

## PRESS RELEASE

**16th Edition of Salon du Cheval d'El Jadida**

**Dates: September 30th to October 5th, 2025**

**Theme: “Horse Welfare, a Link Between Equestrian Practices”**



The curtain is about to rise on a new edition of the Salon du Cheval d'El Jadida. Beneath the grandstands on the sandy tracks of the Mohammed VI Exhibition Park in El Jadida, the magic of the equestrian world will once again enchant the scene. From September 30th to October 5th, 2025, the city will host the 16th edition of the Salon du Cheval d'El Jadida, an important equestrian event held under the High Patronage of His Majesty King Mohammed VI. Organized by the Association Salon du Cheval, this unmissable event reaffirms its status as a leading platform for promoting Morocco's equestrian heritage, showcasing equine professions and encouraging dialogue on the major issues challenging the equine sector.

Amid grandstands and sandy arenas, professionals and enthusiasts are invited to immerse themselves in the full spectrum of equestrian culture where tradition meets innovation.

For the 2025 edition, the chosen theme, “Horse Welfare, a Link Between Equestrian Practices” sets the tone for a profound and collective reflection on how to lead the evolution of the equine industry towards a more responsible and sustainable path. By illuminating the challenges facing the sector such as housing, breeding, care and the various uses of horses, the event aims to unite all stakeholders around a shared ambition: to combine excellence, tradition and ethics across all equestrian disciplines. This theme reflects the evolving awareness both nationally and internationally of the importance of placing the horse back at the center of equestrian practices. Whether in competition, performance, breeding or leisure activities, equine well-being is increasingly becoming a key concern for professionals and the general public alike.

As with each edition, the Salon will feature a rich and diverse program built around outstanding equestrian competitions, artistic shows, thematic conferences and educational activities. Among the most anticipated events are the Grand Prix of His Majesty King Mohammed VI of Jumping (CSI 4\*W /CSI 1\*) and the Grand Prix of His Majesty King Mohammed VI of Tbourida which will bring together the Kingdom's finest sorbas. Additional competitions will showcase Barbe, Arab-Barbe and Purebred Arabian horses in presentations combining elegance, precision and passion. A major highlight of this edition is the International Arabian Horse Show, which will be elevated from Category "A" to Title Show status, an upgrade that captures the Salon's growing international prestige and recognition.

Beyond the competitions, the Salon du Cheval d'El Jadida will offer a rich cultural, scientific and educational program. A series of conferences led by Moroccan and international experts will address topics related to the equine sector. An economic day organized in partnership with the General Confederation of Moroccan Enterprises (CGEM) will further broaden the discussions and perspectives. These sessions will provide professionals with insights into the latest advancements in technology, sustainable management and international partnerships.

Visitors will be placed at the very heart of the Salon's immersive experience, with this edition introducing an exciting new feature: three captivating equestrian night shows that promise to elevate the event to unprecedented heights. Throughout the week, audiences will be treated to elite equestrian performances featuring both Moroccan and internationally acclaimed troupes brought together in a vibrant and meticulously staged program. The 2025 edition stands out with a particularly rich artistic lineup that blends technical mastery, emotional resonance, and creative flair. A historic highlight this year will be the inaugural African appearance of horses from Hungary's illustrious Szilvásvárad State Stud Farm, a distinguished emblem of equestrian excellence. Italian horse whisperer Bartolo Messina will captivate spectators with an emotive liberty dressage act showcasing the silent yet powerful connection he shares with his horses. Emotion will also take the stage with the charismatic duo Kevin Ferreira and Jérôme Sefer, who will deliver a poetic fusion of contemporary vaulting and academic dressage. Another peak moment of the show: the thrilling Hungarian Post act by Christophe and Max Hasta Luego, a father-son team whose dazzling coordination and precision bring a long-standing family tradition to life. Morocco's leading equestrian institutions will also play a prominent role. The cavalry of the Royal Gendarmerie, the cavalry of the General Direction of National Security (DGSN) and the Sorec Academy des Arts Equestres will each offer demonstrations that combine military discipline, technical excellence and cultural depth.

In parallel, a dedicated area will be entirely designed for children offering a playful and immersive introduction to the equestrian world. Educational workshops, interactive activities, supervised demonstrations and introductory sessions focused on horse-human interaction will be held in a safe and stimulating environment that fosters discovery and curiosity.

The Salon du Cheval d'El Jadida places a strong emphasis on representing Morocco's diverse regions, reaffirming its commitment to preserving and promoting the Kingdom's equestrian heritage. A dedicated space, the Stand des Régions, embodies this ambition. It is conceived and shaped by regional stakeholders themselves. This stand offers a platform to showcase the rich cultural heritage linked to horses and equestrian traditions specific to each region. Visitors can discover a wide variety of traditional products, including garments, saddles, bridles, stirrups and other equestrian equipment, all reflecting authentic craftsmanship and the richness of Moroccan artisanal traditions.

It will also feature a well-structured professional hub bringing together key players from across the equine industry. From master saddlers and equipment manufacturers to breeders, cooperatives, care centres, nutritionists and innovative startups, this space will serve as both an economic driver and a networking platform. It will facilitate B2B meetings, professional exchanges and the exploration of tailored technical solutions to meet the sector's evolving needs.

Since its creation in 2008, the event has been spearheaded by the Salon du Cheval Association under the presidency of Charif Moulay Abdallah Alaoui, steadily expanding its national and international influence. Throughout 16 editions, it has established itself as a key driver in the development of the equine sector in Morocco while actively contributing to the preservation of the Kingdom's cultural heritage and equestrian traditions.

The countdown has begun. From September 30th to October 5th, 2025, for six days, El Jadida will once again become the stage for a unique gathering where the horse beyond disciplines, professions or cultures will stand as a bridge between generations, knowledge and shared commitments.

### **About the Association du Salon Du Cheval**

Founded on May 20, 2008, following Royal Instructions, the Association du Salon du Cheval operates under the provisions of Dahir No. 1-58-376 of November 15, 1958, governing the right of association, as amended by Dahir No. 1-73-288 of April 14, 1973. It was officially recognized as a public utility in 2010 by Decree No. 2-10-505 and is presided over by Charif Moulay Abdallah Alaoui.

Its missions include:

- Organizing the Salon du Cheval d'El Jadida.
- Establishing cooperation, partnership and communication channels with government institutions, the private sector, civil society, and similar shows in Morocco and abroad.
- Supporting activities that contribute to the development and promotion of the equine sector, especially in relation to the socio-economic development of rural areas.
- Promoting Morocco's rich cultural heritage tied to horses and preserving its equestrian traditions.
- Encouraging the development of equine-related professions.

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