



ABU DHABI 2026

المعرض الدولي للصيد والفروسية
INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

28 أغسطس 6 سبتمبر
SEPTEMBER 6 AUGUST 28

مركز أدنيك أبوظبي
ADNEC CENTRE ABU DHABI

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A LEGACY OF PRIDE



**Hamed bin Zayed
Visits ADIHEX 2026**

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Heritage is a universal language

Abu Dhabi has nurtured its relationship with heritage through initiatives that extend beyond mere celebration, emphasising both conservation and development. The emirate has maintained the spirit of the sea and the language of the desert, protected species crucial to the region's heritage, and revitalised age-old practices within the community. This approach stems from a recognition of the environment as a collaborator with humanity, alongside a belief that heritage encompasses invaluable knowledge that warrants ongoing influence.

Abu Dhabi has created spaces that honour its heritage while confidently showcasing it to the world. This is evident in its ability to host major international events, attracting diverse audiences through meticulous organization and a clear message that gives each event its own significance.

At the core of these achievements is the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), the largest event of its kind in the region. Its prominence has steadily grown year after year, establishing it as a global hub for enthusiasts of falconry, equestrian activities, and hunting, as well as those committed to heritage preservation. This distinctive position has allowed the exhibition to unite a variety of elements into a cohesive experience, where each participant discovers a connection to the venue and contributes their unique experiences and cultural insights.

Each pavilion at the exhibition presents a unique piece of the world—showcasing first-time exhibitors from Abu Dhabi, Gulf expertise in the desert, a transcendent Japanese rhythm, and products reflecting diverse cultures. Despite their variety, a shared passion unites these entities, with heritage serving as a universal language.

With 2,405 exhibitors from 71 countries, including six first-time participants, the event fosters knowledge sharing and diverse perspectives on humanity, nature, and crafts. The array of flags promotes dialogue, enriching the experience while maintaining its authentic Emirati character.

The participation of companies from the Gulf Cooperation Council (GCC) reflects a deep-rooted connection that predates the establishment of borders. Shared characteristics, customs, and a passion for horses, falcons, and the wilderness create a common heritage. GCC companies are vital players in this landscape, enhancing their expertise while fostering a more interconnected market.

Abu Dhabi turns these shared experiences into unique opportunities, transforming diversity into knowledge and connection. It positions Emirati heritage as a gateway for the world, deepening understanding and appreciation of our identity.



Hamed bin Zayed Visits ADIHEX 2026

His Highness Sheikh Hamed bin Zayed Al Nahyan, Managing Director of Abu Dhabi Investment Authority, toured the 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026 at ADNEC Centre Abu Dhabi.

His Highness was accompanied by Humaid Al Dhaheeri, Group CEO of ADNEC Group, where His Highness visited a range of local and international pavilions representing key sectors including hunting, conservation and outdoor recreation, highlighting the exhibition's diverse offerings and global participation.



Issa bin Zayed Visits ADIHEX 2026

His Highness Sheikh Issa bin Zayed Al Nahyan visited the Abu Dhabi International Hunting and Equestrian Exhibition 2026, where he received an overview of the rich cultural and heritage experiences showcased at the event. These offerings reflect Abu Dhabi's steadfast commitment to preserving the traditions of hunting and equestrianism.

HH Sheikh Issa was accompanied by Humaid Matar Al Dhaheeri, Group CEO of ADNEC Group, where he was briefed on the exhibition's rich cultural and heritage offerings, reflecting Abu Dhabi's continued commitment to preserving traditional hunting and equestrian practices. The tour highlighted how ADIHEX brings together heritage, knowledge and community engagement through a diverse programme of exhibits, demonstrations and cultural experiences.





Khalifa bin Mohammed **Visits ADIHEX 2026**

His Excellency Sheikh Khalifa bin Mohammed bin Khalid Al Nahyan, Advisor at the Presidential Court and Chairman of Wajib Volunteer Association, visited the Abu Dhabi International Hunting and Equestrian Exhibition 2026 at the ADNEC Centre Abu Dhabi, where His Excellency toured a number of events and activities held across the exhibition's local and international pavilions. His Excellency was accompanied on the visit by Humaid Matar Al Dhaheeri, Group Chief Executive Officer of ADNEC Group.

The 23rd and largest edition of the exhibition continues until 6 September, with participants across 15 sectors showcasing the latest innovations in hunting, falconry and equestrianism.



Mohammed bin Sultan **Visits ADIHEX 2026**

Sheikh Mohammed bin Sultan bin Khalifa Al Nahyan, President of the UAE Marine Sports Federation and Chairman of the Abu Dhabi Marine Sports Club, visited the 23rd and largest edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), held under the theme "A Legacy of Pride".

Accompanied by Humaid Al Dhaheeri, Group CEO of ADNEC Group, Sheikh Mohammed toured the exhibition, exploring a range of cultural and heritage displays and reviewing the latest innovations across sectors dedicated to hunting, equestrian pursuits and outdoor lifestyle enthusiasts.



Companies Making Their Debut at ADIHEX

The Abu Dhabi International Hunting and Equestrian Exhibition 2026 is experiencing an impressive influx of companies and brands making their first participation at this significant international event. This underscores the exhibition's growing reputation as a platform that harmoniously integrates Emirati heritage with the latest advancements in hunting, equestrianism, and related activities.

The addition of new exhibitors enhances the visitor experience with diverse products and allows companies to showcase their offerings to a wide audience interested in hunting, equestrianism, and outdoor activities. This participation also provides valuable insights into the needs of local Gulf markets while connecting with global industry professionals and stakeholders.

BLUE WATER MARINE
BLUE WATER MARINE made its debut at ADIHEX, where it showcased its offerings in the fishing and marine sports equipment sector. The company aimed to present its range of apparel and marine fishing gear. Gilles Verzola from the marketing department remarked, "Our initial participation was a positive experience, enabling us to gain insights into market trends and the desires of fishing and marine sports enthusiasts. "We plan to return next time with improved awareness and experience. We engaged with potential customers and met our goals. The exhibition is a great platform for marketing our products."

AL WATAN SHOOTING AND EQUESTRIAN CLUB
Officials from the Al Watan Shooting and



Equestrian Club, located in Benghazi, Libya, participated in ADIHEX. Alongside showcasing equestrian equipment and saddlery, the club featured exhibits that highlighted the city of Benghazi and Libya as a whole. These exhibits included a striking photograph of valuable Barbary horses (historically known as war horses), an image of Omar al-Mukhtar, a depiction of the Red Castle (Assaraya al-Hamra), and a photograph of the ancient and historic city of Ghadames.

Mahmoud Al-Salabi, the club's media office director, highlighted their participation in the Abu Dhabi International Hunting and Equestrian Exhibition to promote Libyan equestrian heritage. He thanked the Emirates Arabian Horse Society for the invitation and described the exhibition as well-organised, serving as a platform for cultural exchange among heritage and equestrian enthusiasts from various countries.

PALMS THREAS

Rawda Al Hamli, owner of PALMS THREAS, unveiled a distinctive collection at her booth during ADIHEX to maximise exposure. She showcased an array of items, including bags, gifts, hangers, and other products crafted from palm frond thread, with every stage of this creation being executed by Emirati artisans. This marks Al Hamli's inaugural participation in the exhibition, and she is optimistic about the reception of her products. She emphasised that her offerings are not just items for sale but artworks inspired by the UAE's rich heritage and connection to the palm tree. Rawda received positive feedback and substantial support from the exhibition organizers and visitors, motivating her to advance her work further.

MUTUAL

MUTUAL is making its debut at the Abu Dhabi International Hunting and Equestrian Exhibition. The company specialises in handcrafted products, including phone cases, stickers, hangers, card holders, and more. Engineer Khamis Al-Zayoudi expressed enthusiasm about participating in the exhibition for the first time, emphasising their aim to showcase and effectively promote their products.

BUTIQUE CARAVANS

BUTIQUE CARAVANS, an Australian company specializing in the manufacture of caravans and mobile homes, launched a branch in Dubai eight months ago. They decided to participate in the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) because of its significance in promoting new companies and brands.

The company presented a caravan specifically designed for ADIHEX, which underwent trials



in locations such as Liwa, Ras Al Khaimah, Hatta, and Salalah. Tate, the company's manager in Dubai, noted that the caravan was manufactured two years ago and spent a full year in testing before its debut at the exhibition. He highlighted its durability and contemporary design, in line with the company's other offerings. Additionally, he mentioned that the company can produce caravans tailored to customer specifications and boasts a long-standing reputation in this field.

Tata noted that some customers request space for a horse inside the caravan, which the company can accommodate. He was very satisfied with the participation, highlighting the significant number of Emirati citizens, as well as visitors from Qatar, Bahrain, and Oman, who admired their caravan. As the new manager

of the company's Dubai branch, he found the exhibition well organised and comfortable for exhibitors, and he promised to participate in future events.

MOHAB

Calvin Wang from MOHAB's marketing department announced the company's first participation in ADIHEX. He emphasised that this initiative aims to showcase their products and services. "Our company is American, with branches in China, Japan, and Dubai, and we have plans to expand into Saudi Arabia and other countries," he stated. He added, "We manufacture accessories and enhancements for vehicles, including tents, spotlights, and more. Our impression of this inaugural participation is positive, and we regard it as a success."



Abu Dhabi Judicial Department: Promoting Legal Awareness

The Abu Dhabi Judicial Department is participating in the 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026, held at ADNEC Centre Abu Dhabi until 6 September, under the theme "A Legacy of Pride". This participation underscores the Department's commitment to promoting legal awareness and education through innovative approaches. The Department offers a range of educational materials to reinforce compliance with laws and regulations governing hunting, equestrian sports, and camel racing, while encouraging responsible, informed engagement in these activities.

The Department's pavilion features a diverse array of events, prominent displays, interactive workshops, and educational resources. A key highlight is the presentation of legislation regulating hunting and equestrian sports, along with related laws, enabling visitors to learn about the legal frameworks governing these activities. Additionally, the pavilion

showcases products crafted by inmates of correctional and rehabilitation centres, including handicrafts, artwork, and other creative works. This initiative aims to support their rehabilitation efforts and foster suitable conditions for their reintegration into society.

The pavilion's electronic library offers access to legal publications and features educational materials on UAE sports law. It includes a corner for psychological consultations for children and highlights awareness programs from the Abu Dhabi Center for Legal and Com-

munity Awareness (Mas'ouliya), aimed at fostering legal knowledge and promoting a culture of security and stability.

Visitors can access legal publications focused on sports and hunting, including those from the Abu Dhabi branch of the Court of Arbitration for Sport (CAS). The "Sports and Law" journal features research on sports disputes, CAS jurisdiction, and relevant laws from the International Council of Arbitration, sports federations, and the International Olympic Committee.



Abu Dhabi Mobility Showcases its drone traffic management system

The Integrated Transport Centre (ITC), a division of the Department of Municipalities and Transport, is actively participating in the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026, taking place at the ADNEC Centre Abu Dhabi until September 6.

The ITC's platform highlights its drone traffic management system as well as the digital services designed to regulate and operate drones within the Emirate of Abu Dhabi. This initiative underscores the ITC's dedication to developing a smart, safe, and integrated mobility system that promotes the responsible use of advanced technologies and aligns with the Emirate's goals to enhance quality of life and community safety.

The ITC's involvement provides guidance on drone regulations and licensing in the Emirate of Abu Dhabi, particularly for falconers and heritage enthusiasts. Their pavilion features an interactive experience with a spe-

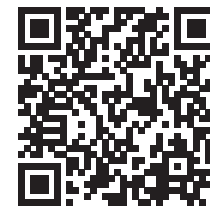
cialised team for inquiries and showcases the Unmanned Aircraft Movement Management (UTM) system. A QR code is available for easy drone registration through the unified national platform's app, ensuring safety and airspace protection.

The ITC's participation in the 23rd edition of ADIHEX aims to foster direct communication with the community and deliver advanced digital services that promote the safe and responsible use of drones. The Integrated Transport Centre's involvement in the exhibition highlights its commitment to enhancing customer preparedness and facilitating access to cutting-edge digital services related to drones. This is accomplished by offering direct technical and regulatory support, establishing safe and organised practices that improve service efficiency, and advancing the emirate's objectives in innovation, safety, and sustainability.



AL AIN 2026
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Community initiatives

Strengthen relationship between visitors and exhibitors at ADIHEX

The 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) is currently taking place at ADNEC Centre Abu Dhabi until September 6, under the theme: “A Legacy of Pride.” Organised by ADNEC Group, a Modon company, in strategic partnership with the Emirates Falconers’ Club, this event features numerous community initiatives presented by government entities and participating pavilions.

These initiatives are designed to foster connections between exhibitors and the exhibition’s diverse audience, appealing to all age groups and social backgrounds.

Diverse Initiatives

The initiatives extend beyond the exhibition’s commercial offers, such as discounts and new product launches. Government entities are also involved, presenting initiatives beneficial to the public. For example, the Abu Dhabi Police’s traffic point reduction programme offers an 8-point discount for drivers with 8 to 23 traffic points after registration, payment of an AED 800 fee, and completion of a training course. This initiative has garnered significant public interest.

ADNOC pavilion offered visitors engaging workshops focused on heritage preservation. These included sessions on “Al-Sana’a,” Emirati hospitality, falconry, Saluki dogs, Arabian horses, and traditional crafts. Drawing and colouring workshops for children also attracted many attendees.

The Abu Dhabi Judicial Department is hosting community lectures to raise awareness of legal matters, sports, and women’s empowerment in the context of human rights. The Judicial Department’s pavilion features specialists available for consultations in law and community awareness. Additionally, the Emirates Arabian Horse Society offers educational workshops and competitions, including a photography contest, horse-training demonstrations, and sessions for breeders and judges.



Offers and Challenges

Active Abu Dhabi, in collaboration with Pure-Health, has launched the 6,000 Steps initiative at ADIHEX. This engaging challenge, known as the PURA Steps Challenge, invites visitors to turn their time at the ADNEC Centre Abu Dhabi exhibition halls into a healthy physical activity by walking 6,000 steps each day while exploring the events. The initiative is designed to promote the integration of movement and physical activity into everyday life to address inactivity.

Participants who complete the challenge will have the chance to enter prize draws, creating a friendly yet competitive atmosphere among

attendees. Additionally, the “Active Abu Dhabi Pavilion” features other interactive challenges that assess participants’ movement, focus, and reaction speed.

In the “Khenir” pavilion, which focuses on traditional Emirati products, the significance of the Emirati bisht was showcased through a two-metre-long bisht created over 15 days. This display emphasises the prestige and dignity the bisht grants its wearer, reviving an ancient tradition. Additionally, a community initiative allows young grooms to borrow bishts for their wedding parties from a local shop, with a range of sizes available.

The emphasis on local attire is further high-



lighted by an initiative from the National Academy for Childhood Development, which conducts a doll-making workshop. In this workshop, children participate daily, crafting dolls and dressing them in traditional clothing, including the Kandwa adorned with Talli—a traditional Emirati embroidery technique—as well as other garments that reflect distinctive local styles.



Founder’s Office pavilion introduces public to Sheikh Zayed’s coffee recipe

The Founder’s Office pavilion offers a variety of daily events, featuring educational lectures that illuminate the fundamentals of falconry and its guiding principles. Additionally, artistic performances are showcased, including those by the Abu Dhabi Police String Band, who perform the enchanting song “Dunya.” The pavilion highlights two notable compositions, “Mahalla Wa Tarha” and “Allah Atana Khair Wa Angham,” both inspired by poems from the late Sheikh Zayed bin Sultan Al Nahyan, the UAE Founding Father.

Moreover, visitors can explore Sheikh Zayed’s traditional coffee recipe, which introduces them to the customary methods of coffee preparation used in his majlis (council). This coffee serves as a symbol of Emirati hospitality and generosity, playing a vital role in fostering dialogue and connection between Sheikh Zayed, his guests, and various community members.

The Founder’s Office meticulously documented Sheikh Zayed’s coffee recipe by utilising reliable historical sources, firsthand

accounts from those who knew the Founding Father, and specialised research. This initiative aims to preserve and record the intricacies of this cherished tradition for future generations. The documentation process involved consultations with several of Sheikh Zayed’s coffee servers, who worked in his majlis from his relocation to Abu Dhabi in 1966 until 2004. Their contributions were instrumental in detailing the recipe and the stages of its preparation. This particular recipe was the most commonly used in Sheikh Zayed’s majlis and at various events, evolving through multiple stages of refinement before reaching its ultimate form.





Environmental Technology and Interactive Experiences for the Public

The Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026 is currently taking place at the ADNEC Centre Abu Dhabi. This event offers visitors a rich array of experiences that blend Emirati heritage, sports, environmental awareness, and cutting-edge technologies, underscoring its extensive scope and diversity.

Participants can immerse themselves in interactive experiences tailored to different age groups, utilising technology to provide insights into the local environment. The exhibition highlights cutting-edge shooting models and presents a diverse array of hunting and shooting gear. Moreover, there are specially curated programmes for children and families, designed to strengthen intergenerational connections and celebrate national identity.

The exhibits emphasise translating knowledge into practical experiences for visitors, featuring Artificial Intelligence (AI) technolo-

gies and drones for plant care, shooting simulations, and hands-on hunting equipment. There are also educational areas focused on Emirati heritage and values.

The National Academy for Childhood Development pavilion includes four distinct corners: the desert corner Al Arqoub, the marine corner Al Dana, the oasis and agriculture corner Al Meydan, the traditional crafts and industries corner Al Dikka.

At Al Arqoub, children explore the desert environment and Emirati heritage through interactive storytelling, learning about falconry, horsemanship, and traditions, while reinforcing the values of patience, focus, respect, and kindness toward animals.

At Al Dana, children explore Emirati maritime heritage and pearl diving traditions through sensory and artistic experiences, fostering courage, teamwork, and marine environmental awareness.

The Al Meydan corner showcases Emirati heritage through interactive stations where children learn about horses, falcons, palm trees, coffee pots, and tents, reflecting values like courage, patience, generosity, and adaptability. Al Dikka highlights traditional crafts as a key part of Emirati heritage. The “Your Sciences?” zone promotes family bonding through dialogue-based questions for deeper understanding.

The “Children’s Heritage Passport” enhances children’s experiences by connecting different stages of their journey, encouraging them to complete activities and collect stamps, which fosters a sense of accomplishment and pride in their national identity. The pavilion provides interactive experiences for adults, linking heritage to their interests and encouraging creative expression of Emirati identity and culture.

Interactive Experiences Applying AI
The Environment Agency – Abu Dhabi (EAD) offers two interactive experiences at the exhibition to showcase the Emirate’s wild plants and

highlight efforts in environmental protection and the cultivation of sustainable vegetation.

The first is the Robotic Seed Sorting Laboratory, featuring an AI-powered robot that sorts viable from non-viable seeds by analysing their genetic makeup. The second experience is a drone simulation that challenges visitors to plant 11 virtual seeds in two minutes, turning environmental education into an engaging activity.

EAD awards challenge participants with seedlings of native plants, such as ghaf, sidr, and samar, to promote awareness of their importance to the local environment.

Electronic Shooting
Electronic shooting is drawing significant attention at ADIHEX 2026. This interactive experience provides visitors, particularly youth, with the opportunity to learn the fundamentals of shooting safely, simulating elements of

real-life shooting scenarios. This initiative is part of the Al Dhafra Shooting Club’s involvement in the exhibition. The club aims to familiarise the public with the sport of shooting and offer an engaging experience for all attendees. Additionally, Al Dhafra Shooting Club highlighted its impressive range of shooting facilities that cater to various disciplines, including firearms, Olympic rifle, and archery.

The club highlighted its main attraction for exhibition visitors: the electronic shooting experience. This interactive simulation allows participants to aim at a screen, replicating some of the rules and principles of actual shooting. The club assured that the experience is entirely safe and appropriate for all exhibition attendees.

They also noted that the experience has gained significant popularity among young people, providing them with a valuable opportunity to learn and practice shooting skills in a secure environment. The electronic shooting training incorporates fundamental principles of real shooting, such as aiming techniques, trigger control, proper weapon handling, and proper grip.

The club explained that the weapon in the electronic experience mimics an M16 rifle,

with aiming done on a screen for a safe, interactive experience without live ammunition.

Shooting Range
The Shooting Range is participating in ADIHEX 2026, featuring a pavilion showcasing a range of hunting and shooting weapons and an engaging atmosphere for visitors. The pavilion features a variety of shooting equipment, including airsoft pellets and paper targets for target practice, allowing vis-

itors to immerse themselves in the atmosphere of a real shooting range. The event offers children the opportunity to learn about equipment and its uses in a fun, exciting environment.

The organisers emphasised that the experience caters to different age groups, offering small pistols for children and larger rifles for older participants, allowing families to enjoy the experience and learn about the world of shooting in an interactive way.





Japan's exhibitions

linked to inherited culture and traditions

The Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX 2026) served as an exceptional platform to showcase a distinctive collaboration between the UAE and Japan in the field of falconry. The exhibition highlighted the collective efforts and initiatives of both countries to preserve the art of falconry and promote sustainable practices within the sector, acknowledging its significance as an integral part of human heritage and local traditions.

Japan has consistently participated in ADIHEX, inviting visitors to its pavilion during the 23rd edition of the exhibition. Through this pavil-



ion, Japan emphasises its esteemed partnership, reflecting a commitment to enhancing cultural exchange between the two nations.

The Japanese pavilion team expressed a strong commitment to participating regularly in ADIHEX, underscoring their dedication to attending this prestigious global event annually. They highlighted that cultural heritage is a vital area of collaboration between the UAE and Japan, emphasising the significant partnerships among falconers from both nations.

In recent years, a joint Emirati-Japanese falconry camp was organised, during which Japanese falconers gained insights into the rich history of falconry in the UAE, a tradition that spans decades. They learned about innovative techniques for locating falcons and prey, as well as methods for training falcons that blend both traditional and modern approaches.

They praised ADIHEX's continued growth and international participation, highlighting the pride felt by those who have followed its 23-year journey. They noted that this reflects the UAE's commitment to preserving global cultural heritage for future generations.

The Japanese pavilion at ADIHEX 2026 presented an array of engaging activities for

visitors, highlighting traditional artistic performances that celebrate Japanese culture, as well as showcasing hunting traditions and related tools used in Japan. This year's event also featured a diverse selection of creative and artistic activities suitable for all ages, including drawing workshops that let children express their creativity. Additionally, an exhibit area displayed a collection of Japanese artifacts, weapons, and swords.

The representatives from the Japanese pavilion highlighted that their participation in ADIHEX 2026 presents a significant opportunity to establish direct connections with new clients, particularly international companies, given the exhibition's increasing popularity and attendance among hunting and equestrian enthusiasts.

The exhibition serves as a vital marketplace for businesses in hunting, equestrian activities, and related fields. It showcases products, expands customer networks, and highlights the significance of these sports and the proper use of related equipment. This promotes desert tourism and encourages young people and families to engage in falconry and similar activities.

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A large, curved photograph of an exhibition stand for Ironman Abu Dhabi Fuel. The stand features a large green 'IRONMAN' logo, a black sign with 'ACTIVE ABU DHABI {IRONMAN} FUELL', and a display of 'INFINITE LED LIGHTING RANGE' products. Several people are visible interacting with the stand.



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MARINA HALL, ADNEC CENTRE ABU DHABI

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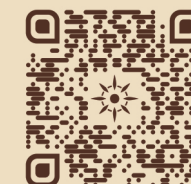


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Souk Sector showcases diverse range of products appealing to families

The 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) is underway at ADNEC Centre Abu Dhabi until September 6, with the theme “A Legacy of Pride.” Organised by the ADNEC Group, a London company, in strategic partnership with the Emirates Falconers’ Club, this exhibition features an impressive market area that draws a significant number of visitors.

It offers a diverse range of products catering to all family members, from young children to adults. As a result, ADIHEX is an ideal destination for a delightful family day out, featuring a variety of activities, displays, and shopping opportunities.

Products from across the world

The Oud Al Hawai corner features a diverse selection of Oud, suitable for both everyday use and special occasions. It includes rare varieties such as Filipino Oud, Brunei Oud, Malaysian Oud, and a distinctive type from Indonesia. Additionally, oud oil sourced from India, Cambodia, and Thailand is available. There are a total of 66 types of Oud from around the globe, along with 25 varieties of pure, unadulterated Oud oil. The corner also showcases body sprays, furniture sprays, and a range of other products, as well as various perfumes crafted in the UAE that blend Swiss oils with Oud, musk, and spices.



At the Jarrah pavilion, visitors can explore a selection of Australian-imported honey. This rare honey is harvested only once every two years, making it one of the world’s rarest varieties. Unlike many other types of honey, it is safe for diabetics. The pavilion offers 17 varieties of honey, including options designed for children and adults, as well as royal jelly and propolis. Prices for these varieties range from AED 315 to AED 1,500.

Jarrah has participated in the exhibition since 2019, with branches across the UAE and Gulf region. They see their sponsorship role as a significant honour, providing valuable services to the public and allowing attendees to learn about their honey and its health benefits.

Heritage Messages

The owner of the Golden Threads project, which focuses on handicrafts and eco-friendly items from Al Ain, stated, “Our operating license falls under the category of handicrafts. Within this framework, we showcase bags that we have sourced and enhance them with Talli embroidery. We also create small burqas adorned with the same embroidery. When foreign visitors purchase these items, they often use them as pendants, perhaps to hang in their cars. If anyone inquires about the item, they can share a piece of Emirati heritage. My goal is for these creations to convey a message of our rich heritage to the world.”

She explained, “We offer burqas with Talli embroidery to share traditional designs. We also have UAE-inscribed green leather pendants resembling passports, featuring the UAE emblem and Talli embroidery. Additionally, there’s a red pendant shaped like the old Emirati family registration document, reflecting our heritage.”

A Source of Pride

During her first participation at ADIHEX, Huda Al-Kubaisi shared, “I am showcasing a se-



lection of products from ‘Baksha Al-Tayeb,’ which includes handmade incenses, mattress sprays, and car sprays.” She further remarked, “The exhibition presents a wonderful opportunity to display our offerings, especially since I have been drawn to it since my journalism days, owing to the variety of offers, events, and products it features.”

Maisaa Mohammed, representing the “Embroidered Fabrics” shop, stated, “I am exhibiting traditional embroidered abayas, along with headscarves and accessories, to help revive traditional clothing. We offer sizes for children aged 1 to 14 years, as well as abayas suitable for women of all sizes. Additionally, we showcase traditional palm frond bags adorned with Talli embroidery. This marks my third participation in the exhibition due to the strong demand for our products.”

Hamad Al-Balushi from Qasr Al Diwaniyah in Dubai said, “We are participating in the exhibition for the fifth time to market our heritage Omani sweets, along with frankincense and perfumes.”

Reda Ali of Al Ghafa Company in Sharjah added, “This is our third participation showcasing popular Saudi products like coffee and chocolates, and the event has been excellent for us.”

Aya Sofia, General Manager of Lusail Factory, noted that their factory creates reworked classic sweets and this is their second time at the exhibition, which attracts many participants and is seen as an achievement.

Amal Abdullah Al Marzouqi showcased eight perfumes, launching three new ones—Limited, Luxury, and Illuminated—and expressed her pride in participating for the first time, following others’ recommendations.



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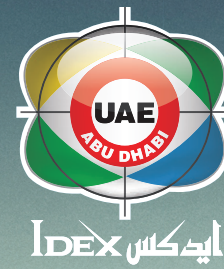
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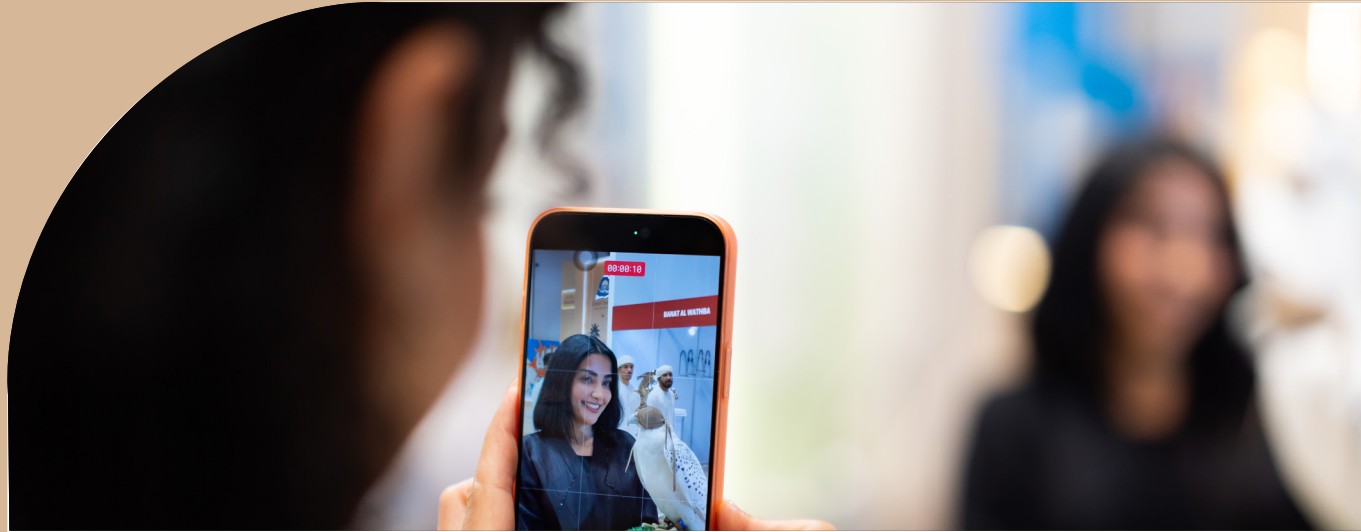


الإمارات العربية المتحدة
وزارة الدفاع



الشريك الإستراتيجي
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Social media records daily experiences of visitors at ADIHEX

Photos from the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) are making the rounds on various social media platforms. Attendees are documenting their experiences in the exhibition halls and sharing them on their accounts. These images speak volumes, showcasing rare sights—such as a unique falcon or a thoroughbred horse—as well as selfies taken by visitors.

Some attendees may skip the photo op entirely, opting instead to share snippets of the impressive scenes that captivated them during their visit. Regardless, the exhibition's name often pops up in the comments accompanying the shared photos.

Appeal of the Scenes

Although the objectives may differ, the venue itself remains constant. Some exhibitors in the market area document their participation with photographs, using

their Instagram accounts and other platforms to invite the public to visit them and find their stands. Official entities also share images of their activities at the exhibition, documenting their presence and underscoring the significance of this event, which has become a seasonal tradition in the capital. Additionally, influencers broadcast live or post videos for their followers, showcasing various events and activities occurring continuously throughout the exhibition, from its opening at 10 am until 10 pm. Every moment during those hours, something is taking place at one of the participating organisations.

Memorable photos

Visitors will find countless opportunities to capture photographs, even over short distances. Their images, taken from all four angles, serve as a means to document the performances of heritage art groups, the competitions held in the Arena area, interac-



tive experiences, and the artworks showcased by artists from across the UAE and around the globe, as well as the camels, dogs, and houbara bustards.

There are many appealing photography scenes that often go unnoticed. With various lenses and the accessibility of photography today, almost every pavilion and scene has been captured from different perspectives. This reflects the UAE's capability to host significant events that attract numerous visitors who share their admiration through countless photos and videos.



وسائل التواصل توثق يوميات الزوار في المعرض

صوراً لفعالياتها في المعرض، وتوثق بالتالي مشاركتها، وكأنها بذلك تعبر عن أهمية المشاركة في هذا الحدث الذي يُعد تقليداً موسمياً في العاصمة.

وهناك المؤثرون الذين ينقلون لمتابعيهم، بشكل مباشر أو من خلال فيديوهات، عدداً من الفعاليات والأنشطة التي تقام في أروقة المعرض على مدار ساعات عمله، منذ افتتاحه في العاشرة صباحاً ولغاية العاشرة مساءً، ففي كل دقيقة من هذه الساعات هناك حدث ما لدى إحدى الجهات المشاركة في المعرض.

صور للذكرى

لا يمكن للزائر أن يمشي أمتاراً قليلة إلا ويجد فرصة لالتقاط صورة، لتصبح صورته جزءاً من الأربعة مساحة يوثق بها عروض الفرق الفنية التراثية، أو المسابقات التي تقام في ساحة العروض الحية (Arena)، أو التجارب التفاعلية، أو الأعمال الفنية التي يعرضها فنانون من مختلف

تنتشر صور فعاليات معرض أبوظبي الدولي للصيد والفروسية على مختلف منصات وسائل التواصل الاجتماعي، فزوار المعرض يوثقون جولاتهم في أروقته ويشاركونها عبر حساباتهم، لتقول صورهم من غير كلام إنهم مروا من هنا، أمام مشهد نادر لصقر أو حصان أصيل، والتقطوا صورة «سيلفي» معه. وقد يستغني المتجول عن صورته مقابل أن يُظهر بعض المشاهد التي تعجبه خلال تجوله، لكن في النهاية لا بد أن يظهر اسم المعرض في التعليقات على الصورة المنشورة على منصات التواصل.

جاذبية المشاهد

قد تبدو الأهداف مختلفة، لكن المكان، على اختلاف مشاهدته، واحد؛ فهناك بعض العارضين في منطقة السوق يصورون مشاركتهم، وعبر حساباتهم على «إنستغرام» أو غيره من المنصات يدعون الجمهور إلى زيارتهم ويحددون أماكنهم، وهناك الجهات الرسمية التي تنشر

أنحاء الإمارات والعالم، أو الإبل والكلاب والحبارى.

فالمشاهد الجاذبة للتصوير كثيرة، وقد لا تخطر على بال، ولكن مع كثرة العدسات وسهولة التصوير في هذا العصر، لا يكاد يوجد جناح في المعرض أو مشهد يستحق أن يبقى للذكرى إلا وقد تم تصويره بأيدي مختلفة، وبوجود أشخاص مختلفين، ومن زوايا متنوعة، وهو ما يقدم صورة صادقة للعالم أجمع عن قدرة الإمارات على إقامة فعاليات مهمة، تجذب إليها عدداً كبيراً من الزوار الذين يعبرون عن إعجابهم بالزيارة عبر صور وفيديوهات لا تعد ولا تحصى.

