

PRESS RELEASE

Morocco, Guest of Honor at Fieracavalli 2025 in Verona

Morocco will be the Guest of Honor at the upcoming edition of Fieracavalli, the prestigious international horse fair held in Verona, Italy, now in its 127th edition. This invitation highlights the Kingdom's prominent position on the global equestrian scene, reflecting a centuries-old heritage and internationally recognized expertise in breeding and traditional equestrian culture.

Representing Morocco, the Association du Salon du Cheval, in partnership with La Maison de l'Artisan, will present a national pavilion that serves as a vibrant showcase of Moroccan craftsmanship and cultural heritage.

This space will showcase the role of the Salon du Cheval d'El Jadida, a prestigious annual event among international equestrian fairs, while celebrating the talent of Moroccan artisans whose craftsmanship is closely tied to the equestrian world, from saddlery and embroidery to leatherwork, metalwork and traditional jewelry.

On this occasion, Veronafiore S.p.A (the company organizing Fieracavalli) and the Association du Salon du Cheval have agreed to sign a strategic partnership structured around two key pillars:

- Promotion of joint initiatives including fairs, exhibitions and equestrian events, designed to enhance cultural, economic and equestrian collaboration between the two nations.
- Development of exchange and training programs for industry professionals, including breeders, trainers, veterinarians and artisans, aimed at fostering knowledge sharing and advancing technical expertise.

This invitation to Fieracavalli stands as a tribute to Morocco's stature as a distinguished equestrian nation. It celebrates a living heritage and a shared passion, reaffirming the Kingdom's commitment to expanding its presence on the global equestrian scene and fostering new opportunities for collaboration within the horse industry.

About the Association du Salon du Cheval

Created on May 20th, 2008 Under High Royal Instructions, l'Association du Salon du Cheval is governed by the provisions of Dahir N ° 1-58-376 of 3 Joumada I 1378 (November 15th, 1958) regulating the right of association, such as it was modified and supplemented by the Dahir relating to law N ° 1-73-288 of 6 Rabie I 1393 (April 14th, 1973).

It was recognized as being of an institution of public utility in 2010 by the decree N ° 2-10-505 and presided by Charif Moulay Abdallah Alaoui.

Its missions are:

- Organization of Salon du Cheval d'El Jadida
- Working to establish channels of cooperation and communication with government institutions, the private sector, civil society and similar exhibitions in Morocco and abroad
- Encourage any activity aimed at developing and strengthening the equine sector, in particular for the social and economic development of the rural world
- Highlight the rich national cultural heritage associated with the Horse as well as the equestrian traditions of the Kingdom
- Encourage professions and trades linked to the Horse

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