UNDER THE HIGH PATRONAGE OF HIS MAJESTY THE KING MOHAMMED VI



# SALON DU CHEVAL D'EL JADIDA

## SEVENTEENTH EDITION

From 13th to 18th October 2026

# PRESS **KIT** 2026

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# PRESIDENT'S MESSAGE

*Charif Moulay Abdallah Alaoui*

Under the High Patronage of His Majesty King Mohammed VI, may God assist and glorify Him, the 17th edition of the Salon du Cheval d'El Jadida will take place from October 13 to 18, 2026.

Since its inception in 2008, the Salon du Cheval d'El Jadida has steadily established itself as a benchmark event, experiencing continuous growth in terms of infrastructure, organisation, quality of hospitality, and national and international outreach. It has played a decisive role in promoting, structuring, and modernising the national equine sector, which has achieved significant progress, particularly in the field of equestrian arts and traditions.

Furthermore, the Salon du Cheval d'El Jadida plays a major role in preserving, promoting, and transmitting Morocco's equestrian cultural heritage. It embodies a collective dynamic aimed at safeguarding our ancestral legacy while resolutely adapting it to the requirements and challenges of the contemporary world. This strategic vision is supported by the constant and exemplary commitment of our institutional and private partners, whose contributions have been instrumental in ensuring the growth and sustainability of this event.

The program for this 17th edition will be distinguished by the richness and diversity of its activities, highlighting the horse's many roles across cultural, artistic, sporting, educational, and recreational dimensions. Through this program, the Salon reaffirms its commitment to actively supporting the development of the equine sector and raising public awareness of its economic, cultural, and social challenges.

As in previous editions, the Salon du Cheval d'El Jadida is expected to welcome a large and diverse audience, including enthusiasts, families, visitors, and national and international professionals from the sector. As a true platform for meetings, exchanges, and partnerships, it provides a privileged space for all stakeholders in the equine world, helping 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 over the years as a leading event and is now recognised as one of the world's major equestrian gatherings. The quality of its program, combined with the professionalism of its organisation, makes it a must-attend event on the international equestrian calendar.

We are delighted to once again welcome all professionals, artists, riders, speakers, partners, and visitors to the Mohammed VI Exhibition Park in El Jadida for this 17th edition, held under the banner of continuity, excellence, and the promotion of the horse in the service of humanity.



# COMMISSIONER'S MESSAGE

*Dr. El Habib Marzak*

Under the High Patronage of His Majesty The King Mohammed VI, may God assist Him, the Association du Salon du Cheval organises the 17th edition of the Salon du Cheval d'El Jadida, held from October 13 to 18 at the Mohammed VI Exhibition Park.

Themed «The Horse in the Service of Humanity » this edition honors the deep, age-old bond between man and horse. A partner in our work, a companion of our traditions, and a star of sport and culture, the horse has shaped our history and continues to play an active role in the Kingdom's economic and social development. This theme invites us to recognise the horse central place in our lives, while reminding us of our responsibility to ensure its health and welfare. Over the years, the Salon has become an unmissable event of the international equestrian scene. The 17th edition confirms this drive for excellence through the hosting of the Grand Prix of His Majesty The King Mohammed VI of Jumping, which rises this year from 4* to 5* level (while another international event moves from 1* to 2* level). This excellence is also reflected in the Grand Prix of His Majesty King Mohammed VI of Tbourida, where the Kingdom's finest sorbas will compete with skill, cohesion, and magnificence in an exceptional inter-regional competition.

Other flagship competitions for which the Salon is renowned will also be on the agenda :

* Breeders' Cup for Barb Horses;
* Breeders' Cup for Arab-Barb Horses ;
* The Moroccan Arab Horse Breeders Cup.

Beyond sport, the Salon remains a space for transmission and reflection. Our cultural and scientific program will offer talks for both professionals and enthusiasts, with a special focus on our younger visitors. Raising awareness and transmitting our equestrian traditions to the next generations are at the very heart of our mission. A true crossroads for exchange, the Salon du Cheval d'El Jadida also gives our regions a unique stage to showcase their craftsmanship, their dedication to this living heritage, and their local treasures. We invite you to join us from October 13 to 18 to celebrate the horse nobility and its service to humanity, making this 17th edition a true showcase of excellence and distinction.

# REVIEW OF THE **16TH EDITION**









## REVIEW **16TH EDITION**

**7**
DAYS OF SHOWS

**+100**
EXHIBITORS

**700**
RIDERS

**+150.000**
VISITORS

**+1100**
HORSES

**+600**
JOURNALISTS

**50**
NATIONALITIES

# PRESENTATION OF THE 17TH EDITION

**Location:**
Mohammed VI Exhibition Park, El Jadida

**Dates:**
**13th–18th** October **2026**

**Official Opening:**
Monday, **12th** October **2026**

**Theme:**
**“The Horse in the Service of Humanity”**
ⴰⵙⵙⵉⵡ, ⵅ ⵜⵍⴰⵀⵓⵜ ⵉ ⵓⵀⵅⴰⵍ

For its 17th edition, the Salon du Cheval d’El Jadida has chosen to return to the very essence of the bond between humans and horses.

With the theme “The Horse at the Service of Humanity,” the event explores a long-standing relationship built on utility, trust, respect and the transmission of knowledge and traditions.

Throughout Morocco’s history, the horse has accompanied communities through many aspects of collective life. It has played a role in work, mobility, ceremonies, equestrian traditions, popular celebrations, sporting practices and artistic expression. It remains closely associated with gestures, professions, bloodlines, territories and knowledge that continue to thrive across several regions of the Kingdom.

This theme also highlights the responsibility that comes with the horse’s contribution to society. Attention to its welfare, health, quality of care and the evolution of practices has become a key issue for the entire equine sector. The Salon places this reflection within a balanced approach, where tradition, culture and modernity cannot be separated from respect for the animal.

Through this vision, the 2026 edition highlights the horse’s contributions to society, while also addressing the commitments required to preserve this enduring bond. It presents the horse as a working partner, a participant in sport, a source of artistic inspiration, an economic driver and a symbol of heritage. This approach gives the Salon a scope that is at once human, cultural, educational and professional.

# NEW FEATURES **OF THE 17TH EDITION**

**Upgrade of the international jumping competitions from CSI4*W/CSI1* to CSI5*W/CSI2***

**Study day dedicated to the theme of the edition**

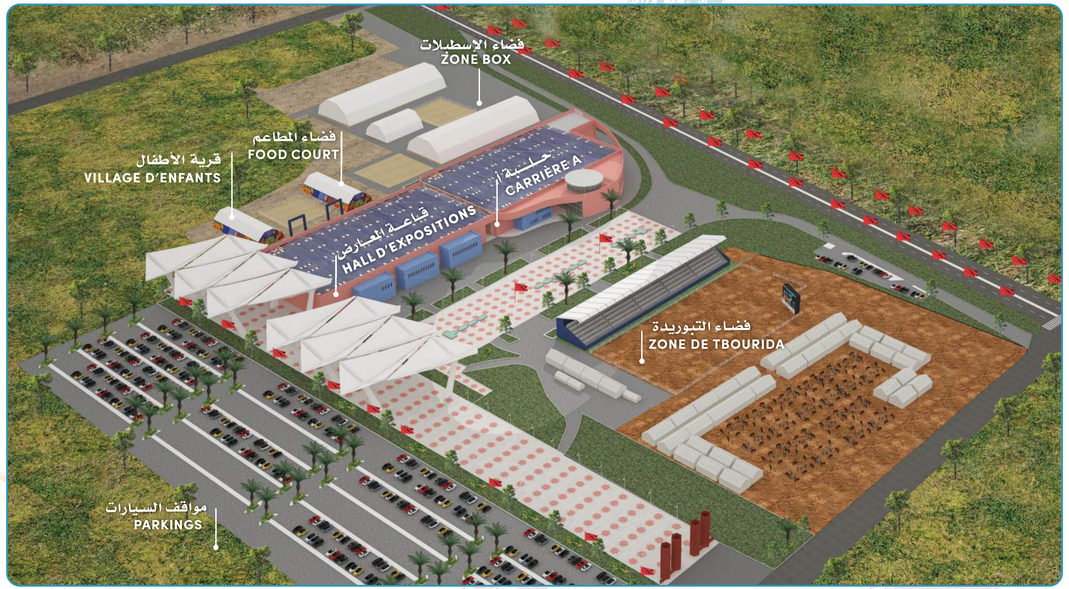
**Expanded international corporation**

**A redesigned exhibition space**

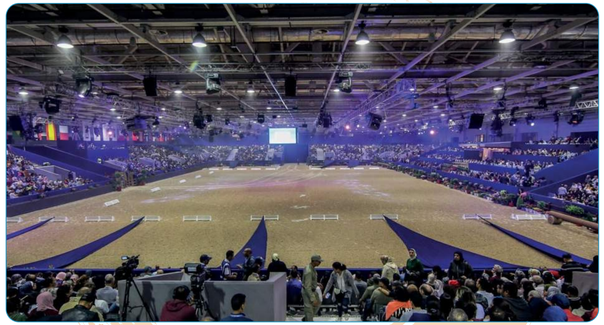
**Greater involvement of the Salon partners in the programming of animations**

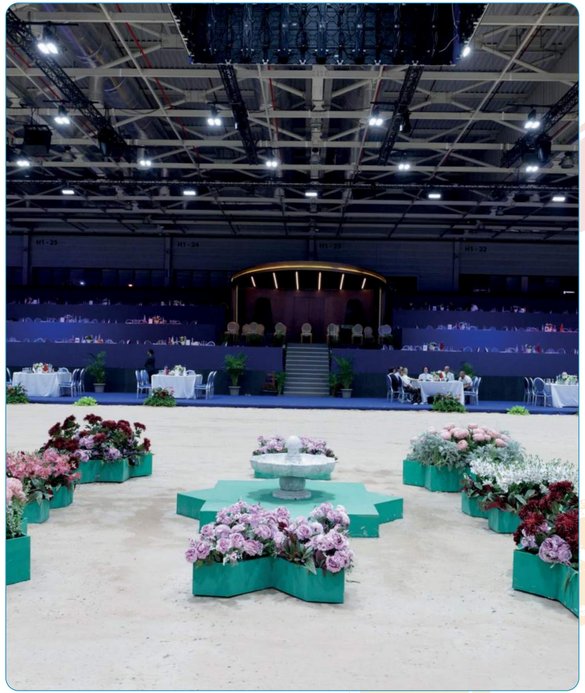


# SITE **PLAN**



# ARENA A









# ARENA B



# AREA TBOURIDA









SALON DU CHEVAL D'EL JADIDA

SEVENTEENTH EDITION
From 13th to 18th October 2026

# PROGRAM



WWW.SALONDUCHEVAL.MA

## 1 OFFICIAL OPENING
MONDAY 12 OCTOBER

## TUESDAY 13 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 8:00 AM - 6:00 PM | : Moroccan Breeder's Cup for Arab Horses |
| ARENA "B" | 10:00 AM - 11:00 AM | : Equestrian Display by the Royal Cavalry School of Temara |
| | 11:00 AM - 11:45 AM | : Fun Equestrian Display (Yassini) |
| | 11:45 AM - 12:30 PM | : Equestrian Display by the Auxiliary Forces |
| | 2:00 PM - 3:00 PM | : Equestrian Display by the Royal Gendarmerie |
| | 3:00 PM - 4:00 PM | : Equestrian Display by the General Directorate of National Security (DGSN) |
| | 4:00 PM - 4:30 PM | : Equestrian Display with Sami El Khattabi |
| | 4:30 PM - 5:00 PM | : Equestrian Display by SOREC |
| | 5:00 PM - 5:30 PM | : Equestrian and Musical Display by the UAE |
| CONFERENCES ROOM | 9:00 AM - 2:00 PM | : Digital Horse Day |
| | 2:00 PM - 5:00 PM | : Photography and Video Masterclass |
| TBOURIDA AREA | 2:00 PM - 3:00 PM | : Tent Pegging |
| | 3:00 PM - 6:00 PM | : Grand Prix of His Majesty The King Mohammed VI of Tbourida «1st competition» |

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## WEDNESDAY 14 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 9:00 AM - 6:00 PM | : International Arabian Horse "Title Show" «Qualifying Classes» |
| ARENA "B" | 10:00 AM - 11:00 AM | : Equestrian Display by the Royal Gendarmerie |
| | 11:00 AM - 12:00 PM | : Equestrian Display by the General Directorate of National Security (DGSN) |
| | 12:00 PM -12:30 PM | : Equestrian Display with Sami El Khattabi |
| | 2:00 PM - 2:30 PM | : Equestrian Display by SOREC |
| | 2:30 PM - 3:15 PM | : Fun Equestrian Display (Yassini) |
| | 3:15 PM - 4:00 PM | : Equestrian Display by the Auxiliary Forces |
| | 4:30 PM - 5:00 PM | : Equestrian and Musical Display by the UAE |
| | 5:00 PM - 5:30 PM | : Equestrian Display by the Royal Cavalry School of Temara |
| CONFERENCES ROOM | 10:00 AM - 3:00 PM | : Poetry Competition |
| CHILDREN'S AREA | 10:00 AM - 3:00 PM | : Art Competition for Young Talents |
| EXHIBITION AREA | 4:00 PM | : His Highness Sheikh Mansour Bin Zayed Al Nahyan Arabian Horse Photographic Award |
| TBOURIDA AREA | 2:00 PM - 3:00 PM | : Tent Pegging |
| | 3:00 PM - 6:00 PM | : Grand Prix of His Majesty The King Mohammed VI of Tbourida «2nd competition» |

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## THURSDAY 15 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 9:00 AM - 5:00 PM | : International Arabian Horse "Title Show" «Championship» |
| | 7:00 PM - 10:30 PM | : Grand Prix Of His Majesty The King Mohammed VI of Jumping Competition CSI5*W/ CSI2* |
| ARENA "B" | 10:00 AM - 11:00 AM | : Equestrian Display by the Royal Cavalry School of Temara |
| | 11:00 AM - 12:00 PM | : Equestrian Display by the General Directorate of National Security (DGSN) |
| | 12:00 PM -12:45 PM | : Fun Equestrian Display (Yassini) |
| | 2:00 PM - 2:30 PM | : Arrival of the Ehenifra Horseback Ride |
| | 2:30 PM - 3:30 PM | : Equestrian Display by SOREC |
| | 3:30 PM - 4:30 PM | : Equestrian Display by the Auxiliary Forces |
| | 4:30 PM - 5:00 PM | : Equestrian and Musical Display by the UAE |
| | 5:00 PM - 5:30 PM | : Equestrian Display with Sami El Khattabi |
| | 5:30 PM - 6:30 PM | : Equestrian Display by the Royal Gendarmerie |
| CONFERENCES ROOM | 9:30 AM - 1:00 PM | : Economic Day |
| TBOURIDA AREA | 2:00 PM - 3:00 PM | : Tent Pegging |
| | 3:00 PM - 6:00 PM | : Grand Prix of His Majesty The King Mohammed VI of Tbourida «3rd competition» |

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## FRIDAY 16 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 9:00 AM -6:00 PM | : Grand Prix Of His Majesty The King Mohammed VI of Jumping Competition CSI5*W/ CSI2* |
| | 9:00 PM | : Equestrian Night Shows |
| ARENA "B" | 9:00 AM - 1:30 PM | : Breeders' Cup for Arab-Barb Horses |
| | 3:00 PM - 3:30 PM | : Equestrian Display by SOREC |
| | 3:30 PM - 4:00 PM | : Equestrian and Musical Display by the UAE |
| | 4:00 PM - 4:30 PM | : Fun Equestrian Display (Yassini) |
| | 4:30 PM - 5:00 PM | : Equestrian Display by the General Directorate of National Security (DGSN) |
| | 5:00 PM - 5:30 PM | : Equestrian Display by the Royal Cavalry School of Temara |
| CONFERENCES ROOM | 10:00 AM - 5:15 PM | : Cultural and Scientific Conferences |
| CHILDREN'S AREA | 2:00 PM - 6:00 PM | : Fares Chess Cup |
| TBOURIDA AREA | 2:00 PM - 3:00 PM | : Tent Pegging |
| | 3:00 PM - 6:00 PM | : Grand Prix of His Majesty The King Mohammed VI of Tbourida «4th competition» |

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## SATURDAY 17 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 8:00 AM -6:00 PM | : Grand Prix Of His Majesty The King Mohammed VI of Jumping Competition CSI5*W/ CSI2* |
| | 9:00 PM | : Equestrian Night Shows |
| ARENA "B" | 9:00 AM - 1:30 PM | : Breeders' Cup for Barb Horses |
| | 2:00 PM - 2:30 PM | : Fun Equestrian Display (Yassini) |
| | 2:30 PM - 3:00 PM | : Equestrian Display by SOREC |
| | 3:00 PM - 4:00 PM | : Equestrian Display by the Royal Cavalry School of Temara |
| | 4:00 PM - 5:00 PM | : Equestrian Display by the Royal Gendarmerie |
| | 5:00 PM - 5:30 PM | : Equestrian and Musical Display by the UAE |
| TBOURIDA AREA | 3:00 PM - 6:00 PM | : Grand Prix of His Majesty The King Mohammed VI of Tbourida «Final» |

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## SUNDAY 18 OCTOBER

| | | |
|---|---|---|
| ARENA "A" | 9:00 AM - 5:00 PM | : Grand Prix Of His Majesty The King Mohammed VI of Jumping Competition CSI5*W/ CSI2* - «Final» |
| ARENA "B" | 10:00 AM - 10:30 AM | : Equestrian and Musical Display by the UAE |
| | 10:30 AM - 11:00 AM | : Equestrian Display with Sami El Khattabi |
| | 11:00 AM - 12:00 PM | : Equestrian Display by the Auxiliary Forces |
| | 12:00 PM - 1:00 PM | : Equestrian Display by the General Directorate of National Security (DGSN) |
| | 2:00 PM - 3:00 PM | : Equestrian Display by SOREC |
| | 3:00 PM - 4:00 PM | : Equestrian Display by the Royal Cavalry School of Temara |
| | 4:00 PM - 4:45 PM | : Fun Equestrian Display (Yassini) |
| | 4:45 PM - 5:30 PM | : Equestrian Display by the Royal Gendarmerie |
| TBOURIDA AREA | 2:00 PM - 3:00 PM | : Tent Pegging |
| | 4:00PM - 6:00 PM | : Tbourida Exhibition |

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SCAN ME

/Salonduchevaldeljadida

- Many recreational and fun activities are planned in the Children's Village for all the duration of the Salon.

- A hall with more than 10,000 m2 area is dedicated to exhibition booths: institutional, sponsors, international, artisanal, artistic...

- A wide catering choice will be offered on-site to satisfy all visitors: youth and adults.



# COMPETITIONS AND CONTESTS PRESENTATION







## GRAND PRIX OF HIS MAJESTY THE KING MOHAMMED VI OF TBOURIDA

From 13 to 17 October 2026





The Grand Prix of His Majesty the King Mohammed VI of Tbourida is one of the major highlights of the Salon du Cheval d'El Jadida. This competition brings together the finest sorbas from across the Kingdom in a discipline that remains one of the most powerful expressions of Morocco's equestrian culture.

Also known as the game of baroud, Tbourida is based on precise gestures, rigorous coordination between riders, and perfect control of the horses. It combines power, collective discipline, the elegance of ceremonial attire and respect for ancestral codes. Its inscription in 2021 on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity confirmed its historical, social and artistic significance beyond Morocco's borders.

Over several days, the competing sorbas are assessed according to demanding criteria, including alignment, harmony of the gallop, synchronisation of movement, precision of the baroud discharge, riders' posture, quality of harnessing and control of the horses. Each performance reflects both the cohesion of the group and the individual mastery of every rider.

The different stages of the competition will lead to a highly anticipated final, which will distinguish the most accomplished sorbas of this edition. For the public, the Grand Prix stands as one of the most intense moments of the Salon, through the strength of the spectacle, the enthusiasm it generates and the symbolic depth attached to this practice.

# MOROCCAN BREEDERS' CUP FOR ARAB HORSE

Tuesday 13 October 2026





At the heart of the Salon du Cheval d'El Jadida, the Moroccan Breeders' Cup shines a spotlight on the excellence of the Kingdom's breeding horse sector. Bringing together some of the finest Arabian Horses in Morocco, the competition celebrates both the quality of national bloodlines and the expertise of breeders dedicated to safeguarding this prestigious heritage.

Organised by the Association du Salon du Cheval, in partnership with the Société Royale d'Encouragement du Cheval (SOREC) and the Royal Moroccan Association of Arabian Horse Breeders, the competition aims to promote excellence in Arabian horse breeding in Morocco while encouraging the continuous improvement of breeding and selection practices.

Renowned for its elegance, endurance and refined conformation, the Arabian Horse is the result of generations of careful selection and dedicated breeding. The Breeders' Cup recognizes and rewards the efforts of breeders who work tirelessly to preserve, enhance, and perpetuate the distinctive qualities that have made this exceptional breed one of the most admired in the world.

Beyond the competitive dimension, this Cup also serves as a platform for exchange, visibility and promotion across the entire breeding sector. It helps recognise the contribution of breeders, promote national stallions and mares, and support the emergence of new talent. By bringing together the finest horses from Moroccan breeding farms, the competition contributes to the standing of the Purebred Arabian at national level and supports its growing alignment with the highest international standards.



# INTERNATIONAL ARABIAN HORSE 'TITLE SHOW'

14 & 15 October 2026







The International Arabian Horse "Title Show" gathers champion horses from Morocco, as well as from Europe and the Middle East, to compete in a discipline based on high standards, precision and quality of presentation.

The "Title Show" classification is the highest status granted by the European Conference of Arab Horse Organizations in 2024. It reflects the level reached by this competition and confirms its place among the leading events dedicated to the Arabian horse. This recognition also strengthens the event's appeal among breeders, owners and professionals of the breed.

This prestigious competition is held in two stages: the qualifying rounds followed by the championship. It will take place in Arena A at the Mohammed VI Exhibition Park in El Jadida, providing a suitable setting and premium conditions for competitors, professionals and visitors.

Each horse is presented in hand before an international jury, which carefully assesses conformation, balance of lines, quality of movement and breed expression.

Organised in partnership with SOREC and the Royal Moroccan Association of Arabian Horse Breeders, under the aegis of ECAHO, the competition offers a platform for exchange between Moroccan and international stakeholders. It helps raise the profile of Arabian horses bred in Morocco and further integrates national breeders into the specialised circuits dedicated to the breed.

# BREEDERS' CUP FOR ARAB-BARB HORSES

Friday 16 October 2026

The Breeders' Cup for Arab-Barb Horses features horses that have already distinguished themselves at previous editions of the Salon or in various national championships.

Resulting from the crossbreeding of the Barb Horse and the Arabian Horse, the Arab-Barb Horse is known for its resilience, endurance, flexibility and versatility. These qualities make it a highly valued horse across a wide range of practices, from equestrian traditions and leisure activities to training and selected competitive disciplines.

The horses presented are assessed according to their conformation, paces, overall balance, quality of presentation and compliance with the required standards.

Organized by Association du Salon du Cheval in partnership with SOREC and the Association Marocaine du Cheval Barbe et Arabe-Barbe (AMCBAB), this Cup also recognises the work of Moroccan breeders committed to developing a breed that holds a unique place in the country's horse equin sector.







# BREEDERS' CUP FOR BARB HORSES

Saturday 17 October 2026

The Breeders' Cup for Barb Horses is dedicated to the Barb horse, regarded as Morocco's national horse and recognised as one of the founding breeds of the Kingdom's equine identity.

An ancient, robust breed, perfectly adapted to the demands of diverse territories, the Barb is distinguished by its resilience, agility, temperament and sobriety. It remains closely associated with several equestrian practices in Morocco, including Tbourida, working equitation, leisure riding and presentation competitions.

This Cup brings together horses that have earned titles in various national championships. The competing horses will be assessed on the quality of their conformation, paces, balance, power, elegance and compliance with the defining characteristics of the Barb breed. Organized by Association du Salon du Cheval in partnership with SOREC and the Association Marocaine du Cheval Barbe et Arabe-Barbe (AMCBAB), this competition also emphasises the Moroccan breeders commitment to preserving and developing this emblematic breed.





# GRAND PRIX OF HIS MAJESTY THE KING MOHAMMED VI OF JUMPING COMPETITION CSI5*W / CSI2*

Sunday 18 October 2026

A flagship event on the national equestrian calendar, the Grand Prix of His Majesty the King Mohammed VI of Jumping Competition CSI5*W / CSI2* is one of the highlights of the 17th edition of the Salon du Cheval d'El Jadida.

In 2026, the competition reached a decisive milestone by being upgraded to CSI5*W level, the highest level of international show jumping competition and a qualifier for the World Cup. This development has enabled El Jadida to join the select circle of the discipline's most prestigious events.

It confirms its place amongst the must-attend events on the global equestrian circuit. This edition also marks the upgrade of the CSI1* competition to a CSI2*, further raising the overall standard of the event. This step up offers Moroccan riders more opportunities to compete at the very highest level, alongside the discipline's international elite.

Held as part of the Morocco Royal Tour, which is traditionally the final leg after Tetouan and Rabat, the competition contributes to Morocco's international visibility in equestrian sports and showcases the excellence of its organisation as well as the quality of its infrastructure.

Through the technical nature of its courses, the demanding level of competition and the participation of internationally renowned riders, the Grand Prix of His Majesty King Mohammed VI of Jumping Competition stands out as a showcase of excellence in show jumping and as a major highlight of the Salon du Cheval d'El Jadida program.







# ART COMPETITION FOR YOUNG TALENTS

Wednesday 14 October 2026





The Art Competition for Young Talents reflects the Salon du Cheval d'El Jadida commitment to making the horse a subject of creation, discovery and transmission. Open to young secondary school students, the competition rewards the best drawings and paintings inspired by the theme of the horse. For this 17th edition, the selected locations include the provinces of El Jadida, Guelmim, Settat and Sidi Kacem, as well as the cities of Azrou and Martil.

The Art Competition for Young Talents provides a platform for the younger generations to express themselves and invites them to share their perspective on the equestrian world. Here, the horse becomes a source of inspiration, sensitivity and imagination, whilst enabling young participants to engage with a heritage deeply rooted in Moroccan culture.

The competition also helps bring young audiences closer to the world of horses, not only through sport or educational discovery, but also through the language of art. In doing so, it gives creativity its rightful place within an edition themed "The Horse at the Service of Humanity".

# HIS HIGHNESS SHEIKH MANSOUR BIN ZAYED AL NAHYAN ARABIAN HORSE PHOTOGRAPHIC AWARD

Wednesday 14 October 2026

The His Highness Sheikh Mansour Bin Zayed Al Nahyan Arabian Horse Photographic Award celebrates the horse through the art of image-making. Open to photographers from across the Arab world, the competition is structured around several categories, offering participants the opportunity to explore the many dimensions of the equestrian world.

From the beauty of the Arabian horse to the richness of equestrian activities and events, including Tbourida, which has its own dedicated category, each theme invites photographers to offer an artistic and personal perspective on the horse and its environment. Through their lenses, participants are invited to capture the nobility of horses, the intensity of competitions, the precision of gestures, the bond between rider and mount, and the cultural and heritage expressions associated with the equestrian world.

A dedicated category is also devoted to video creation, providing an additional space for expression where storytelling, visual aesthetics and emotion come together to highlight the richness of the Arabian horse universe.







# THE POETRY COMPETITION

Wednesday 14 October 2026

The Poetry Competition dedicated to the horse brings a literary dimension to the Salon's program. It invites poets to express, through words, the nobility of the horse, the power of its imagery and the depth of the bond that unites it with humanity.

Through this contest, the horse becomes a source of poetic creation. It inspires texts shaped by memory, emotion, symbolism and heritage. Poetry offers another way of approaching the equestrian world, giving voice to the feelings, stories and representations that the horse evokes in Arab and Moroccan culture.

Organized in a spirit of dialogue between heritage, equestrian art and literary creation, this competition enriches the cultural dimension of the Salon du Cheval d'El Jadida. It serves as a reminder that the horse is celebrated not only in arenas, competition grounds and exhibition spaces, but also through words, images and the evocative forms of creative expression.












# CONFERENCES PROGRAM
## CULTURAL & SCIENTIFIC



# CONFERENCES PROGRAM

Friday, 16 October 2026 – Morning

### Opening Address

**09:45 AM : Dr El Habib MARZAK,** Commissioner of the Salon du Cheval d'El

### First Session

**10:00 AM : Equine-Assisted Interventions: From Practices to Debated Definitions**
Nicolas EMOND, Equine Therapist and Director of the French Institute of Equine Therapy, France.

**10:30 AM : Equine-Assisted Interventions: The SPANA Experience in Morocco**
Prof. Hassan ALYAKINE, Lecturer and Researcher at IAV Hassan II, Vice-President of SPANA Morocco.

**10:45 AM : Aquatherapy in Horses**
Dr Florent DAVID, Equine Veterinary Practitioner, Equitom, Belgium.

**11:15 AM : Discussion**

### Second Session (in Arabic)

**11:30 AM : The Horse in the Sultan's Mehalla in Nineteenth-Century Morocco**
Dr Mohammed Berass, Directorate of Military History, Morocco.

**11:45 AM : Horse Riding as Therapy for Certain Physical and Psychological Disorders in Humans: Historical Foundations and Contemporary Approaches**
Dr Abdelkader Saoud, Mohammedia League of Religious Scholars, Morocco.

**12:00 PM: Horse Care and Welfare through the Documents of Sultan Mohammed ben Abderrahmane**
Dr Mohammed Saïd Hinchi, Hassania Royal Library, Rabat, Morocco.

**12:15 PM : Equine-Assisted Therapy: Concepts and Challenges in Specialized Translation**
Dr Saria Al-Marzoouk, Lecturer, Researcher and Translator, Humboldt University / Arden University, Berlin, Germany.

**12:30 PM : Dictionary of Equine Terminology**
Dr Abdelilah Lamdabbar, Hassania Royal Library, Rabat, Morocco.

**12:45 PM : Discussion**

### Closing Session 1:00 PM

# CONFERENCES PROGRAM

Friday, October 16, 2026 – Afternoon

## First Session

**2:30 PM : Introduction and presentation of Equine Care Group**
Dr Tatiana VINARDELL, Equitom, Belgium

**2:50 PM : Genetic Testing in Equine Practice**
Dr Tatiana VINARDELL, Equitom, Belgium

**3:30 PM : Discussion**

## Second Session

**3:40 PM : IPV Symposium: Use of Butorphanol in Horses**
Prof. Mohammed PIRO, IAV Hassan II

**4:00 PM : Castration and Complications: Towards a Fail-Safe Technique**
Dr Florent DAVID, Equitom, Belgium

**4:40 PM : Current Approaches to the Management of Subchondral Cysts**
Dr Florent DAVID, Equitom, Belgium

**5:15 PM : Discussion**






# EXHIBITION AREA






# EXHIBITION AREA

The Exhibition Area is one of the main hubs of the Salon du Cheval d'El Jadida and a key meeting point for exchange, networking and the promotion of expertise across the equine sector. It brings together a wide range of stakeholders, including breeders, stud farms, equipment manufacturers, saddle makers and artisans, equine care and nutrition specialists, cooperatives, institutions, professional associations, training organisations and companies specialising in horse-related trades.

Through their stands, exhibitors showcase their products, services, innovations and know-how to an audience made up of professionals, riders, breeders, enthusiasts and visitors. Designed as a lively and interactive space, the Exhibition Area encourages direct dialogue, knowledge-sharing and discovery of the latest developments shaping the equine industry today.

The Area also plays an important economic role. It provides companies, particularly small and medium-sized enterprises, with a platform for visibility and business development, while fostering partnership opportunities in Morocco and internationally. In addition to its national focus, the Exhibition Area also reaffirms its international influence each year by welcoming exhibitors and delegations from numerous countries. This diversity enriches exchanges, fosters encounters between professionals from different equestrian cultures, and creates an environment conducive to the development of partnerships, the transfer of expertise and the emergence of new opportunities for cooperation.







# THE MOROCCAN REGIONS VILLAGE

The Moroccan Regions Village offers a journey through the diversity of the Kingdom's regions and their links to the world of horses. Each region presents a distinct part of its identity through its equestrian practices, craftsmanship, local products, traditional attire, accessories and cultural expressions.

This space allows visitors to explore the richness of regional traditions in which the horse serves as a social, cultural and economic marker. Tbourida, breeding, traditional saddlery, handcrafted objects and local products come together to reflect the diversity of equestrian practices and heritage across Morocco.

The Moroccan Regions Village also gives greater visibility to the artisans, breeders, cooperatives and local stakeholders who keep these traditions alive within their territories. It creates a direct link between the public and regional representatives, while opening up opportunities for exchange around local crafts, products and initiatives.







# CHILDREN'S AREA

The Children's Area is a space entirely dedicated to discovery, learning and entertainment for young visitors at the Salon du Cheval d'El Jadida. Designed as both an educational and recreational environment, it introduces children to the world of horses through a varied program that encourages curiosity, interaction and awareness.

For this 17th edition, a daily program has been developed to ensure the best possible welcome for schools, associations, institutions and groups of children.

The space will offer more than ten fun, educational and interactive activities, complemented by stage performances and special highlights designed to enrich the visitor experience throughout the day.

This year, the Children's Area is centred around the theme "Faris' Journey Across Morocco". The pavilion is designed as a journey across Morocco on horseback, inviting children to discover, throughout the experience, the diversity of the country's territories, landscapes and heritage. The scenography accompanies this journey through a succession of different settings, while the illustrated peripheral walls create a continuous panoramic landscape that evolves along the route and serves as the backdrop to this discovery.







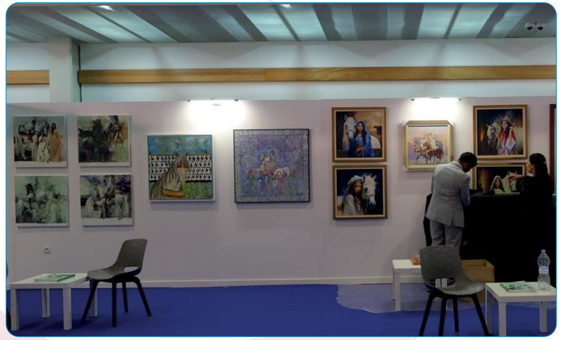
# ART AND CULTURE VILLAGE

The Art and Culture Village invites visitors to immerse themselves in artistic expressions inspired by the world of horses. Conceived as a space for creativity and discovery, it brings together artists, artisans, creators and enthusiasts around a shared theme: the evocative power of the horse in Moroccan culture.

Painting, sculpture, photography, calligraphy, artistic craftsmanship, music, literature and live performances come together in an open journey where the horse is explored as an artistic subject, a symbolic motif and a source of imagination. The works and creations on display examine its representations, elegance, movement and the unique relationship it maintains with people, territories and traditions.

The Village also provides a setting for dialogue between creators, researchers, artisans and the wider public. Through meetings, workshops and exhibitions, visitors are invited to discover the equestrian world from a different perspective, through the images, gestures, stories and objects that keep its presence alive in collective memory.





# THE EQUESTRIAN NIGHT SHOWS

The Equestrian Nights are among the most eagerly awaited highlights of the Salon du Cheval d'El Jadida. Each evening, the arena A becomes an open-air stage where tradition, artistic creation, technical virtuosity and emotion come together.

For this 17th edition, five nationally and internationally renowned troupes will offer audiences a unique experience through original performances combining dressage, trick riding, liberty work, choreographed displays and spectacular staging. The program reflects the richness of equestrian arts and the diversity of cultural expressions inspired by the horse.









Compagnie Impulsion from France will present a performance combining Cossack trick riding, liberty dressage, Hungarian post and pyrotechnic effects, in an approach where technical skill serves emotion and storytelling.

From Portugal, Pride of Portugal will showcase the Lusitano horse through demonstrations inspired by the great tradition of Iberian classical dressage, revealing the elegance, power and refinement of this emblematic breed.

With Charivari, the audience will discover an original world where trick riding, dressage, liberty work, humour and poetry come together in a dynamic and spectacular creation, offering a contemporary artistic vision of equestrian performance.

The SOREC Academy of Equestrian Arts will present several scenes highlighting the richness of Morocco's equestrian heritage, through creations that celebrate the Kingdom's know-how, traditions and emblematic horses.

Finally, the Auxiliary Forces - Northern Zone will deliver a performance built on precision, discipline and technical mastery. Through carefully executed collective movements, they will illustrate the excellence of Morocco's military equestrian tradition. Through this exceptional program, the Equestrian Night Shows reaffirm their place as a must- attend event of the Salon du Cheval d'El Jadida, offering the public a journey into the heart of the equestrian arts, where excellence, heritage, creativity and a passion for horses come together.







# SPONSORS

# MEDIA PARTNERS

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