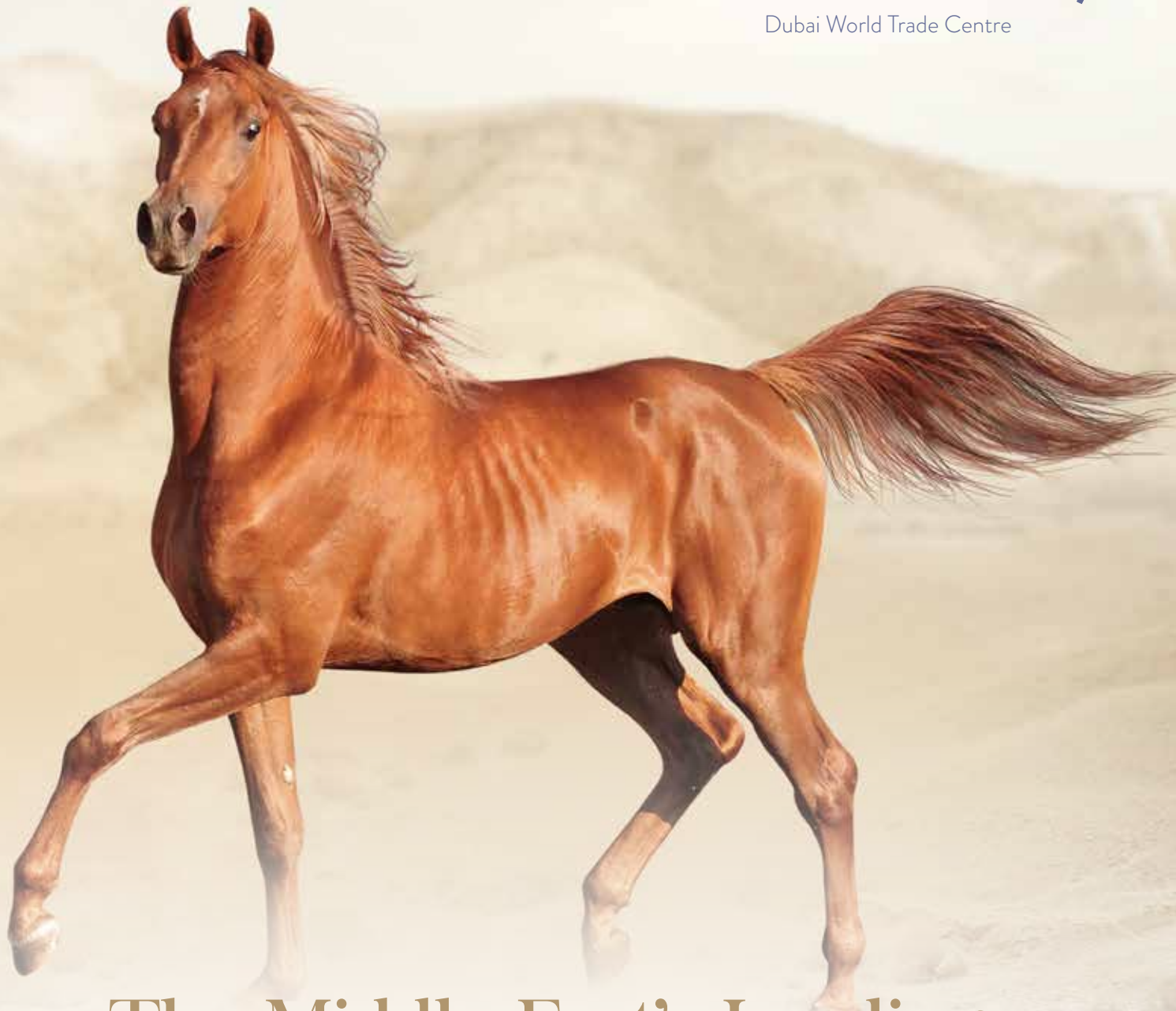




# DUBAI INTERNATIONAL HORSE FAIR

16~18 March 2017

Dubai World Trade Centre



## The Middle East's Leading Equestrian Event

Let The Dubai International Horse Fair Carry You Towards An Expanded Business Network And Increased Brand Awareness

Enquire today at [dihf@dwtc.com](mailto:dihf@dwtc.com)

Dubai Horse Fair



[www.dihf.ae](http://www.dihf.ae) #dihf

Organised by

Held Alongside



# Dubai International Horse Fair

## Your Participation Starts Here.

Dubai International Horse Fair 2017 is set to attract world-renowned companies and brands, professional riders, horse owners, breeders, stables, industry professionals and horse enthusiasts from a number of equestrian activities and sports.

Don't miss this opportunity to make priceless business connections with a stable of trusted regional partners and key international buyers.

## Expect great things in 2017. See you there!

From the finest Arabian horses at the Dubai International Arabian Horse Championships to the full-blooded excitement of our Live Horse Auctions, don't miss your chance to demonstrate your expertise to a captivated audience of horse industry enthusiasts as they enjoy a range of equestrian activities and competitions.

In addition, Dubai International Horse Fair 2017 will feature live Falconry and Hunting displays which will showcase how these noble sports continue to be a central part of the Emirati way of life.







## The DIHF Championship

Celebrate the heritage, beauty and agility of the finest Arabian Horses as at the highlight of the annual competition calendar. With a combined total prize pool worth US\$ 4 million (AED 15 million), watch the world's best riders, stables and breeders compete in front royals, VIPs and horse enthusiasts.



## Horse Auction For Every Budget

Feel the excitement and the thrill of a live auction with prices and stock to suit everyone. With Arabian purebred horses from local studs available for viewing, bidding and buying, come and join a wide range of international buyers to appreciate the true value of elegance, agility and heritage.



## World Famous Equestrian Art

Come and view a range of international and regional artists as they showcase their works of art demonstrating the beauty, agility and heritage of Arabian Horses. Take your place on the perfect launch pad to penetrate the Middle East's increasingly lucrative equestrian art market with our regional and international mix of visitors.

## Show Figures



10,142

visitors



21

countries



8,000<sup>sqm</sup>

show size



2,00<sup>+</sup>

brands & products



# The Middle East Equestrian Market

- The Middle East is rapidly growing in stature as a global destination for a range of equine events that appeal to industry stalwarts, experts, horse enthusiasts and the general public.
- Dubai is synonymous with the sport of horseracing and is widely regarded as one of the world's leading racing destinations.
- For over a decade, Dubai has benefitted from multi-billion dollar infrastructure investments to promote its equestrian and pure bred Arabian horse sectors.
- Horseracing therefore represents one of Dubai's most significant investments in global sport:



**\$1.7 billion<sup>+</sup>**      **\$670 million**

Total Annual Expenditure  
Related To Sport In Dubai

Total Economic Impact  
Of Sport In Dubai

“ We are used in the Emirates to picking the best horses in the world. ”

Deputy Ruler of Dubai, H.H. Sheikh Hamdan bin Rashid Al Maktoum, who owns some 1,000 horses around the globe, has told the Dubai Racing television channel.



# A Stable of Purebred Buyers

Come and meet with more than 10,000 buyers from over 20 countries as they ride down to Dubai International Horse Fair 2017 in search of the world's finest suppliers of equestrian equipment, horse services and care products.

“ 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 Accessories, UAE



# 92%

of our trade visitors are meeting all of their purchasing objectives, Dubai International Horse Fair is the perfect platform to launch your most exciting new products and services to the industry buyers demanding them the most.

## The show covers:

- 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
- Falconry
- Hunting
- Fishing

## Our visitors are looking for:



Horse Trading  
**47.62%**



Looking for Distributors  
**76.92%**



Meet with manufacturers to source products, services and distributors  
**92.86%**



Gather latest market information and keep up-to-date with industry trends  
**92.31%**



Attend Horse Auction  
**77.78%**



See Heritage village  
**93.10%**



# A Thoroughbred Industry Event

88%

of our 2016 exhibitors are planning to return in 2017

85%

of 2016 exhibitors rated the show as good to excellent

92%

of our 2016 trade visitors met all their purchasing objectives

The DIHF attracted the following business buyers

22%

Distributor / Agent

7%

Groomer

14%

Horse Owner / Breeder

10%

Manufacturer

5%

Professional Rider

9%

Others

5%

Veterinarian

5%

Trainer

5%

Riding Club / Horse-Camel Stable / Stud Farm

5%

Retail

Plus  
4,280

equestrian enthusiasts

## Engage With Your Target Audience

Dubai International Horse Fair's multi-channel marketing campaign will speak directly to a precisely targeted audience of equestrian consumers via all major social media platforms as well as leading English and Arabic media channels totaling a PR exposure of more than AED 3 million.

# We keep our promises. This is what the decision makers say!

“Fantastic, it’s suitable for families  
and all services provided very well”

**Zainab Fadhel A Rahman,**  
visitor from Bahraini

“This is a very nice venue for horse  
man to gather. I believe that this is  
a great area to show your products  
an network”

**lared,**  
visitor from USA

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## Exhibitors Testimonials

“It’s our first DIHF, it is very well  
organized. Good meetings, waiting  
to sign contracts.”

**Jeanne Gattolin,**  
Bernard Nutrition Anni-mal

“Good for our first participation”

**Amarpal Singh,**  
Jama Corporation





# Participation Opportunities

## All In Package:

### AED 1,685

Space plus basic exhibition stand including: white walls, fascia in English and Arabic, carpet tiles, spotlights, 13 Amp power point, one table, two chairs, and one wastebasket.

Minimum stand size is 9 sqm

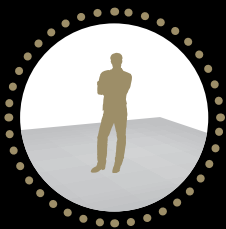


## Space Only

### AED 1,475

Use your own supplies to design and build the stand to meet your requirements. Power is charged separately.

Minimum stand size is 24 sqm



## Optional Services

- Extra electrical outlets
- Furniture
- Telephone, fax, and data connections
- Audio visual systems
- Design and construction services
- Display aids
- Temporary promotional staff

## A World-Class Exhibition Organiser

Dubai international horse fair is professionally managed and organised by the Dubai World Trade Centre (DWTC), which provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value, and are built upon the real needs of their specific sector.

**Time is running out**  
Book the best space location now!

Contact our team and discover exclusive branding opportunities:

T. 9714 3086243 | [dihf@dwtc.com](mailto:dihf@dwtc.com)

Organised by



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE