



HORSE INDUSTRY EXCELLENCE DAYS EXPO 2020 DUBAI

December 7 to 10, 2021

**Learn about
the French horse industry,
its knowledge and
expertise in its entirety.**

**Meet your future partners
on the prestigious scene of
the France Pavilion in Dubai.**



The Expo 2020 Dubai aims to become the center of the world for 173 days, each day offering new experiences. This exceptional event seeks to promote technological progress, co-operation and creations to serve humanity, offering a unique international audience to the regions. Visitors can take part in stunning attractions, full of color and innovation.

The Expo 2020 Dubai is the largest event ever organized in the Arab world, welcoming more than 192 participating countries, where the main subjects addressed will be durability, mobility and opportunity.

- Present the expertise of the French businesses from the sector
- Promote the key strengths of regional ecosystems with international investors from this sector
- Promote the possibilities of co-operation between the different institutional, scientific, cultural, financial, economic and sporting universes
- Organize personalized BtoB meetings

A WELL-DEVELOPED AND HIGH-PERFORMING FRENCH SECTOR

- **One million horses**, of which 68% are saddle-racing horses and ponies, 16% flat-racing horses and 16% draft horses and donkeys.
- **25 races of pure-bred horses**, 11 races of ponies, 10 races of draft horses and seven races of donkeys; **more than 30,000 breeds**.
- **241 hippodromes** (half of all in Europe) and **18,000 races** held every year.
- **9,500 equestrian structures** and 625,000 members of the French Equitation Federation (the third largest sporting federation in France by number of members) out of a total of 1.5 million participants.
- **Nearly 180,000 working age adults linked to the sector**, including 57,000 jobs carried out as a main activity.
- **15,000 days of competition** organized every year in the different equestrian disciplines (combined driving, dressage, eventing, show jumping, etc.).
- Three medals, including two golds, at the **Olympic Games** 2016 in Rio de Janeiro, one Bronze medal in the team eventing at the Olympic Games 2021 in Tokyo.



BELVEDERE AREA

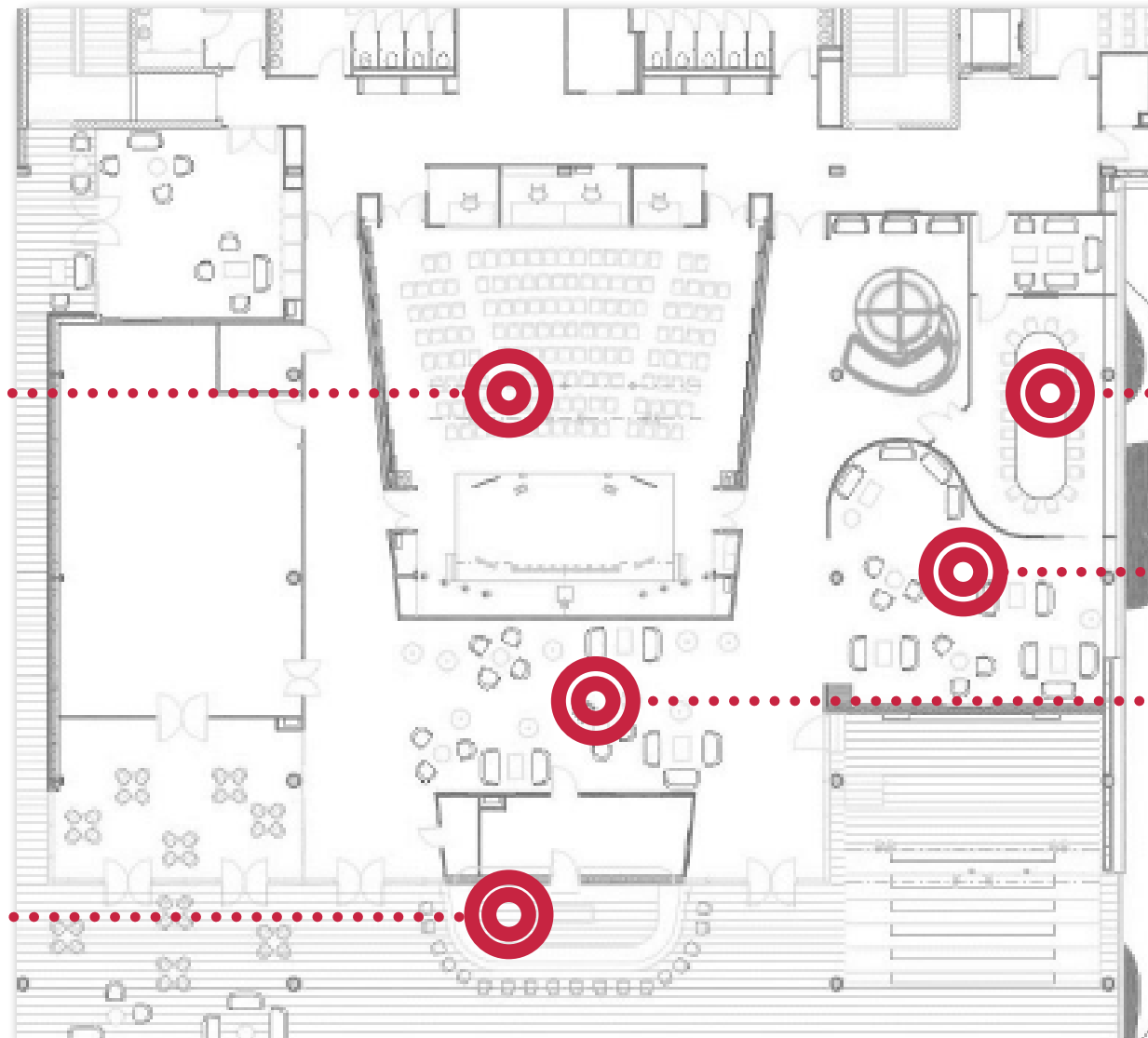
PLAN OF THE FOURTH FLOOR OF THE FRANCE PAVILION



**Lumières Brothers
Auditorium**



**Edith Piaf Terrace
and Café**



Colette Lounge

George Sand Area

Victor Hugo Area



MEET YOUR FUTURE SUPPLIERS

- Meet and select new French partners
- Establish business partnerships in the horse industry
- Discuss with the institutions of the French horse industry present in the delegation
- Strengthen existing and future bilateral co-operation between the France and the Gulf countries
- Present your needs and discuss innovative solutions with new approaches and activities in the horse industry (health, inclusion, sustainable development)



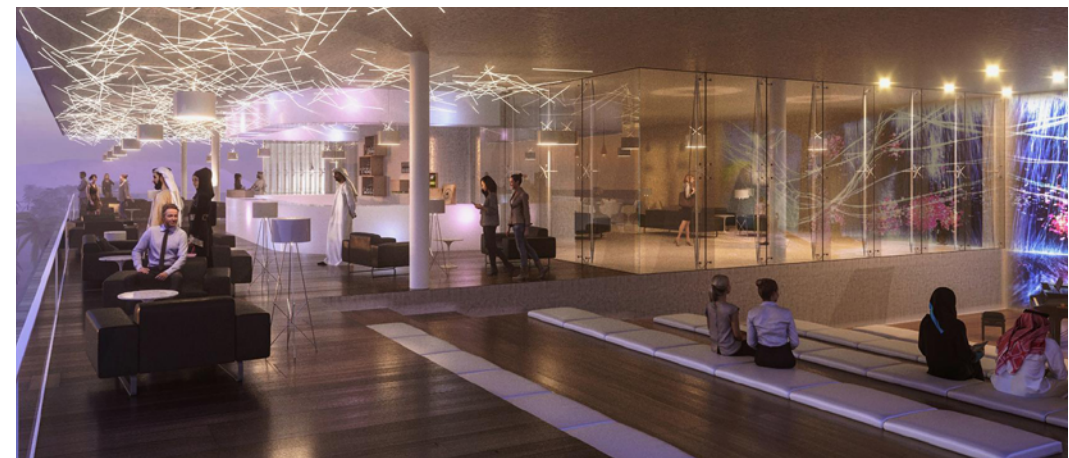
Lumière Brothers Auditorium

Share in an interactive and innovative way the latest news and development projects in the world with a regional focus.

SHARE EXPERIENCES AND OPPORTUNITIES

- Bilateral seminar to promote the excellence of the horse industry in France and in the Gulf countries: health, endurance, innovation, breeding, racing, etc.
- Presentation of innovative products and investment opportunities in France
- Discussions with the French Equestrian Federation, representatives of races in France, French trainers, etc.
- Invitation of professionals from the horse world in the Gulf Countries
- Invitation of the local specialized press to the Seminar

* On-site or virtual meetings in the weeks following the mission, depending on the interest and wishes expressed by the investors



George Sand Area

Collect and share feedback from external stakeholders on the impacts of the crisis and its consequences on new growth projects.

DEVELOP HIGH-LEVEL CONTACTS

- A delegation of French sports and horse industry businesses
- An invitation to a business seminar on the high-level equine and equestrian sector
- The space of the France Pavilion within the Expo Dubai 2020
- VIP networking evening
- Invitations in a prestigious setting from economic and institutional decision-makers, journalists
- A bilateral, highly publicized operation with significant media coverage to strengthen the image of French expertise



Esplanade of the France Pavilion

Create a unique place of exchange for your partners and colleagues present in the region at the leading world economic meeting

PROVISIONAL PROGRAM

Monday December 6		Tuesday December 7		Wednesday December 8		Thursday December 9		Friday December 10	
Departure from Paris* CDG-DXB	Welcome breakfast Belvedere Area, France Pavilion	A/ Attractiveness mission	B/ Export mission	A/ Attractiveness mission	B/ Export mission	A/ Attractiveness mission	B/ Export mission	A/ Attractiveness mission	B/ Export mission
	Seminar Market characteristics Local business practices Feedback from locally established businesses Lumières Brothers Auditorium (reserved for the delegation of French businesses – 14 to date)	Visit to the site	BtoB meeting program targeted at the Expo or on external sites (Dubai or Abu Dhabi)	Visit to the site	BtoB meeting program targeted at the Expo or on external sites (Dubai or Abu Dhabi)	Return to Paris DXB-CDG**	Day visit to the Expo along with thematic and international pavilions (personalized routes) and discussions with local stakeholders		
	Haras, training center	Sector representatives, agents, distributors	(free)	Sector representatives, agents, distributors					
	Collective lunch Terrace of the France Pavilion	Free lunch	Free lunch	Free lunch	Free lunch				
	Seminar Promotion of the French horse industry in the presence of officials, investors, agents and distributors, journalists 1) Topics covered: Breeding in France Animal health Equestrian sports Performance Training in France The material world of the rider Equestrian tourism Sustainable development events and infrastructures 2) Presentation of the delegation of French businesses to local stakeholders	Exhibition visit	BtoB meeting program targeted at the Expo or on external sites	Exhibition visit	BtoB meeting program targeted at the Expo or on external sites				
	Visit to the France Pavilion with delegations and officials	(free)	Sector representatives, agents, distributors	(free)	Sector representatives, agents, distributors				
	Networking cocktail French Pavilion of the Exhibition	Activity and collective dinner of the delegation in the Dubai desert			Collective tour of the Meydan racecourse				

* Recommended departure flight: AF 0662. Departure: 13:30; Arrival 23:20

** Return flight recommended (night): AF 0665. Departure: 01:30; Arrival 06:25

PROMOTION OF FRENCH EXPERTISE

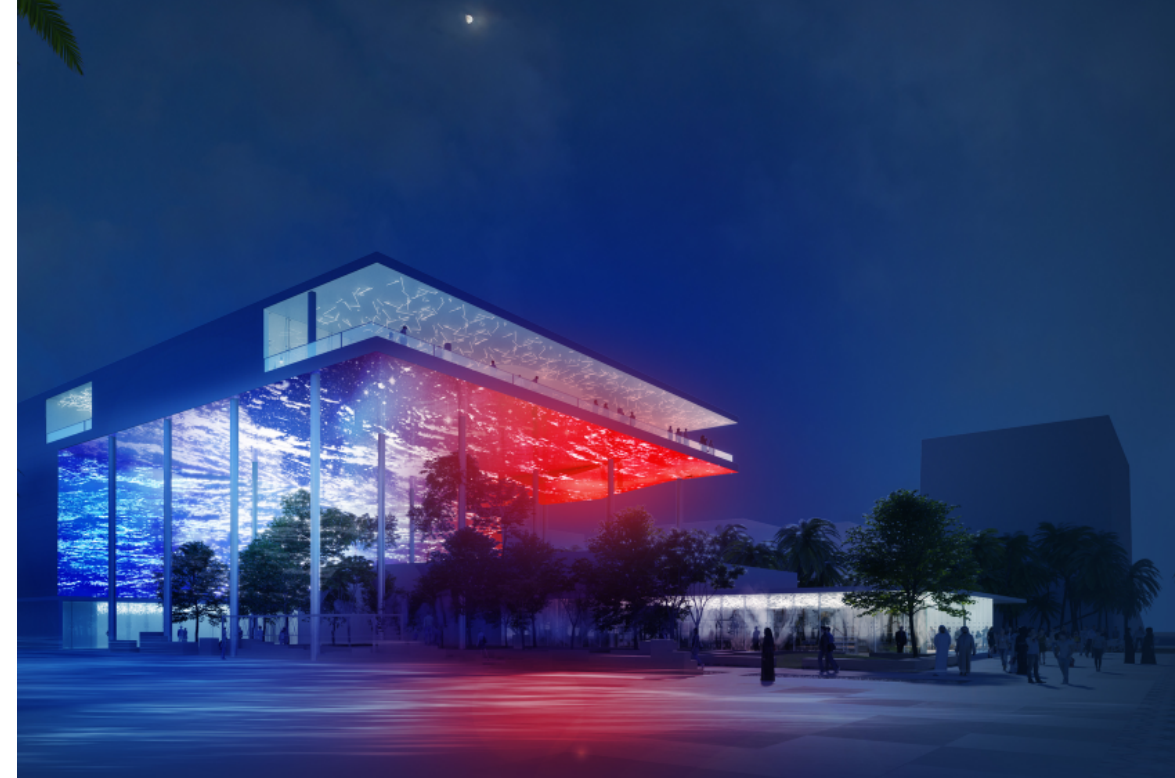
WITH THE COMING OF
THE FRENCH DELEGATION,
THERE WILL BE SEVERAL KEY
MOMENTS ORGANIZED OVER
THREE DAYS, DURING WHICH
ALL OUR GUESTS ARE INVITED.



In partnership with



THE ORGANIZING TEAM



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