

# AL FARES DUBAI 2014

10th International Equine Trade Fair



**29 - 31 October 2014**

Hall 4, Dubai International Convention and  
Exhibition Centre, Dubai, UAE

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# UAE is the Formula one of horses in the GCC

A love of horses runs in the blood of most Emiratis, especially a fondness for the classical Purebred Arabian horses that were stalwart companions for centuries. This passion is expressed in many forms, including horse-racing, endurance racing, show jumping, dressage and polo. All equestrian and racing activities are supervised by the Emirates Equestrian Federation (EEF), which was established in 1996.

The racing season begins in November with meetings taking place at the Jebel Ali Racetrack, Abu Dhabi Equestrian Club and Meydan Racecourse. The latter is home to Dubai International Racing Carnival fixtures including the richest Dubai World Cup, which is held at the end of March.

Dubai is also a world power in flat racing; its annual World Cup in March is the world's richest race with a \$10 million purse. Even show jumping, historically more of a focus in Western countries, has been growing in the UAE. One recent show jumping competition offered 260,000 dirhams (\$70,800) of prize money, while show jumping horses bought for as little as \$5,000 in Eastern Europe can fetch prices of \$80,000 in the UAE if they perform well.

The industry is also supporting the development of home-grown businesses within the UAE. Several studs in the UAE breed pure Arabian horses, not only for races but also for horse beauty contests, which are popular across the Gulf Arab region.

Dubai's Godolphin stable, which flies some of its 400 horses to Britain in April to race and escape the Gulf's summer heat, has made \$14.8 million in prize money so far this year. That brings the total to \$232 million since 1992. Monthly stable, feed and grooming costs typically range from \$650 to \$1,090 or more, compared to around \$450-\$970 in Britain, people in the industry said.

According to the data compiled by the Fédération Équestre Internationale (EFI), 7,282 horses are registered to UAE owners, out of which there are 2,000 active endurance horses and 87 racing stables. Compare these to 4,320 in Australia or 800 in France, where riding is extremely popular as well and the business stakes fall in context.

Lack of grazing pastures and the harsh climate means that upkeep of these competition horses is even costlier than elsewhere. Breeders import hay and feed from countries as far as Canada and USA.

Dubai's official estimates say that there are 350 registered owners or syndicates with horses in training, more than 35 trainers, approximately 650 thoroughbreds and 350 pure-bred Arabians currently competing. Those associated with the prized equines are constantly looking for the best facilities.

Certainly, the UAE takes good care of its horses. The study estimates that annual individual expenditure in the UAE on equine equipment, including sheltering and treatment of horses, is DH 120,000.

It was always H.H.Sheikh Mohammed's dream to establish a racing scene in the Emirates and the first experiment was another camel racetrack in Dubai in 1982 where three races for the thoroughbreds were run.

H.H.Sheikh Mohammed has become one of the most successful owner-breeders and it is his foresight that has helped the UAE become a major player in the world of horse racing - as demonstrated by the Dubai World Cup Carnival at Meydan Racecourse, including the Dubai World Cup, which attracts horses from around the world.



## AL FARES DUBAI 2014





## Al Fares Dubai 2014 Event Details:

Title: 10th International Equine Trade Fair (ALFARES DUBAI 2014)  
Dates: 29th – 31st October 2014  
Venue: Dubai International Convention & Exhibition Center.  
Hall: 4  
Timings: 11:00 AM TO 7:00 PM

## Flashback... AL FARES DUBAI 2012

- 206 companies represented.
- 140 International exhibitors (67.9%).
- 66 local exhibitors (32.1%).
- National pavilions from Germany, Canada, and UK.
- Exhibitors from 20 countries:

Australia  
Belgium  
Canada  
China  
Egypt  
Finland  
France

Germany  
India  
Iran  
Italy  
Oman  
Pakistan  
Sweden

Switzerland  
The Netherland  
Turkey  
UAE  
UK  
USA

## Visitors' Statistics

- 4532 Trade Visitors.
- 3208 (70.7%) attendees from the UAE.
- 980 (21.6%) came from GCC countries (excluding UAE).
- 344 (7.69%) of visitors from Africa, Asia, Europe and America.



## EXHIBIT PROFILE

- \* Feeds and supplements
- \* Veterinary products and services
- \* Grooming products
- \* Exercising and training products
- \* Equine spas and rehab products
- \* Trailers and trucks
- \* Breeding products and services
- \* Stabling products and services
- \* Saddlery and tack
- \* Clothing and accessories
- \* Equestrian sports
- \* Equine art
- \* Equine infra-structure
- \* Lifestyle for horse people
- \* Horse safaris and equine holidays
- \* Associations, stables, riding schools and clubs
- \* New products



## AL FARES DUBAI 2014

THE # 1 EXHIBITION IN AISA AND AFRICA FOR PRODUCTS AND SERVICES FOR HORSE AND RIDER.





## PARTICIPATION CHARGES

**OPTION 1: SHELL SCHEME PACKAGE**  
(Minimum space of 9 m<sup>2</sup>)

**INDOOR: US\$ 365 per square meter**

**Inclusive of the following:**

- \* The same services as those described in Option 2 plus:
- \* A standard shell scheme with rear and side walls
- \* Your company name in English on the fascia
- \* Carpet covering the floor of the stand
- \* 1x13 Amp, 220V plug socket per 9 sq.m.
- \* 3 spotlights of 100W each per 9 sq.m.
- \* 1 Table and 2 Chairs per 9 sq.m.

**OPTION 2: SPACE ONLY**  
(Minimum space of 36 m<sup>2</sup>)

**INDOOR: US\$ 340 per square meter**

**Inclusive of the following:**

- \* General illumination
- \* General security services
- \* Technical and organizational services
- \* Entry in the official catalogue
- \* Use of the press office
- \* Use of the telephone, fax & photocopy machine  
(Consumption fees to be invoiced separately)

# AL FARES DUBAI 2014

10th International Equine Trade Fair



Official Travel Agency



Official Freight Forwarder



Official Stand Contractor



Organizer



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