

UNDER THE HIGH PATRONAGE OF HIS MAJESTY THE KING MOHAMMED VI

 SALON DU CHEVAL
D'EL JADIDA



PRESS
KIT 2025



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PRESIDENT'S MESSAGE

Charif Moulay Abdallah Alaoui

Under the High Patronage of His Majesty King Mohammed VI, may God glorify Him, the 16th edition of the Salon du Cheval d'El Jadida will be held from September 30th to October 5th, 2025.

Since its first edition in 2008, our event has contributed significantly to the socioeconomic development of the city of El Jadida and its region notably in terms of infrastructure, tourism, and beyond. It has played a major role to enhance the national and international reputation of the region and the Kingdom. The equine sector in all its components has greatly benefited, as demonstrated by the considerable progress made in the various uses of the horse, especially in the traditional arts.

The event also plays a fundamental role in preserving and promoting Morocco's cultural heritage linked to the horse. It embodies a collective dynamic aimed at safeguarding our ancestral legacy while adapting it to contemporary challenges. This vision is supported by the ongoing involvement of our public and private partners, whose commitment has been decisive in the growth and sustainability of this event.

The program for this 16th edition will feature a rich and diverse range of activities, highlighting the many ways horses are used whether for leisure, culture, art, sport, or recreation. As in previous years, this event is expected to welcome a large and diverse audience, including both passionate horse lovers and professionals in the field. A true platform for networking and exchange, the event has become an essential gathering place for national and international players in the equine world. It helps to strengthen synergies between breeders, riders, artisans, researchers, institutions, sponsors, and exhibitors.

At the international level, the Salon du Cheval d'El Jadida has established itself as a recognized reference and proudly ranked among the major equestrian events worldwide. The richness of its program and the quality of its organization make it a key event on the international equestrian calendar.

We look forward to welcoming once again all participants, professionals, artists, riders, speakers, partners, and visitors to the Mohammed VI Exhibition Park in El Jadida for a 16th edition that promises to be marked by continuity, passion, and excellence.





COMMISSIONER'S MESSAGE

Dr. El Habib Marzak

Under the High Patronage of His Majesty King Mohammed VI, may God glorify Him, the Association du Salon du Cheval is organizing the 16th edition of the Salon du Cheval d'El Jadida, to be held from September 30th to October 5th, 2025, at the Mohammed VI Exhibition Park in El Jadida.

The chosen theme for this edition is: " Horse Welfare, a Link Between Equestrian Practices ".

It highlights the importance of the horse's well-being, which is shaped by regulations and ethics, as well as the user's dedication to preserving the horse's physical and mental integrity.

This major event will be an opportunity to showcase the richness of Moroccan equestrian heritage in all its diversity: sporting, cultural, and festive.

Visitors will be able to attend high-level competitions which have a major role in the sparkle of the Salon du Cheval d'El Jadida, such as the Champions Cup for Barb Horses, the Champions' Cup for Arab-Barb Horse, the Moroccan Arab Horse-Breeders' Cup, and the prestigious Grand Prix of His Majesty the King Mohammed VI of jumping.

One of the standout elements of this edition will be the organization of the international "A" category "Title Show" for Purebred Arabian Horses, which represents international recognition of the excellence achieved by this event.

The Kingdom's greatest sorbas will display their skill and magnificence in the prestigious Grand Prix of His Majesty King Mohammed VI of Tbourida, held as part of an exceptional interregional competition.

The cultural and scientific program will be enriched with a wide array of conferences for both professionals and enthusiasts, along with activities designed for young audiences to whom the Show pays special attention. Passing on our equestrian traditions to new generations remains a vital priority.

Finally, this event will serve as a forum for the exchange and dialogue among stakeholders in the equine world, and as a showcase for the regions of the Kingdom, allowing them to highlight their specific traits and their contribution to preserving this living heritage. We look forward to seeing you from September 30th to October 5th, 2025, to celebrate our shared passion for horses and to contribute to the success of this 16th edition.



REVIEW OF THE 15th EDITION





REVIEW OF THE 15th EDITION



7

Days of Shows, Competitions,
Exhibitions, Conferences, and
Performances...



+100

EXHIBITORS



+1000 HORSES

Featuring Tbourida, Jumping Show, Purebred
Arabians, Arabian Thoroughbreds, Barb,
and Arabian-Barb horses



700

RIDERS



+600

JOURNALISTS



+160.000

Visitors, both national and international

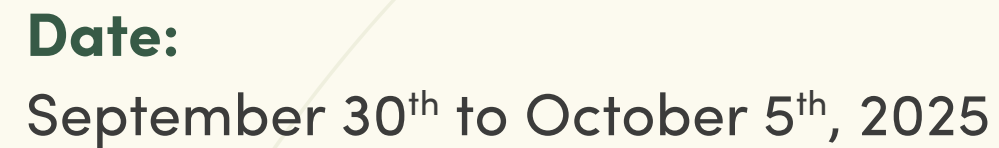


40

PARTICIPATING COUNTRIES

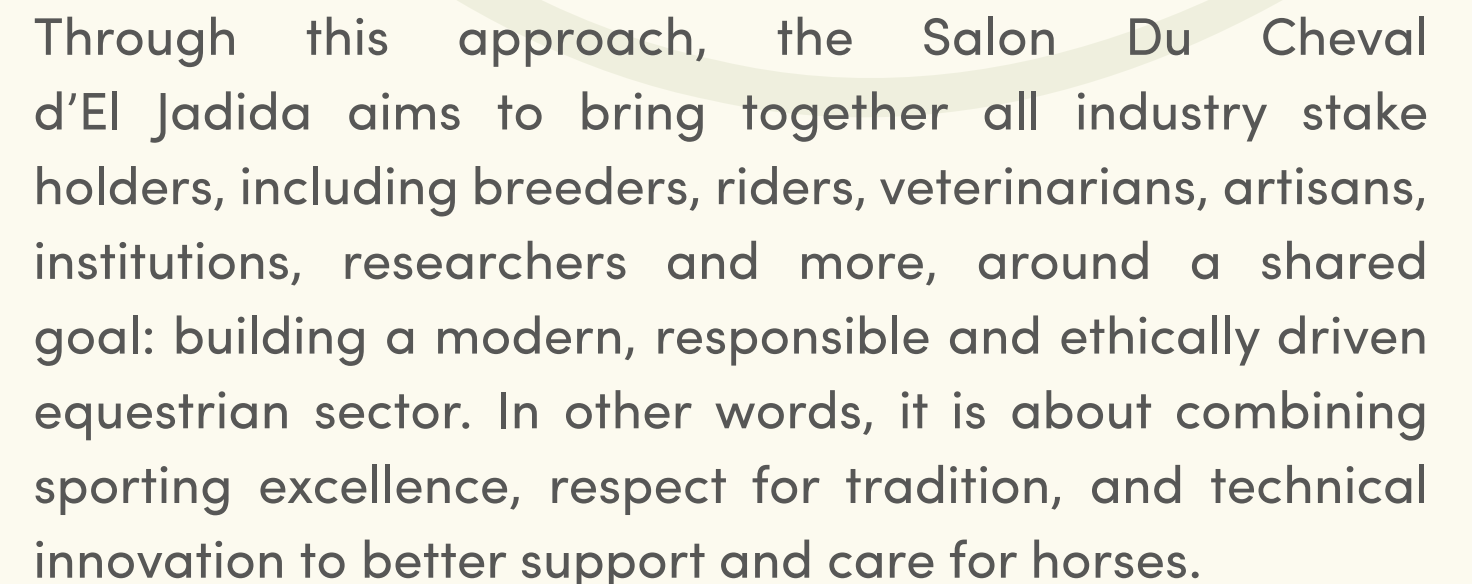


PRESENTATION OF THE **16th** EDITION



For its 16th edition, the chosen theme, "Horse Welfare, A Link Between Equestrian Practices", sets the tone for a profound and collective reflection on how to integrate the evolution of the sector into a responsible and sustainable dynamic. By highlighting the conditions of housing, breeding, care and use of the horse, the Show aims to bring together all stakeholders around a shared ambition: to combine excellence, tradition and ethics across all equestrian disciplines.

The concept of Horse Welfare is not a simple slogan, but a central pillar that connects the various equestrian disciplines, whether sporting, cultural, artistic, or recreational. It invites reflection on every stage of a horse's journey, from breeding and daily care to training and competition, with a focus on its comfort, health and overall welfare.



Ultimately, the theme reflects the Show's core mission: to provide a platform for exchange and recognition. By bringing together a diverse audience, from seasoned professionals to passionate families, as well as numerous exhibitors and partners, the 2025 edition aims to firmly embed Horse Welfare in both collective awareness and the future practices of the equestrian industry.



NOVELTIES OF THE 16th EDITION



A strong participation of African countries, highlighting the event's continental reach.



Elevation of the International Arabian Horse Show Competition from "Show A" to "Title Show".



The addition of an extra equestrian evening, enriching the artistic and cultural program.



A master class dedicated to photography, to showcase equestrian art through imagery.



The organization of a poetry contest dedicated to the horse.



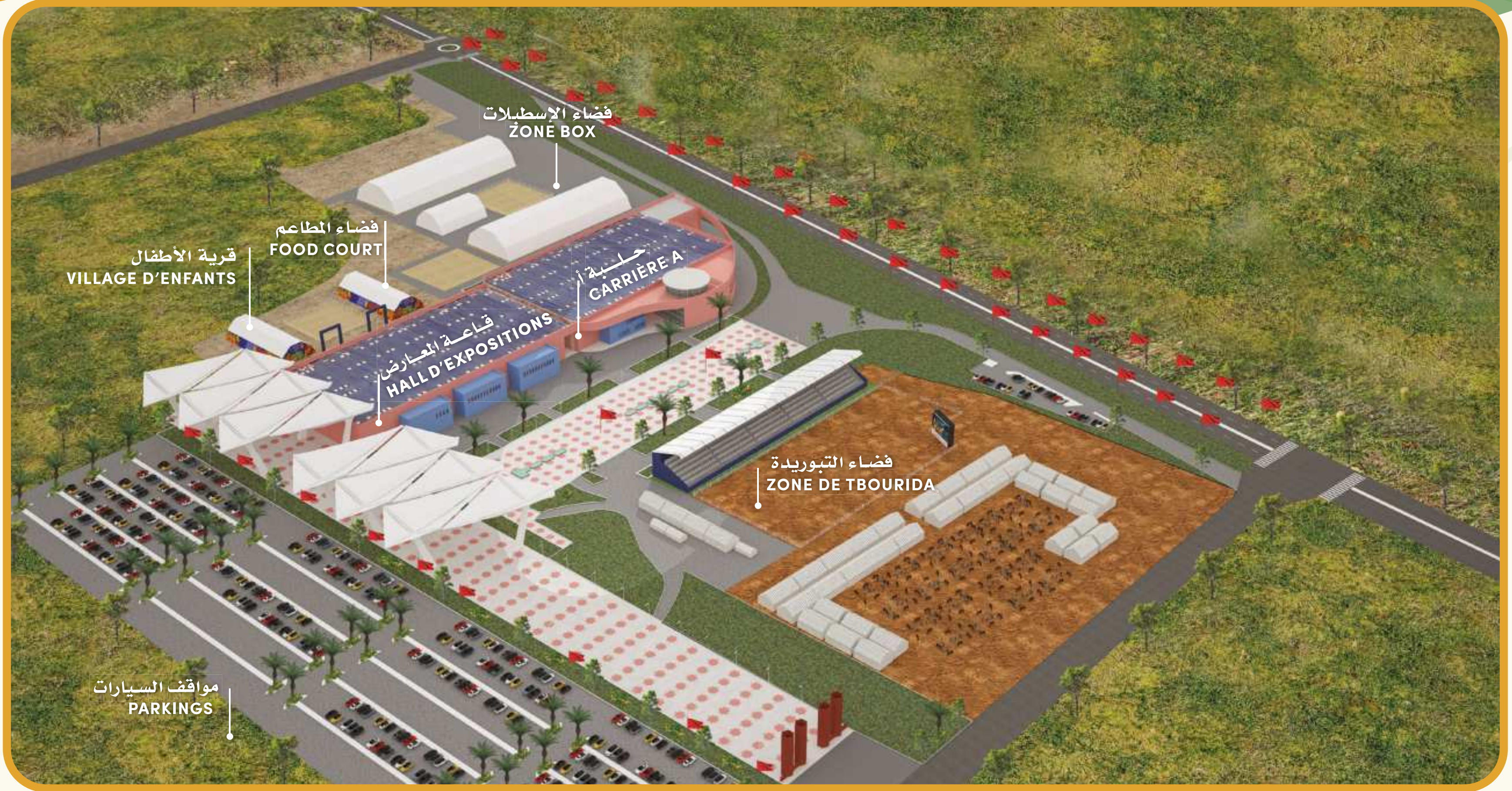
Conferences dedicated to horse welfare, addressing ethics, research, and best practices.



A children's area themed around the forest, designed to raise awareness among the youngest in a fun and educational way.



SITE PLAN







 **ARENA**

A

 ARENA

B





TBOURIDA AREA



1

OFFICIAL OPENING

MONDAY 29 SEPTEMBER

• TUESDAY 30 SEPTEMBER



ARENA "A" 8:00 AM - 6:00 PM: Moroccan Arab Horse Breeder's Cup

ARENA "B" 10:00 AM - 11:00 AM: Equestrian show by the Royal Cavalry School of Temara
11:00 AM - 11:45 AM: Entertaining Equestrian Animation (Yassini)
11:45 AM - 12:30 PM: Equestrian show by the Auxiliary Forces
2:00 PM - 3:00 PM: Equestrian show by the Royal Gendarmerie
3:00 PM - 4:00 PM: Equestrian show by the DGSN
4:00 PM - 4:30 PM: Equestrian show by Szilvássvár State Stud Farm (Hungary)
4:30 PM - 5:00 PM: Equestrian show by SOREC
5:00 PM - 5:30 PM: Equestrian and musical show by the UAE

CONFERENCES ROOM 2:00 PM - 4:30 PM: Hungarian Day

TBOURIDA AREA 3:00 PM - 6:00 PM: Grand Prix of His Majesty King Mohammed VI of Tbourida



• FRIDAY 3 OCTOBER

ARENA "A" 9:00 AM - 6:00 PM: International Jumping Competition CSI 1* / CSI 4*W
9:00 PM: Equestrian Night Shows

ARENA "B" 9:00 AM - 1:30 PM: Champions Cup of Arab-Barb Horses
3:00 PM - 3:30 PM: Equestrian show by SOREC
3:30 PM - 4:00 PM: Equestrian and musical show by the UAE
4:00 PM - 4:30 PM: Entertaining Equestrian Animation (Yassini)
4:30 PM - 5:00 PM: Equestrian show by the Auxiliary Forces
5:00 PM - 5:30 PM: Equestrian show by the Royal Cavalry School of Temara

CONFERENCES ROOM 10:00 AM: Conference about Horse Welfare: Between Ethics, Research and Practices.
11:45 AM: Conference about Equestrian history and classical manuscripts (in Arabic).

TBOURIDA AREA 3:00 PM - 6:00 PM: Grand Prix of His Majesty King Mohammed VI of Tbourida

• WEDNESDAY 1 OCTOBER



ARENA "A" 9:00 AM - 6:00 PM: International Arabian Horse Show "Title" «Qualifying Classes»
7:30 PM: Equestrian Night Shows

ARENA "B" 10:00 AM - 11:00 AM: Equestrian show by the Royal Gendarmerie
11:00 AM - 12:00 PM: Equestrian show by the DGSN
12:00 PM - 12:30 PM: Equestrian show by Szilvássvár State Stud Farm (Hungary)
2:00 PM - 2:30 PM: Equestrian show by SOREC
2:30 PM - 3:15 PM: Entertaining Equestrian Animation (Yassini)
3:15 PM - 4:00 PM: Equestrian show by the Auxiliary Forces
4:30 PM - 5:00 PM: Equestrian and musical show by the UAE
5:00 PM - 5:30 PM: Equestrian show by the Royal Cavalry School of Temara

CONFERENCES ROOM 9:30 AM - 1:00 PM: Photography Masterclass

ESPACE TBOURIDA 3:00 PM - 6:00 PM: Grand Prix of His Majesty King Mohammed VI of Tbourida



• SATURDAY 4 OCTOBER

ARENA "A" 8:00 AM - 6:00 PM: International Jumping Competition CSI 1* / CSI 4*W
9:00 PM: Equestrian Night Shows

ARENA "B" 9:00 AM - 1:30 PM: Champions Cup of Barb Horses
2:00 PM - 2:30 PM: Entertaining Equestrian Animation (Yassini)
2:30 PM - 3:00 PM: Equestrian show by SOREC
3:00 PM - 4:00 PM: Equestrian show by the Royal Cavalry School of Temara
4:00 PM - 5:00 PM: Equestrian show by the Auxiliary Forces
5:00 PM - 5:30 PM: Equestrian and musical show by the UAE

TBOURIDA AREA 3:00 PM - 6:00 PM: Grand Prix of His Majesty King Mohammed VI- of Tbourida
«Awards Ceremony»

• THURSDAY 2 OCTOBER



ARENA "A" 9:00 AM - 5:00 PM: International Arabian Horse Show "Title" «Championships»
7:00 PM: International Jumping Competition CSI 1*

ARENA "B" 10:00 AM - 11:00 AM: Equestrian show by the Royal Cavalry School of Temara
11:00 AM - 12:00 PM: Equestrian show by the DGSN
12:00 PM - 12:45 PM: Entertaining Equestrian Animation (Yassini)
2:00 PM - 2:30 PM: Arrival of the Khenifra Cavalcade
2:30 PM - 3:30 PM: Equestrian show by SOREC
3:30 PM - 4:30 PM: Equestrian show by the Auxiliary Forces
4:30 PM - 5:00 PM: Equestrian and musical show by the UAE
5:00 PM - 5:30 PM: Equestrian show by Szilvássvár State Stud Farm (Hungary)
5:30 PM - 6:30 PM: Equestrian show by the Royal Gendarmerie

CONFERENCES ROOM 9:30 AM - 1:00 PM: Economic Day by CGEM

ESPACE TBOURIDA 3:00 PM - 6:00 PM: Grand Prix of His Majesty King Mohammed VI of Tbourida



• SUNDAY 5 OCTOBER

ARENA "A" 9:00 AM - 5:00 PM: International Jumping Competition CSI 1* / CSI 4*W «Finals»

ARENA "B" 10:00 AM - 10:30 AM: Equestrian and musical show by the UAE
10:30 AM - 11:00 AM: Equestrian show by Szilvássvár State Stud Farm (Hungary)
11:00 AM - 12:00 PM: Equestrian show by the Royal Gendarmerie
12:00 PM - 1:00 PM: Equestrian show by the DGSN
2:00 PM - 3:00 PM: Equestrian show by SOREC
3:00 PM - 4:00 PM: Equestrian show by the Royal Cavalry School of Temara
4:00 PM - 4:45 PM: Entertaining Equestrian Animation (Yassini)
4:45 PM - 5:30 PM: Equestrian show by the Auxiliary Forces

TBOURIDA AREA 4:00 PM - 6:00 PM: Tbourida Exhibition



SCANNEZ-MOI



COMPETITIONS PRESENTATION



GRAND PRIX OF HIS MAJESTY KING MOHAMMED VI OF TBOURIDA

From september 30th to october 4th, 2025

The Grand Prix of His Majesty King Mohammed VI of Tbourida, a flagship highlight of the Salon du Cheval d'El Jadida, will return this year to the spectacular arena of Mohammed VI Exhibition Park from September 30th to October 4th, 2025. Held under the High Patronage of His Majesty King Mohammed VI, may God glorify Him, this prestigious event celebrates the ancestral art of Tbourida, a deeply rooted Moroccan equestrian tradition that showcases the skill, harmony and bravery of riders and their horses.

Since 2021, this tradition has gained major international recognition through its inscription on UNESCO's representative list of the intangible cultural heritage of humanity. This distinction acknowledges the historical, social and artistic value of Tbourida, while reinforcing preservation efforts led by Moroccan communities and institutions.

The competition unfolds over several days of equestrian jousts, where the finest troupes, known as Sorbas, face off in rhythmic demonstrations combining synchronized gallops and precise rifle firing. Each team strives to impress not only with speed but also through perfect coordination, the quality of harnesses and collective discipline, all meticulously assessed by a panel of expert judges.

The 2025 edition follows in the footsteps of previous years while further strengthening the prestige of this key event through the selection of high-level invited troupes, chosen for their technical mastery and their commitment to traditional codes.

The Grand Prix holds a central place in the program of Salon du Cheval d'El Jadida, attracting audiences from across Morocco and beyond. Families, professionals, equestrian art enthusiasts and institutions gather to celebrate a living heritage that transcends the boundaries of competition. More than a performance, the Tbourida showcased here a vector of identity, a link between generations, a witness to history and a universal language of elegance and skill.

This edition will also bring together complementary players from the equine sector, including renowned riders, artisanal cooperatives specializing in traditional saddlery and experts focused on Horse Welfare, echoing the Show's central theme. The Grand Prix thus stands as a unique convergence point between sporting excellence, heritage preservation, thoughtful innovation and ethical commitment.

MOROCCAN ARAB HORSE BREEDERS' CUP

September 30th, 2025



Among the signature competitions of the Salon du Cheval d'El Jadida, the Moroccan Breeders' Cup for Purebred Arabian Horses is an unmissable event for enthusiasts of equine genetics, refined beauty, and rigorous selection. This competition, to be held on September 30th, 2025, at the Mohammed VI Exhibition Park in El Jadida, showcases the excellence of national breeding while offering an exceptional platform for the Kingdom's most promising bloodlines.

Organized by the Salon du Cheval Association and the Arabian Horse Organization, in partnership with the Royal Society for the Encouragement of the Horse (SOREC) and the Royal Moroccan Association of Purebred Arabian Horse Breeders, the event aims to promote and enhance the breeding of Purebred Arabian horses in Morocco.

Highly anticipated by professionals, the competition honors the patient and passionate work of Moroccan breeders dedicated to preserving and refining the distinctive characteristics of the Purebred Arabian horse.

Elegance, morphological balance, presence, vitality and purity of movement are among the central criteria evaluated by an international panel of recognized experts. Each horse presented serves as an ambassador of breeding expertise, ethical practices and a carefully maintained genetic heritage.

The Moroccan Breeders' Cup acts as a catalyst for raising standards across the entire sector, encouraging rigor in breeding practices, promoting the value of local stallions and recognizing emerging talent. By assembling the finest specimens from Morocco's stud farms, the competition actively contributes to the breed's national prestige and its gradual alignment with international standards.

A prestigious and demanding event, the Moroccan Breeders' Cup for Purebred Arabian Horses perfectly reflects the spirit of the Salon, where tradition meets excellence, knowledge is transmitted and innovation flourishes. For visitors, it offers a unique opportunity to observe exceptional horses up close, each carrying a prestigious legacy and promising prospects for the development of Morocco's equine sector.



INTERNATIONAL ARABIAN HORSE “TITLE SHOW”

From October 1st to 2nd , 2025

On the occasion of its 16th edition, the Salon du Cheval d’El Jadida is set to showcase one of its most prestigious highlights: the International Arabian Horse “Title Show”, taking place from October 1st to 2nd , 2025. Elevated from the long-established “Show A” category to the distinguished “Title Show” classification, the highest honor awarded by ECAHO, this competition underscores the Salon’s international status and draws a hundred elite, already-titled horses from Morocco, Europe and the Middle East to compete against Morocco’s finest champions.

The event unfolds in two stages: the qualifying rounds, followed by the championship, hosted in the Arena A of the Mohammed VI Exhibition Park in El Jadida, offering a refined setting and first-class facilities for competitors, professionals and visitors alike. Each horse is presented in front of an international panel of judges, who meticulously assess conformation, line harmony, gait quality and distinguished expression.

These precise evaluations reflect both the breeders’ dedication and the richness of an exceptional genetic heritage.

Beyond the competitive arena, the Title Show represents a strategic milestone for Morocco’s equine sector. It celebrates the excellence of local breeding, fosters meaningful exchanges among breeders, experts, enthusiasts and provides participants with prominent visibility on the international stage.

By seamlessly blending tradition, international standards and innovation, the Salon du Cheval d’El Jadida affirms, through this remarkable event, its role as a premier global platform devoted to the promotion of the Arabian Purebred and the showcasing of Moroccan equestrian expertise.

THE CHAMPIONS' CUP FOR ARAB-BARB HORSES

October 3rd, 2025



At the Salon du Cheval d'El Jadida, the Champions' Cup for Arab-Barb Horses, scheduled for October 3rd 2025 in Arena B, will stand out as one of the most eagerly awaited events of this 16th edition. This flagship competition celebrates the Arab-Barb breed, the elegant result of a cross between Arabian and Barb horses, renowned for its resilience, refinement and adaptability.

The Cup brings together Morocco's finest bloodlines. Forty top horses, selected based on their past performance, will present themselves before an international jury to showcase the quality of their conformation, the harmony of their movements and the purity of their distinctive expression. The evaluation framework combines strict criteria and professionalism, ensuring recognition at the international level.

The competition includes several categories, distinguishing horses by age, with dedicated trophies for both junior and senior classes. Recent winners of this event highlight the vitality and progress of Morocco's breeding programs. Beyond mere ranking. This Cup is not merely a ranking, it serves as a benchmark for the sector's development, providing visibility and prestige, highlighting the pathways of rigorous selection and uniting the community of breeders around a shared ambition.

More than just a judging ring, the Champions' Cup for Arab-Barb Horses is a showcase of national expertise, from the careful selection of horses to the art of traditional harness-making. It brings together a vibrant ecosystem of breeders, professionals, judges, enthusiasts and institutions, perfectly aligned with the spirit of the Salon du Cheval d'El Jadida. This event also reaffirms the Moroccan equine sector's determination to combine tradition, innovation and international outreach.

THE CHAMPIONS' CUP FOR BARB HORSES

October 4th , 2025



Rooted in the history of North African horsemanship, the Champions' Cup for Barb Horses has established itself as a key highlight at the Salon du Cheval d'El Jadida, offering annual recognition and promotion of this emblematic breed. Scheduled for October 4th 2025, in Arena B of the Mohammed VI Exhibition Park in El Jadida, this competition will bring together the finest representatives of the Barb lineage, selected from regional and national contests.

The Barb horse is known for its hardiness, willing temperament and outstanding adaptability qualities that make it highly valued both in traditional disciplines such as Tbourida and in sporting or utilitarian uses. The Champions Cup is designed to showcase these traits through a rigorous evaluation focused on conformation, movement quality and the distinctive expression of each horse presented.

Participating horses, divided into categories by age and gender, are judged by a panel of national and international experts, ensuring a demanding and internationally recognized selection process. This Cup plays a key role in advancing the Barb horse sector by contributing to the genetic improvement of breeding stock, supporting the professionalization of breeders and promoting a quality standard aligned with the Kingdom's ambitions for international visibility.

A moment of pride for breeders, this competition is also highly anticipated by visitors to the Salon du Cheval, offering an opportunity to discover or rediscover the understated elegance, endurance and nobility of the Barb horse.

GRAND PRIX OF HIS MAJESTY KING MOHAMMED VI OF JUMPING

From October 3rd to 5th, 2025



A key fixture on Morocco's national equestrian calendar, the Grand Prix of His Majesty King Mohammed VI of Jumping returns this year within the prestigious setting of the Salon du Cheval d'El Jadida, with competitions scheduled from October 3rd to 5th 2025, on the main arena of the Mohammed VI Exhibition Park in El Jadida. Held under the High Patronage of His Majesty the King Mohammed VI, may God glorify Him, this event is part of the international CSI 4*W / CSI 1* circuit, accredited by the International Equestrian Federation (FEI) and attracts each year an elite field of Moroccan and international riders. It also serves as the third and final stage of the Morocco Royal Tour, following Tetouan and Rabat, enhancing Morocco's international standing in the discipline of jumping.

This Grand Prix is a true reflection of Morocco's excellence in equestrian event organization, acting as both a platform for international visibility and a catalyst for emerging national talent.

The technical level of the competition, the quality of the course design and the demanding judging criteria make it a major challenge for both riders and horses, requiring precision, speed and perfect harmony.

The event brings together the best horse-and-rider pairs in an atmosphere that is both competitive and festive. A large and passionate audience gathers to support Morocco's representatives as they face increasingly strong international competition. The Grand Prix is also a key meeting point for equestrian professionals, breeders, owners and spectators interested in the demanding world of high-level show jumping.

Beyond the competition itself, the Grand Prix serves as a showcase for Moroccan-bred horses, which are gaining greater visibility on international podiums, and for national riders who proudly represent the Kingdom with skill and determination.



HIS HIGHNESS SHEIKH MANSOUR BIN ZAYED PHOTOGRAPHIC AWARD

October 2nd 2025

On the occasion of its 16th edition, the Salon du Cheval d'El Jadida will host the 11th edition of His Highness Sheikh Mansour Bin Zayed Photographic Award. Over the years, this competition has become an unmissable event, celebrating the image as a means to honor the beauty and nobility of the Arabian horse, while highlighting the creativity of both professional and amateur photographers from Morocco and the Arab world.

The competition is divided into several categories, offering a wide spectrum of artistic expression. The first is devoted to the beauty and movement of the Purebred Arabian, capturing its natural elegance and grace. Another highlight is Tbourida, giving photographers the chance to capture the intensity and precision of this ancestral equestrian art. Other categories explore the diverse activities connected to horses, from sporting competitions to traditional practices, while emphasizing the unique bond between rider and mount.

Finally, a specific category is dedicated to video creation, encouraging innovative audiovisual approaches that blend visual aesthetics, storytelling and the enhancement of the equestrian universe.

The finalist works will be exhibited throughout the Salon du Cheval in a space entirely dedicated to photography, immersing visitors in the visual and sensory world of the Arabian horse. A jury made up of image professionals, representatives of the equestrian sphere and cultural figures will honor the most outstanding creations, judged by rigorous criteria of aesthetics, technique, narrative and originality.

This competition serves as a showcase of excellence and a tribute to equestrian heritage, providing photographers with a platform for artistic expression and the public with a unique opportunity to discover, through images and videos, the timeless beauty of the Arabian horse and its central role in Moroccan and Arab cultural identity.

ART COMPETITION FOR YOUNG TALENTS

October 1st 2025



Beyond sporting competitions and equestrian performances, the Salon du Cheval d'El Jadida places a special focus on the educational and cultural dimension by organizing, each year, an art competition dedicated to younger generations. In perfect harmony with the theme of this edition, "Horse Welfare, a Link Between Equestrian Practices", this initiative is aimed for students aged from 12 to 17, from both public and private schools, across the provinces and prefectures of El Jadida, Berkane, Al Hoceima, Laayoune, Skhirate-Temara and Fes.

Through a variety of creations, including drawings (Category A) and paintings (Category B), participants are invited to explore and illustrate the essential relationship between humans and horses, highlighting concepts of care, respect and attention given to the animal across its many disciplines and uses.

An official award ceremony will be organized and covered by accredited media. This event will affirm the Salon's commitment to strengthening the dialogue between art, culture and responsible equestrian practices.





POETRY COMPETITION

October 3rd 2025

As part of its 16th edition, the Salon du Cheval d'El Jadida will host the first edition of the Poetry competition around the horse, launched by the Abu Dhabi Heritage Authority and the Emirates Arabian Horse Society, in partnership with the Association du Salon du Cheval. This initiative seeks to highlight the prestigious place of the horse in Arab memory and to inspire poets to express, through their verses, the depth of the bond between man and horse, an enduring reflection of equestrian culture and Arab identity.

The competition invites participants to convey, in either classical or contemporary poetry, their vision of the horse as man's companion, with particular emphasis on the values of care, respect and attention it deserves.

A jury composed of literary experts and equestrian figures will award the prizes during an official ceremony, underscoring the horse's significance in Moroccan culture, where heritage and modernity meet.

This competition opens a space for encounter between literary tradition and equestrian heritage, offering a new cultural dimension to the Salon du Cheval d'El Jadida and reaffirming its role as a platform for preserving and promoting artistic expressions linked to the world of the horse



CONFERENCES PROGRAM

DIGITAL HORSE DAY



THE DIGITAL AT THE SERVICE OF EQUINE WELFARE – September 30th, 2025

- 9:30 AM – **Opening speech by Dr. El Habib Marzak**, Commissioner of the Salon du Cheval d'El Jadida
Address by **Mr. Ahmed El Bouari**, Minister of Agriculture, Fisheries, Rural Development, and Water and Forests.
Presentation of the Digital Hub and the Digital Farms Network of Morocco
– **Pr. Loubna El Mansouri**, Director of the Digital Hub at the Ministry of Agriculture
Keynote: «**The equine sector in the digital era – Focus on horse welfare**»
– French Institute for Horses and Equestrianism (IFCE)
Roundtable: «**Artificial intelligence at the service of horse welfare: use cases and perspectives**»
- 12:00 PM – Lunch cocktail reception
- 1:00 PM – Technological demonstration at the Digital Hub stand

CONFERENCE PROGRAM

HUNGARIAN DAY September 30th, 2025

- 2:30 PM – **Conference and signing of the agreement** (Conference Room)
- 4:00 PM – **Hungarian equestrian show** (Arena B)

PHOTOGRAPHY MASTERCLASS – TBOURIDA AND ARABIAN THOROUGHBRED HORSE October 1st, 2025

The program of the day

A photo shoot is scheduled for the afternoon within the Salon.
Certificates will be presented to all participants.

ECONOMIC DAY – CGEM October 2nd, 2025

Digitalization and Artificial Intelligence: Engines of Transformation for Moroccan Enterprises

- 9:00 AM : Opening speech by **Dr. El Habib Marzak**, Commissioner of the Salon Du Cheval d'El Jadida and **Mr. Anwar Radi**, Director of CGEM.
- 9:30 AM – 1:00 PM : Conference
- 1:00 PM – 2:00PM : Lunch break
- 2:00PM – 5:30PM : Masterclasses

PROGRAM OF SCIENTIFIC & CULTURAL CONFERENCES

October 3rd 2025

Opening Speech - 09:45 AM

El Habib MARZAK,
Commissioner of the Salon Du Cheval d'El Jadida.

First Session

President: Fouad Laroui, Rapporteur: Ouafaa Fassi Fihri

- 10:00 AM : **Horse well-being: Between ethics and practices.**
Jean-Louis GOURAUD, writer-traveler and publisher, France.
- 10:30 AM : **Horse well-being: Understanding key factors and evaluating them in light of current research.**
Léa LANSADÉ, INRAE, Cognition, Ethology and Animal Welfare Team, Tours, France.
- 11:00 AM : **SPANA's contribution to the welfare of carriage horses in Morocco.**
Mohammed Hassan LAMRINI & Hassan ALYAKINE, SPANA Marrakech and IAV Hassan II, Rabat, Morocco.
- 11:15 AM : **Aromatherapy for horses.**
Asmae ALAOUI BELGHITI, PhD in Health Sciences.
- 11:30 AM : **The Sultan Moulay Ismail's Horse Palace: An architectural masterpiece.**
Hafid MOKADEM, Directorate of Military History, Morocco.

Second Session

President: Ahmed Chaouki Binebine, Rapporteur: Noursaid Tligui.

- 11:45 AM : **Horse care under the reign of Sultan Sidi Mohammed Ben Abdallah (in Arabic).**
Lahcen EL GAZOINI, Directorate of Military History, Morocco.
- 12:00 PM : **Critical edition of «Qatr al-Sayl fī Siyāsāt al-Khayl» attributed to Qanbar, servant of Imam 'Alī ibn Abī Tālib (in Arabic).**
Nafissa DAHBI, Ibn Tofail University, Kenitra, Morocco.
- 12:15 PM : **Critical edition of «Kitāb al-Khayl» by Abū 'Ubayda Ma'mar ibn al-Muthannā (in Arabic).**
Abdelali LAMDEBER, Hassania Royal Library, Rabat, Morocco.
- 12:30 PM : **Reviving Traditional Sports (in English).**
World Ethnosport Confederation

Closing 12:45 PM



 **SPACES
& EXHIBITION**

EXHIBITION AREA

The exhibition area at the Salon du Cheval d'El Jadida stands as one of the event's key pillars. A vibrant platform for networking, sharing expertise, and business opportunities, it brings together a wide range of players from the equine industry, offering visitors a fully immersive experience in the world of horses.

Spread across several thousand square meters, the exhibition space invites visitors on a scenographic journey reflecting the richness and complexity of the equestrian ecosystem. Stud farms, veterinary centers, equipment manufacturers, traditional saddlery artisans, equine nutrition houses, rural cooperatives, accessory designers, training institutions, sports federations, and institutional partners all present their products, expertise and innovations.

By highlighting this professional fabric, the Salon du Cheval fully embraces its role as a development platform for the sector. For the 2025 edition, particular focus will be placed on the clarity of the layout and the smooth flow of visitors, encouraging meaningful interactions between exhibitors and the public. Each stand becomes an open stage for demonstrations, learning and discovery. Whether it's a farriery workshop, a presentation of phytosanitary products, or ancestral know-how passed down through generations, the experience is designed to be dynamic, interactive and accessible to all.



REGIONS'. VILLAGE

The Regions Pavilion plays a central role in the dynamic of the Salon du Cheval d'El Jadida. Acting as a true territorial showcase, it reflects the diversity, richness and vitality of equestrian traditions across the Kingdom. Each region presents its own unique identity, specific horse-related practices, artisanal expertise, as well as agricultural or cultural development projects connected to the equine sector.

More than just a space for promotion, the Regions Pavilion is also a place for knowledge-sharing and heritage transmission. It highlights local efforts to preserve traditional practices while supporting the modernization of the sector. Through thematic exhibitions, heritage objects, personal testimonies and artisanal demonstrations, visitors are invited to discover the deep and enduring ties that connect each territory to equestrian culture.

For the 2025 edition, the Regions Pavilion will feature a renewed scenography designed to offer an immersive and educational experience. The layout is conceived as a journey through Morocco's regions, where visitors can discover rural life artifacts, traditional attire, breeding tools, and rare pieces of saddlery. This diversity illustrates how horses are woven into local lifestyles, economies, and cultural heritage throughout the country.



CHILDREN'S AREA .

The Children's Village is one of the most vibrant and eagerly anticipated spaces at the Salon du Cheval d'El Jadida. Designed as a place for learning, discovery and cultural transmission, it invites young visitors to immerse themselves in the world of horses in a fun, educational and engaging way. Acting as a bridge between the equestrian world and new generations, the Children's Village is conceived to spark curiosity, stimulate imagination and pass on the values associated with equestrian culture.

Throughout the day, a dedicated program is offered to children. Supervised demonstrations and themed activities allow them to develop an initial connection with the animal in a safe and welcoming environment. Guided by specialized professionals, these experiences often serve as a child's first meaningful encounter with the equestrian world, moments that inspire both learning and emotion.



Façades

OPTION 1

Cette création évoque le calme et la sérénité à travers la représentation d'un troupeau de chevaux sauvages dans leur habitat naturel, immobiles ou avançant paisiblement. Le décor met en valeur quatre arbres emblématiques du Maroc - arganier, figuier, olivier et cèdre - symboles de la richesse des ressources naturelles du Royaume. À l'avant-plan, quelques chevaux semblent attendre le reste du troupeau, qui s'approche lentement depuis la gauche, guidant subtilement le regard et créant un mouvement visuel harmonieux.

* Il s'agit d'une esquisse pour la validation de la composition générale et la palette de couleurs, les façades seront travaillées plus en détail quand l'une des deux options sera choisie



Faris en voyage à travers les forêts du Maroc

فَارِسٌ فِي رَحْلَةٍ عَبْرَ غَابَاتِ الْمَغْرِبِ

- Concept scénographique dans la peau de **Faris qui se promène dans les bois** et découvre sur son passage les **richesses arboricoles** du Maroc.
- **Ambiance immersive** : avec des murs périphériques illustrant le cœur d'une forêt avec des clairières venant apporter de la lumière ponctuellement ainsi que des silhouettes de chevaux que l'on aperçoit entre les arbres.
- Mise en place d'**éléments en volume** qui prolonge l'illusion au milieu des espaces



Plan d'aménagement



VILLAGE. ART AND CULTURE

The Art and Culture Village holds a unique place within the Salon du Cheval d'El Jadida. Conceived as a space for dialogue between contemporary creation, cultural heritage and popular expression, it highlights the deep and enduring ties between the horse and Moroccan culture across centuries. Visitors are invited to explore a diverse journey where artistic exhibitions, live performances, craftsmanship, literature, music and traditional know-how come together.

Painters, sculptors, calligraphers, photographers, storytellers and musicians present works inspired by the equestrian world, its aesthetics, its symbolism and its evocative power. Through their creative perspectives, the horse becomes both an artistic motif and a source of emotion, a witness to history and a figure of cultural transmission.

As a place of interaction, the Art and Culture Village also hosts conferences, author meet-and-greets, public readings, and workshops introducing visitors to artistic professions. Round tables will focus on themes such as the representation of the horse in Moroccan culture, the role of the arts in preserving traditions, and the place of art in equestrian education.



EQUESTRIAN NIGHTS SHOWS

This year, the Equestrian Nights Show of the Salon du Cheval d'El Jadida unveils an exciting novelty: three nights of spectacular performances, offered for the very first time to the ever-growing and enthusiastic public.

Under the theme "Melodies of Hooves", these unique shows will blend tradition, virtuosity, and emotion, bringing together international artists and renowned Moroccan institutions to offer audiences an unprecedented experience at the crossroads of equestrian art and live performance.

Moments of grace suspended in the rhythm of the Show, the Equestrian Night Show embodies the sensitive, expressive, and universal dimension of equestrian culture. It reminds us that the horse, beyond sport and breeding, is also a partner in emotion, a performer on stage, and a messenger of beauty.

Highlights include:

The first African appearance of horses from the Szilvásvárad Stud (Hungary), a world reference in driving and Lipizzaner dressage, promising a performance that combines precision and poetry.

Christophe and Max Hasta Luego, the iconic father-son duo, will present spectacular acts blending vaulting and liberty work, marked by great sensitivity.

Kevin Ferreira and Jérôme Sefer will captivate the audience with their Comtois horses in a choreography that is both rhythmic and generous.

Bartolo Messina, nicknamed "the whisperer to horses," will deliver a free dressage performance of rare intensity, alongside his nephew Sasa Improtta, a rising star of the international equestrian scene.

Moroccan tradition will also shine through:

The Sorec Academy des Arts Equestres, presenting three original tableaux united under the theme "Equestrian Lights."

The cavalry of Royal Gendarmerie, offering a carousel of remarkable technical skill and elegance.

The cavalry of the General Directorate of National Security, known for its spectacular and disciplined performances.



SPONSORS



PARTNERS





Association Salon du Cheval

Adress : 40, Al Jacaranda avenue, 10100, Hay Riad Rabat – Morocco

Tel : +212 537 56 66 56. Fax : +212 537 56 68 56

E-mail : sdcexposition@gmail.com – Website : www.salonducheval.ma