

Proudly under the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance

12th EDITION

17 - 19 March 2016

DUBAI WORLD TRADE CENTRE

DUBAI INTERNATIONAL HORSE FAIR



A luxurious
equestrian experience

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

Post Show Report 2016



Show Information

17~19 MARCH 2016, DUBAI WORLD TRADE CENTRE, DUBAI INTERNATIONAL HORSE FAIR
CO-LOCATE WITH 13TH DUBAI INTERNATIONAL ARABIAN HORSE CHAMPIONSHIP



About the Dubai International Horse Fair



The Middle East's leading equestrian event

Dubai International Horse Fair brings together global suppliers of equestrian equipment, services and horse care products, as well as owners, breeders, stables, clubs, veterinarians, and professional and leisure riders.

Countries represented:

Exhibitor Profile

- Clubs, schools & leisure facilities
- Competition apparel & accessories
- Equestrian & racing associations
- Equipment & products for horse care
- Equipment & services for stables/clubs
- Feed & nutritional products
- Flooring & bedding products
- Grooming products and services
- Riding/sports apparel & accessories
- Saddlery & tack products
- Stable technology
- Stables & breeders
- The horse in art & gift
- Trailers & transporters
- Veterinary products & services

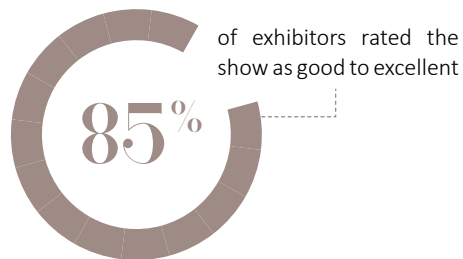
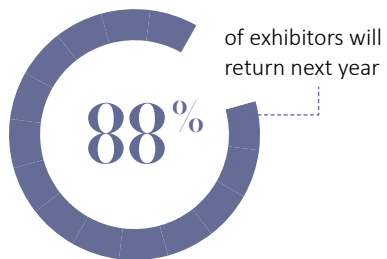
Key exhibitors

- Al Awani General Enterprises Est. — UAE
- Al Hawajer Stud — UAE
- Al Khail Equestrian/HBA Equipments — UAE
- Al Medmar Magazine — UAE
- Brentwood Horses Accessories Tr. LLC — UAE
- Dubai Equine Hospital — UAE
- Equine Products UK Ltd. — UK
- Jebel Ali Race Course — UAE
- Mandara Equestrian Equipment Trading — UAE
- Royal Cavalry — Oman
- Shadwell Estate Co. Ltd. — UAE
- Stableforce Trading LLC — UAE
- Stone Wings — USA

& among many others

- Bahrain — 
- Canada — 
- Egypt — 
- France — 
- Germany — 
- Iceland — 
- India — 
- Ireland — 
- Italy — 
- Northern Ireland — 
- Oman — 
- Pakistan — 
- Russian Federation — 
- Saudi Arabia — 
- Slovenia — 
- South Africa — 
- Spain — 
- Taiwan — 
- United Arab Emirates — 
- United Kingdom — 
- United States — 

Exhibitor Feedback



“This is our second time exhibiting and we are very happy with the business potential that the show offers us. It is a true reflection of the tremendous scope for equestrian business in this region.”

**Joze Sircelj, General Manager,
Hoja D.D., Slovenia**



“The Middle East is a booming market for our equestrian products. This exhibition is the single most important platform for us to get new customers while engaging with the already active equestrian buyers who come with the desired spending power for our products.”

**Ajh Varghese, Managing Director
Brentwood Horses ACC, UAE**

“This is our first time at the show and it is extremely well-organised. We held many promising meetings with buyers at our stand throughout the 3 days. It’s just a matter of time before these leads convert into signed contracts.”

**Jeanne Gattolin, Nutritionist,
BERNARD Nutrition Animale - Horse UP, France**

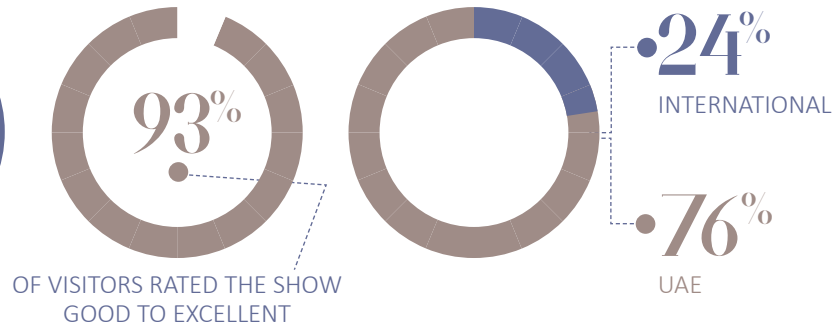


“We are traders and resellers of equestrian equipment and associated services. We find the show indispensable to our yearly sales plan because it helps us talk directly with so many viable suppliers and we also get the chance to form important partnerships for business growth – this is where we meet equestrian industry players we want to do business with.”

**Ali Mohammed Shafi, Trader,
Greenline General Trading, Saudi Arabia**

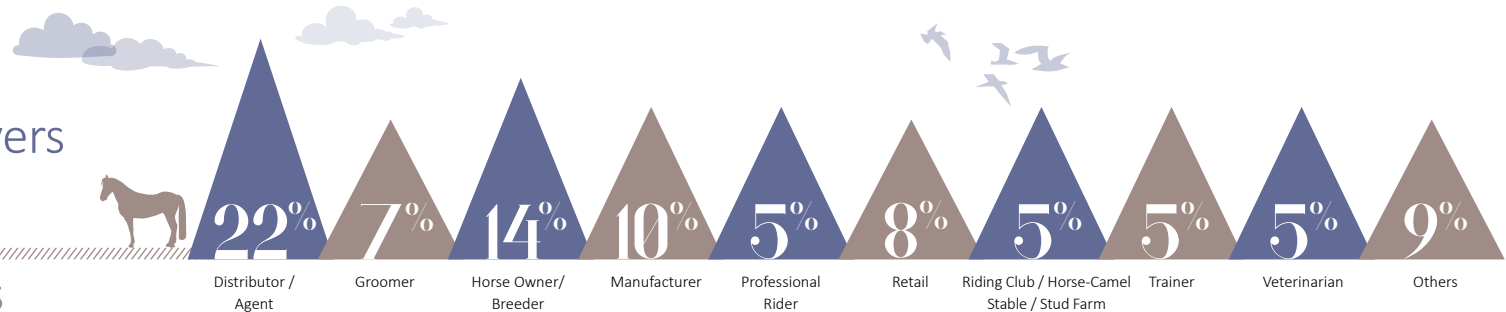


Visitor



The DIHF attracted the following business buyers

Plus 4,280 equestrian Enthusiasts



"Excellent, organization is the best, beauty, many products, thanks."

Alena Karaneeskaya, Visitor from Belarussia

"I could see lots of innovative, productive concerning horse needed products."

Christopher Thoppil, Visitor from India



"Great range of equine industry shops + trade shows; some interesting products + companies."

Holly Coward, Visitor from UK

"One of the best horse riding events since ever seen, keep up the good work."

Sima Habrawi, Visitor from Syria



Live Events

ALONGSIDE THE 13TH DUBAI INTERNATIONAL ARABIAN HORSE CHAMPIONSHIP, A FUN-PACKED PROGRAMME OF EQUESTRIAN ACTIVITIES AND ATTRACTIONS DELIGHTED AN AUDIENCE OF HORSE AFICIONADOS, THE GENERAL PUBLIC, FAMILIES AND CHILDREN.

120

PUREBLOOD
ARABIAN
HORSES

ORGANISED
BY EMIRATES
BLOODSTOCK



18

STUNNING
FOALS

THE 13TH DUBAI INTERNATIONAL ARABIAN HORSE CHAMPIONSHIP

As one of the most important Arabian horse competitions in the global calendar, the Championship presented the finest purebred Arabian horse bloodlines to royals and the general public in attendance. The heritage, beauty and agility of these magnificent horses were carefully deliberated upon, with combined prizes worth **US\$ 4 million** (AED 15 million).



SPANISH DRESSAGE BY DIEGO LOPEZ & TEAM Z7

A series of 60-minute, heart-pounding dressage routines on every day of the show kept visitors on the edge of their seats. Internationally-renowned rider Diego Lopez with his team of skilled, crowd-charming performers danced with beautiful **Spanish stallions** in a classical display of horse ballet harmonized with exquisite Spanish music, making audiences fall in love with horses all over again.

HORSE AUCTION FOR EVERY BUDGET

The Horse Auction was back for another consecutive full-day session, where Arabian purebred horses from local studs were available for viewing, bidding and buying. Organised by **Emirates Bloodstock**, the auction offered over 120 pureblood Arabian horse breeds for sale, and collected **7.8 million dirhams in total**. The horses were sold to buyers from Saudi Arabia, Kuwait, the UAE, Egypt, Iran and other countries.



THE HORSE IN ART & GIFT

International and local artists presented their finest equestrian masterpieces at the show's art gallery segment and leveraged from the event as a launch pad to penetrate Middle East's increasingly lucrative equestrian art market. Painters, sculptors and sketch artists from **France, Spain, Italy, South Africa, Kyrgystan and other countries** unveiled their horse-themed creations, which included intricate oil paintings to life-sized sculptures, to a regional and international mix of visitors.





EQUESTRIAN BOOK FEATURE

Passionate horsewoman, **Her Highness Sheikha Hissa bint Hamdan's**, bestselling book, *Tajaarub*, was featured for the second time at the show and was a hit among visitors who had the chance to grab their copies while at the show. All proceeds of the book were donated for a good cause to Mohammed bin Rashid Al Maktoum Foundation and the Rashid Pediatric Therapy Centre.



THE HERITAGE VILLAGE

With horse-riding so firmly rooted in the Middle Eastern culture, the Heritage Village is a distinct feature of the show, enjoyed by exhibitors and visitors alike. Adorned with colourful, rustic displays reminiscent of the land's rich heritage, the Heritage Village is an inspirational space featuring traditional **Bedouin houses, henna tattoos, falconry, local dishes, and handicrafts among others...**



EQUESTRIAN QUIZ

This fun and interactive equestrian quiz, masterfully concocted and conducted by the **Dubai Polo & Equestrian Club** at the arena stage, put visitors' knowledge of horses to the true test! This was a fantastic experience for young and adult visitors, opening a world of knowledge about the equine world and with general knowledge about polo etiquette, horse breeds, riding styles and more.



"I come to this show almost every year because I can buy all my riding equipment at far cheaper prices compared to back home. All the main suppliers are here and instead of traveling from shop to shop, I can just visit them from booth to booth - all in one place! Saves me a lot of time and energy...and the entertainment here is truly unmissable."

Mary Elisabeth,
Horse Rider & Enthusiast, UK



POLO PRESENTATIONS, TRYOUTS & ARENA POLO

No true equestrian event is complete without a display of the **'Sport of Kings'**. Attendees at the show got the opportunity to learn more about the sport by watching professional polo-players demonstrate instructional-style techniques and rare playing tactics mastered only after years of practice. Plus, visitors also enjoyed a multi-game "gymkhana" performance.



See you next year!

Call the team to secure your stand

Join us
16-18 March 2017

Dubai World Trade Centre

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Organised by



www.dihf.ae

DubaiHorseFair

