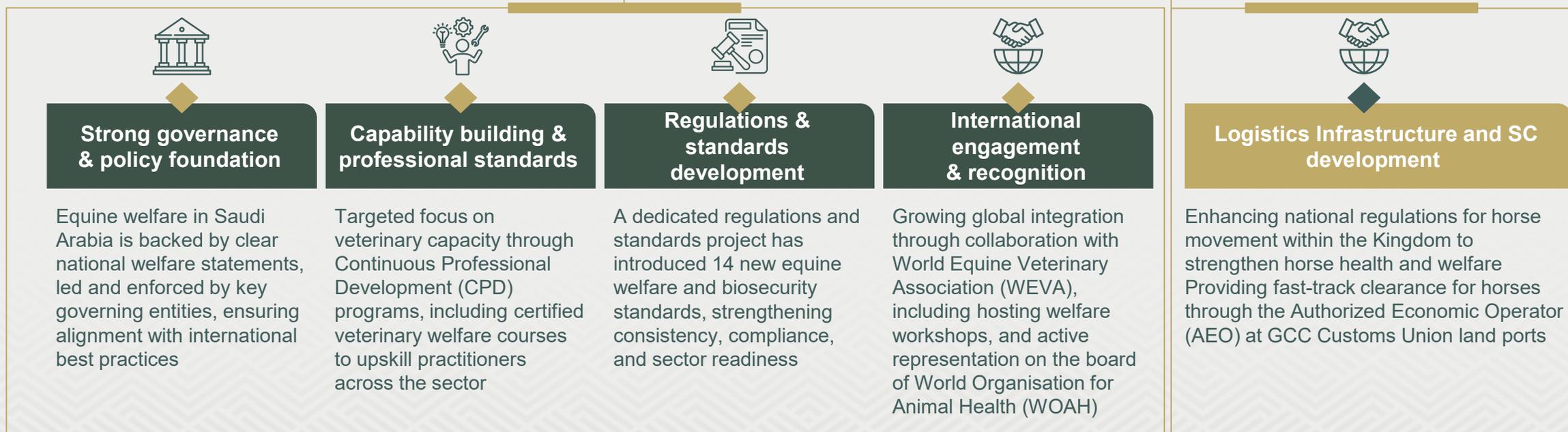
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# Why Not adding it?

- ◆ Core to Strategy
- ◆ Cultural Shift from “Have to” to “Want to”

# SEA contributions to the equestrian Value chain





# OUR Ecosystem

## Ministries & Authorities



## Horse Biosecurity and Welfare



## Sector Enabler



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## Equestrian Sports Regulators



## Giga Projects & Initiatives



- **AlUla Equestrian Village**



- **Red Sea Equestrian City**

# Major Investments Across the Equestrian Ecosystem

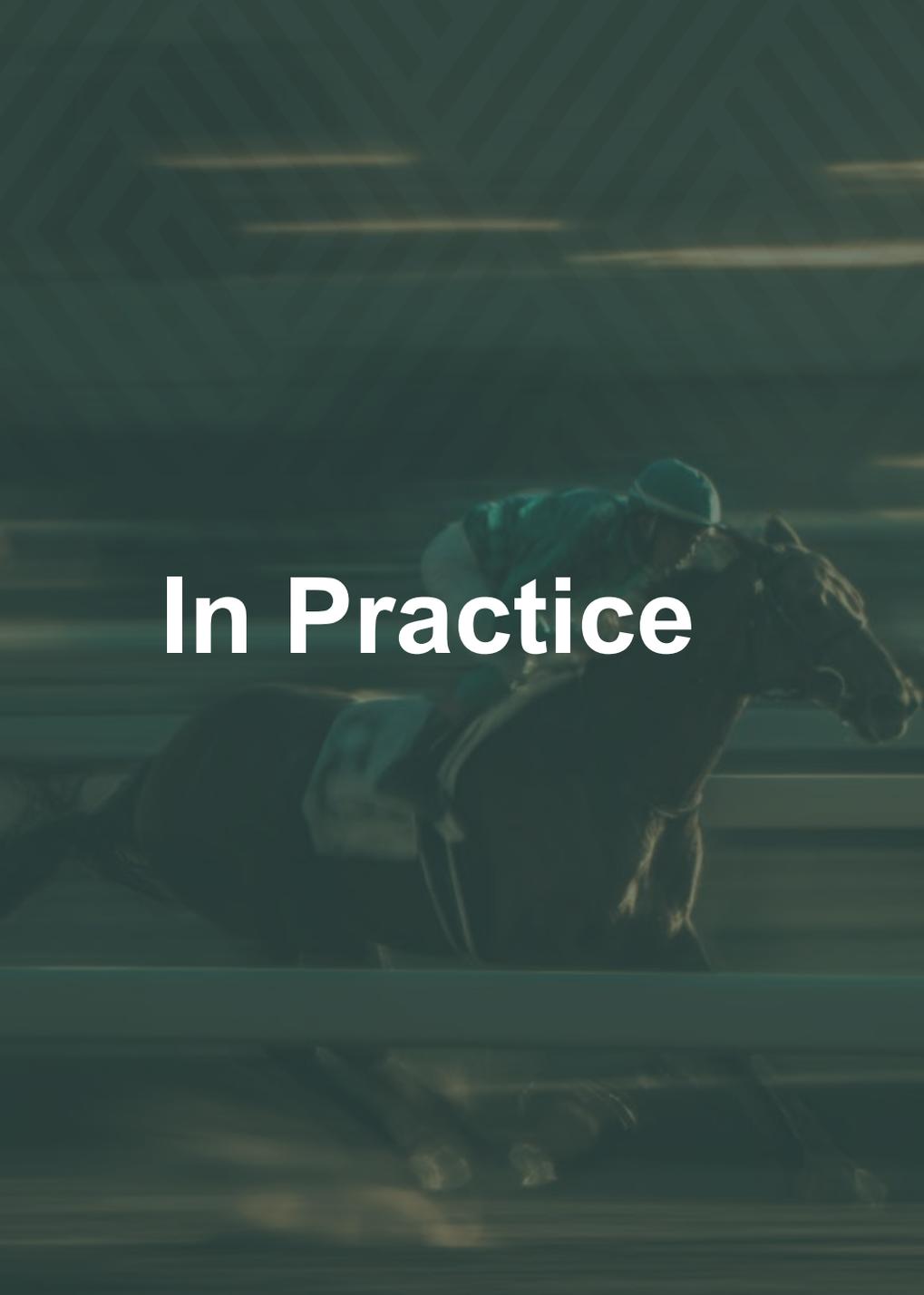


- **Qiddiya Horse City**



- **Riyadh's Sports Boulevard (Equestrian Trails in the Capital)**

# In Practice



01



Review of current equine regulation and development minimum standards

02



Training tools and certification pathways

03



Strengthening data collection systems

# Coherence

Connecting governance, infrastructure, skills,  
and accountability.

“Not adding welfare later,  
But building it in from the beginning”

**Thank**

**you**

**Because when the system works,  
horses thrive.**



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