

صنعت اسب

حیوانات همزیست و فراورده‌ها

The 1st Int'l
TEHRAN HORSE & PET SHOW

www.tehranhorseshow.com

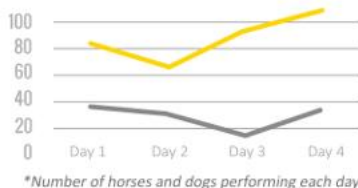
POST SHOW REPORT

Overview of the Show:

The great land of Persia has been long in serve of various horse pedigrees and horse breeding. The ancient Persian lands have been home to the greatest pedigree of equestrian breeds of which many breeds today from around the world originate from. Horse riding activities have also been highly encouraged in Islamic principles. Leading off thorough studies on major exhibition titles in the Middle East, we realized a significant absence of an event of this kind, and given Iran's rich history in the equestrian industry, Hermes Business Idea has stride to organize one of the biggest exhibitions in this prime industry.

Edition: 1st
Date: 18-21 Jun, 2018
Venue: Exhibiran International
Organiser: Hermes Business Idea co.
Total Gross Sqm. : 7,400
Exhibitors: 62
Visitors: +10,000
Website: tehranhorseshow.com

Venue Map



Number of Horses & Total Value



142
\$5 Million

Number of Dogs & Total Value



120
\$300 Thousand

Number of Visitors

+10,000

The Canary Show

3027

Standard Seatings

724

VIP Seatings

134

Number of Participants

62

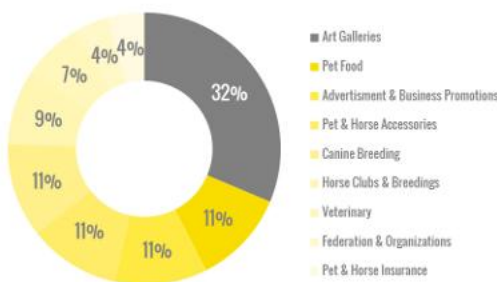
Total Performances

56

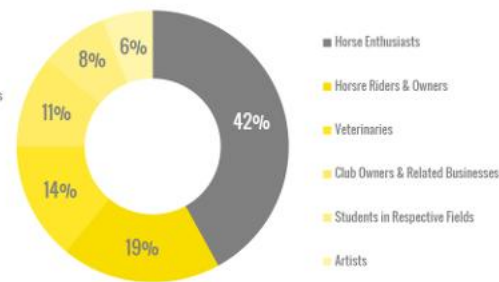
Championship Classes

14

Exhibitors Field of Activity



Visitors Field of Activity



Number of Show Performances

Shows	Performed
1. "Working Dogs" Show	8
2. Cavalry Parade	7
3. Friesian Horse Parade	5
4. Pony Shows & Competitions	5
5. Local Tribes Horse Parade	4
6. Dressage & Vaulting Shows	6
7. Carousel Parade by the Police Forces	4
8. Polo Match Show	2
9. Show Jumping	1

Number of Horses in Each Class

Classes	Horses
1. One Years old Fillies & Colts	18
2. Two Years old Fillies & Colts	11
3. Three Years old Fillies & Colts	5
4. Four to Six Years old Mares & Stallions	14
5. Seven to Nine Years old Mares	3
6. Ten Years and older Mares	5
7. Seven Years & older Stallions	4
8. Futurity Group	5

* All values in this report are in USD

Market Information

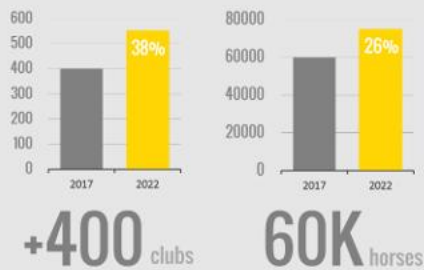
2018 equestrian market value comparison
*UAE & Iran only



*Source: reuters.com

Market Forecast

Market forecast in Iran in number of clubs and horses by 2022. With currently over 400 horseriding clubs in Iran holding over 60,000 horses.



Annual Care Expenses per Horse

*on average from \$1500 to \$2400 in 2015



Polo

Polo is known as one of the oldest sports in the world played since 600 BC by the Persian men. In Iran 14 competitions are held with 5 standard polo clubs worth over \$4.7 billion.



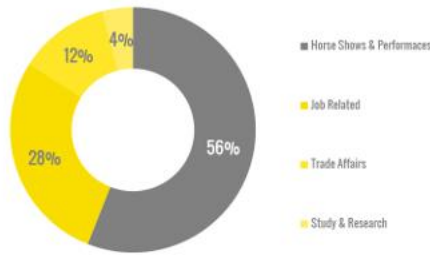
*Polo fields recorded from 22 to 100 acres

Iran's Horse Import Value from 2005



*source: feiri.ir

Visitors Reason for Visiting



The IKAHO Judges & Disciplinary Committee



Koenraad Detaillieur
Belgium
Judge



Fayt Berenger
Belgium
Judge



Anna Stojanowska
Poland
Judge



Irena Cieslak
Poland
DC

Horse Breeds at the Show

Breeds	Population
Talesh	43%
Persian-Arab	27%
Turkoman	21%
Dareshuri	4%
Kurdi	3%
Caspian (Khazar)	2%
Qarabagh	1%
Sistani	5%



Dog Breeds at the Show

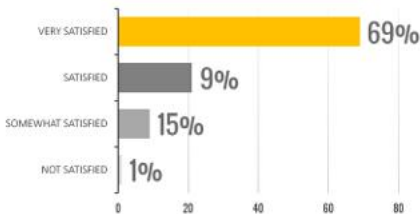


Visiting Countries



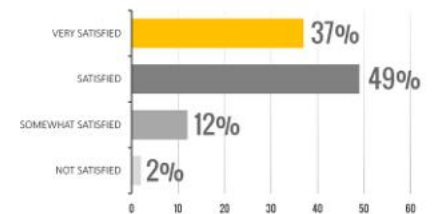
*countries include judging team

Visitor Satisfaction



*official questionnaire

Participant Satisfaction



Sponsors and Supporters

Gold Sponsor:



Event Partner:

