

17th edition of the Salon du Cheval d'El Jadida Dates: From October 13 to 18, 2026

UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI



**Theme: "The Horse in the Service
of Humanity"**

Rabat, 01/07/2026 – Under the High Patronage of His Majesty King Mohammed VI, may God assist Him, the city of El Jadida will host the 17th edition of the Salon du Cheval d'El Jadida from 13 to 18 October 2026 at the Mohammed VI Exhibition Park. Organised by the Association du Salon du Cheval, this major event of the national and international equestrian scene will be held this year under the theme: "The Horse in the Service of Humanity".

Since its creation in 2008, the Salon du Cheval d'El Jadida has established itself as a leading national and international equestrian event, thanks to the continuous enhancement of its infrastructure, organisation and visitor experience, as well as its growing reputation among professionals and stakeholders from the equestrian, cultural and sporting sectors. The Salon brings together the entire equestrian ecosystem, including breeders, riders, craftsmen, researchers, institutions and industry professionals, alongside the general public. As such, it serves as a unique platform for promoting the equine field, supporting its development and showcasing the richness and diversity of its various components.

Through the theme “The Horse in the Service of Humanity”, this 17th edition highlights an age-old, profound, and enduring relationship. A working partner, a companion of tradition, and a key player in sport, culture, transmission and leisure, the horse holds a unique place in the history of the Kingdom and in the living heritage of its regions.

This theme also serves as a reminder of humanity’s responsibility towards the horse, particularly in terms of respect, dignity and well-being. At the same time, it underscores the horse’s contribution to the country’s economic, social and heritage development. Through this focus, the Salon aims to showcase all dimensions of the equine world, whether cultural, artistic, sporting, educational, recreational or professional.

The 2026 edition will mark a significant milestone in the Salon’s growing international dimension. The Grand Prix of His Majesty King Mohammed VI for Show Jumping will be upgraded to CSI5*-W status, while another international competition will move from CSI1* to CSI2* level. These developments will further strengthen El Jadida’s position on the international equestrian calendar and attract some of the world’s leading riders.

This sporting progression forms part of a broader dynamic through which the Salon continues, year after year, to consolidate its role as a showcase for Moroccan expertise and a platform where national equestrian traditions meet international standards. It also reflects the ambition to provide Moroccan riders with an increasingly competitive environment and greater exposure to the global equestrian scene.

One of the highlights of this 17th edition will be the Grand Prix of His Majesty King Mohammed VI of Tbourida, bringing together the finest sorbas from across the Kingdom in an inter-regional competition that showcases the excellence of traditional Moroccan horsemanship, collective harmony, technical mastery and the richness of the nation’s cultural heritage.

The Salon will also continue to celebrate the emblematic horse breeds that form an integral part of Morocco’s equestrian heritage. The Champion Cup for Barb Horses, the Champion Cup for Arab-Barb Horses and the Moroccan Breeders’ Cup for Arab Horse will feature on the programme, alongside the International Arabian Horse Competition, classified as a Title Show. These events will help highlight the work of breeders, the quality of bloodlines, and the diversity of practices associated with the horse.

Beyond the competitions, the Salon du Cheval d’El Jadida will maintain its role as a space for reflection, dialogue and transmission. Its cultural and scientific programme will feature conferences and meetings aimed at both professionals and enthusiasts, addressing key issues facing the equine sector, the preservation of heritage, the evolution of practices and the place of the horse in society.

A true crossroads for exchange, the Salon will also provide the regions of the Kingdom with a privileged showcase to promote their know-how, their contribution to the preservation of equestrian heritage and their local products. This territorial dimension confirms the Salon’s role as a meeting point between heritage, local development, the rural economy and equine professions.

Passing this heritage on to future generations will be one of the key priorities of this edition.

A dedicated programme for children and young people will offer an opportunity to discover the world of the horse, its disciplines, professions, traditions, and values.

Special attention will be given to younger generations through a comprehensive programme designed to introduce children and teenagers to the many facets of the equestrian world.

Led by the Association du Salon du Cheval, chaired by Charif Moulay Abdallah Alaoui, the Salon du Cheval d'El Jadida continues its mission to promote the equine sector, showcase equine professions and preserve Morocco's cultural heritage linked to the horse.

From 13 to 18 October 2026, the city of El Jadida will once again host an edition defined by continuity, excellence and international outreach, reaffirming the horse's enduring role as a link between generations, regions, expertise and modern practices.

About the Horse Show Association

Founded on May 20, 2008, following Royal Instructions, the Horse Show Association 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 Sharif 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

Press Contact