



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

عزنا وفخرنا
A LEGACY OF PRIDE



23rd Edition

Records Huge Public Turnout on Opening Day

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Where Passion Meets Heritage

From the inaugural hours of the 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), the atmosphere conveyed a powerful message. The halls were bustling with visitors, families wandered through the pavilions, and enthusiasts paused in front of exhibits that captivated their interest. Different generations came together, united by a shared passion. Once again, Abu Dhabi showcased its role as a gathering place for heritage, culture, knowledge, and innovation.

The impressive turnout on opening day was not just a promising start to a new edition, but rather a testament to the enduring relationship the exhibition has fostered with its audience over the past two decades. This bond has transformed it into a highly anticipated event for enthusiasts of hunting, equestrianism, falconry, travel, traditional crafts, and the arts. It serves as a venue where families can engage in both learning and enjoyment, while specialists and exhibitors can connect, share experiences, and explore new opportunities.

The exhibition showcases a unique blend of live demonstrations, interactive experiences, and traditional crafts, all highlighting a living heritage that renews and connects with new generations. At the core of this scene, Emirati women emerge as vital partners in both preserving their heritage and shaping its future. Their involvement is not merely incidental to the exhibition; it is integral to the narrative it conveys. Historically, women have played a central role in Emirati memory, safeguarding crafts, sharing knowledge, and contributing to the foundation of families and communities.

Today, women are expanding their influence into wider domains of creativity, work, and achievement. Their presence at the exhibition is significant, as it aligns with Emirati Women's Day, which celebrates the empowerment of Emirati women. This day embodies our leadership's vision for sustainable female involvement in all aspects of life. Showcasing reimagined traditional crafts and a diverse array of arts and products, the women in the exhibition halls exemplify both heritage preservation and innovation. After a vibrant first day of activity and memorable encounters, the narrative shifts to a new chapter. The upcoming days offer more experiences than can be explored in a single visit, inviting further discovery and renewal. Individuals gather to honour their heritage and shape their future. The theme: "A Legacy of Pride" resonates within the community, revitalised by its members and passed down through generations.

ADIHEX 2026

15 Sectors Combining Heritage and Innovation

The Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026 is poised to further establish itself as a premier global event focused on sustainable hunting, equestrianism, falconry, cultural heritage, and out-

door activities. For more than two decades, it has successfully merged the preservation of authentic Emirati heritage with the presentation of the latest products, technologies, and innovations in these fields.

The 2026 edition features a significant expansion, with the exhibition area growing to over 107,000 square meters and the number of participating companies and brands increasing by 17% compared to the previous year,



totalling 2,405 companies and brands from 71 countries, including six first-time participants.

15 Diverse Sectors

The exhibition offers visitors a comprehensive range of products, services, and experiences across 15 specialised sectors. These include Hunting and Shooting Sports Guns & Equipment, Hunting Tourism & Safari, Preservation of Environment & Cultural Heritage, Arts and Crafts, RV's & Caravans, Fishing Equipment & Marine Sports, Outdoor Leisure Vehicle Equipment, Falconry, Hunting & Camping Equip-

ment, Veterinary Products & Services, Saluki dogs, Camels, Equestrian, Souk, and Knives sector.

This diversity is one of the exhibition's greatest strengths, enabling visitors to engage with a range of fields related to heritage, sports, hobbies, and outdoor activities. They can also discover specialised products, interactive experiences, and educational and entertainment programs.

Souk: A Comprehensive Shopping and Experience Space

The Souk sector is a vital component of the exhibition, offering visitors a unique space that blends shopping with the exploration of specialised products for hunting, equestrianism, and outdoor activities. This enhances the overall visitor experience, allowing them



to discover a diverse range of products and participating brands all in one location. The market experience transcends basic commerce, becoming a fundamental aspect of the exhibition framework. It encourages visitors to delve into specialised products and innovations across various sectors, compare available options, and uncover items that harmoniously blend heritage with contemporary design.

The sector serves as a hub for heritage products, handicrafts, and travel-related items, including camping, hunting, and equestrian gear. This shows how the exhibition has evolved into a global platform that merges culture, economics, entertainment, and experiential learning.

Unprecedented Expansion

This year's edition boasts an additional 15,000 square meters of exhibition space in the Central Plaza, bringing the total to 107,000 square meters. This expansion offers more opportunities for exhibitors and visitors, allowing for a wider array of programs and events.

For the first time, this year's event will span a full 10 days, providing both the public and exhibitors ample time to explore the various participating sectors and accompanying programs.

The considerable international participation further elevates the event's global prominence, featuring 55 falcon farms—a 20% increase compared to 2025—including nine newly added farms.

A Comprehensive Cultural and Heritage Experience

The exhibition features a variety of international cultural events, including equestrian displays, an African Drumming show, a , and Japanese Taiko drumming. Visitors can also experience Emirati heritage and artistic performances. The INPEX pavilion highlights traditional drumming, the Japanese bamboo flute (shakuhachi), and Kendo martial arts demonstrations.

Programs for Children and Youth

The exhibition focuses on engaging young people through various educational and interactive programs. A key feature is the Young Hunter and Riders Village by ADNOC, which recreates a traditional desert camp and offers workshops on falconry and Saluki dogs. The

coffee area allows visitors to experience Emirati hospitality, while the equestrian section offers hands-on workshops with ponies that cover feeding, care, and grooming.

The Creative Experience by ADIHEX introduces an interactive artistic dimension, including mural painting, jewellery design, live drawing, personalised keychains, graffiti-style hat painting, and Arabic calligraphy on commemorative frames.

Falconry, Archery and Saluki Dogs

Falconry is a major highlight of the exhibition, especially with its notable falcon auctions featuring racing and camel falcons, evaluated by expert judges. Visitors can also enjoy archery on a dedicated range and shooting simulators. The Arabian Saluki dog is showcased

through competitions and workshops that celebrate its significance in Emirati culture, embodying the essence of Emirati heritage.

Heritage and Cultural Platform

The heritage and cultural platform highlights an authentic dimension of the exhibition's identity, featuring the Emirati majlis, hospitality etiquette, and Arabic coffee preparation, as well as traditional crafts such as Sadu weaving, pottery, embroidery, and palm frond weaving.

The programme also includes panel discussions and seminars led by experts and specialists in hunting, equestrianism, environmental themes, and heritage, and showcases Emirati cultural performances, including the traditional Liwa dance.

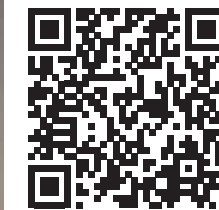
The Abu Dhabi International Hunting and Equestrian Exhibition has evolved into a holistic experience that integrates market dynamics, innovation, heritage, education, entertainment, and culture. It offers visitors the chance to engage with Emirati heritage in a modern context, enhancing Abu Dhabi's status in the realm of specialised international events.



AL AIN 2026

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INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION

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Ahmad Shaker

CEO of Capital 360 & Events

Welcome to the 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition, an event that, for over two decades, has become a global symbol celebrating authentic Emirati heritage and a platform that brings together cultures, expertise, and innovations from around the world. Held under the patronage of His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region and Chairman of the Emirates Falconers' Club, ADIHEX is continuing its well-established record of success.

The 2026 edition marks a milestone in terms of space, number of participants, the diversity of events and accompanying programmes. ADIHEX runs over a full ten days and offers visitors and exhibitors a more comprehensive experience, reflecting the continued growth the exhibition achieves year after year.

At ADNEC Group, we always strive to deliver an integrated experience that meets the expectations of visitors, partners and exhibitors. This year, the exhibition spans 107,000 square metres and comprises 15 sectors covering hunting, equestrianism, falconry, outdoor activities, traditional crafts, arts and culture, ensuring diverse content to suit a wide range of interests and age groups.

The exhibition also attracts more than 2,405 exhibitors and brands from over 71 countries, reinforcing its position as a global platform for communication, knowledge exchange, partnership-building, and showcasing the latest products, services, and innovations related to the sectors it celebrates.

The exhibition's importance also extends to promoting sustainability, responsible hunting, and environmental preservation. It places special emphasis on younger generations through educational programmes, workshops and interactive activities that help introduce children to Emirati heritage and instill values in them through innovative and engaging methods.

Over the coming days, visitors to the exhibition will have the opportunity to enjoy live cultural performances, interactive experiences, and a variety of public events reflecting the richness of Emirati heritage and highlighting Abu Dhabi's standing as a global destination specialised events.

The current edition also features eight rounds of falcon auctions, which are among the most anticipated attractions at ADIHEX. These auctions are an important platform bringing together owners, breeders, and investors, which contributes to the preservation of authentic bloodlines and reinforcing Abu Dhabi's position as a global hub for trade, in line with the exhibition's mission of preserving heritage and developing its associated economy.

I would like to extend my thanks to all our partners, sponsors, exhibitors and supporting bodies who have contributed to the success of ADIHEX 2026, and I invite visitors to seize this unique opportunity to discover an experience that combines authenticity with innovation, telling the story of a rich heritage that takes pride in its past while confidently moving towards the future.

Welcome to the Abu Dhabi International Hunting and Equestrian Exhibition 2026 – we wish you an unforgettable and exceptional experience.



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www.alfaresintl.com.



A white Land Rover Defender is shown from a front-three-quarter view, parked on a sandy desert floor. The vehicle features a brown roof rack with a ladder and a 'Carlex' license plate. The headlights are on, and the scene is illuminated by the warm, golden light of a sunset or sunrise. The background shows a hazy desert landscape.

VISIT US
BOOTH 3-050





Arts & Crafts Sector Reflects Emirati heritage in its exhibits

Art serves as a reflection of a nation's culture and heritage. In this context, the Arts & Crafts Sector at the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) is a significant component of the event. This exhibition, held under the patronage of His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Al Dhafra Region and Chairman of the Emirates Falconers' Club, is organized by ADNEC Group, a Modon company, in strategic partnership with the Emirates Falconers Club.

Now in its 23rd edition, the exhibition runs until September 6, 2026, under the theme "A Legacy of Pride." It highlights the diverse talents of artists and craftspeople who convey their love and pride for the UAE through their creations.

Knights of the Emirates

In her dedicated pavilion, artist Majda Al Jarrah partnered with Abdullah Al Yafei to show-

case a remarkable collection of crystal paintings. One standout piece portrays His Highness Sheikh Mohammed bin Zayed Al Nahyan, the President of the UAE, elegantly holding a falcon. This artwork is composed of high-purity crystals set against a backdrop of 3,381 meticulously polished square pieces of mother-of-pearl. Additionally, the Founder's Medal, crafted from 21-karat gold, was handmade using laser cutting and a mother-of-pearl mosaic technique inspired by Qasr Al Watan, the National Palace.

Rania Al Ba'eini's pavilion prominently features horses, inspired by recent UAE victories. Titled "Knights of Victory," the work celebrates Emirati heritage with a central portrait of Sheikh Sultan bin Zayed Al Nahyan, crafted from coloured stones from Syria and Lebanon, exuding an antique aesthetic. Other pieces also highlight horses as symbols of sport and homeland defence.

Al Ba'eini uniquely combines horse sculptures with three-dimensional paintings, using resin, gold leaf, and Italian crystal, alongside a special oil made by an Emirati perfumer to enhance her colours.

Inspired by Heritage

At the SEA AT DEEP pavilion, artist Mohammed bin Thalith showcases a collection that interprets the sea using materials like sand and shells. His paintings capture the movement of turtles on the sand and of creatures swimming beneath the surface, as well as everyday items made from shells.

The 1185 Museum features an array of artifacts, including hunting rifles, swords, medals, a telephone, and vintage photographs of the UAE.

Emirati artists Azza Al Qubaisi and Musa Al Halyan present heritage in a modern context. Al Qubaisi's sculptures of horses highlight their



diverse forms, with a striking piece featuring Arabic calligraphy representing a horse's head, outlined in silver and left empty inside.

Al-Ustad Gallery showcases diverse collection inspired by ADIHEX's theme of hunting, horsemanship, and heritage

Artist Mohammed Al-Ustad's involvement in the exhibition began in 2004 and eventually evolved into a collaborative initiative known as the "Mohammed Al-Ustad Gallery." This endeavour underscores a dedication to nurturing talented artists as part of a cultural, artistic, and social responsibility.

This year's edition showcases the work of 40 artists from across the Arab world, with several making their debut appearances. This year, the gallery embraced a museum-like presentation style. In addition to exhibiting eight works by artist Abdulrahim Al-Ustad, which aligned with the theme of hunting, horsemanship, and local heritage, there were also paintings showcasing the sea.

Furthermore, a collection of digitally and artificially generated works is on display, highlighted by a series of portraits of Their Highnesses and the Sheiks, the esteemed leaders of the United Arab Emirates, created by artist Mohammed Al-Hammadi.

Artist Faisal Al Hosani draws inspiration from the desert theme for his artwork, believing that the UAE's origins are deeply rooted in this landscape. Each piece he creates narrates a story from a time when few could imagine the transformation of the country to its present state. In his collection, he represents the seven

emirates with seven pieces of wood, beautifully evoking the desert's undulating terrain. The wood's colours represent the geological diversity of the region's soil and rocks.

By using various woods like ash, walnut, beech, and oak, Al Hosani symbolises the wide variety of nationalities and cultures in the UAE, emphasising equality among all individuals. The story of the wood, sourced from different places, resonates with those who consider the UAE their second home. In other works, the Emirati artist explores the desert's tranquility and turmoil through wood burning and colouring, capturing the serenity of a desert night and the beauty of dewdrops on its surface.

Ruqaya, another artist, is showcasing her work for the second time with family support, capturing UAE heritage through her art. Notable pieces include "Motherhood in the Wilderness," featuring Houbara Bustards with their chicks, and paintings of traditional sailing boat races and Al Jahili Fort.





The pavilion features the immersive “Deera Al-Durour” room, offering visitors an interactive journey that starts with the rise of the star Suhail. It highlights the wisdom of our ancestors in utilising their understanding of



In the “Sadu” corner, visitors can learn about the Bedouin woman’s artistry in transforming

The Poetry and Performing Arts corner highlights the literary and artistic heritage of the Emirates, offering a platform for Nabati poetry and young Emirati talent. In collaboration with the Department of Education and Knowledge, it emphasizes engaging youth in the preservation and reinterpretation of cultural heritage. The main majlis embodies authentic Emirati values of hospitality and generosity, inviting visitors to explore Emirati social identity. Overall, the Abu Dhabi Heritage Authority pavilion blends past and future, using modern technology to ensure cultural continuity and relevance for future generations.



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مركز أدنيك أبوظبي | القاعة 5 | الجناح 5-031



A Global Gathering Combining Heritage and Innovation

The 23rd edition of the Abu Dhabi International Hunting and Equestrian Exhibition 2026 (ADIHEX) showcased a wide array of participation from various companies and institutions specialising in falcons and falconry equipment. This participation underscores the event's remarkable popularity and reputation as a premier platform uniting enthusiasts, professionals, and exhibitors from around the globe. Additionally, it emphasises the exhibition's essential role in passing down the heritage of falconry and hunting to new generations, while also fostering trade and knowledge exchange within a safe and organised environment.

First Participation with Ambitions for Continued Participation

Gulf Falcons made a notable debut at the Abu Dhabi International Hunting and Equestrian Exhibition by presenting a curated selection of elite birds specifically prepared for falconry and hunting purposes, drawing an impressive turnout from the very start of the event. Khalifa Hamad Al Rumaithi, the Director of Gulf Falcons, noted that this marks the company's first participation in ADIHEX. He highlighted their dedication to showcasing a distinguished collection of falcons, each

carefully selected to cater to the needs of falconry enthusiasts.

Al Rumaithi noted that exhibited falcon prices range from AED 25,000 to AED 30,000, based on their traits. He emphasised ADIHEX's significant local and international prestige and reported a strong turnout of visitors and falconry enthusiasts from the outset. This highlights the UAE's commitment to preserving its cultural heritage, with falconry being a key aspect.

He highlighted the exhibition's comprehensive approach, bringing together birds and participants from around the world in a safe and well-organised environment. With clear regulations in place, the exhibition ensures a seamless experience for both exhibitors and visitors.

Al Rumaithi noted that the diverse exhibits and participants have established the Abu Dhabi International Hunting and Equestrian Exhibition as a premier platform for the exchange of expertise and the showcasing of top birds. He concluded that Gulf Falcons' successful inaugural participation inspires them to continue their involvement in future exhibitions, reaffirming their commitment to this gathering of falconry enthusiasts.

Platform uniting expertise and promoting Emirati heritage

Saeed Salem Al Mansouri, Sales Manager at KH Falcon, expressed that the company's participation in the exhibition reflects its commitment to being a prominent presence at this significant event, which serves as an annual platform uniting the needs of falconers and those passionate about falcons and hunting. It also provides an excellent opportunity for exchanging experiences and knowledge with exhibitors and participants from around the globe.

Al Mansouri praised the organisers for their efforts in creating a dedicated, air-conditioned hall fully equipped with essential supplies for the exhibition. This setup allows falconers to better showcase their products and engage with the public and enthusiasts. He highlighted the event's large turnout and high sales, emphasising the company's commitment to participate annually due to its role in promoting knowledge exchange and commercial opportunities for exhibitors.

He added that the exhibition caters to diverse needs from all aspects, serving enthusiasts, professionals, farm owners, and the public from all walks of life. He pointed out

that the variety of participants and activities makes it a comprehensive event that combines commercial, entertainment, educational, and cultural aspects. Al Mansouri pointed out that the exhibition also represents an important opportunity to introduce children to authentic Emirati heritage, especially falconry and hunting, and to strengthen new generations' connection to this cultural legacy through an interactive experience that allows them to learn about the world of falcons up close.

He emphasised that the continued development of the exhibition and the diversity of its activities enhance its standing year after year, ensuring it remains a global platform that combines heritage with knowledge, trade, and entertainment in a comprehensive experience suitable for all segments of society.

Six types of falcons

The Al Dhafra Falconry Foundation has confirmed its continued participation in this prestigious global event, which has been held since 2000. The foundation showcases a wide range of falcons, as

well as equipment for hunting, training, and racing.

Mohammed Raslan Al Hashemi, Sales Manager at the Al Dhafra Falconry Foundation, highlighted that they offer six types of falcons: purebred, gyrfalcon, peregrine, saker, and others. Additionally, a variety of falconry supplies, including talons and comprehensive equipment sets for birds of prey, are available for hunting, training, or racing purposes.

Al Hashemi noted that the prices of the falcons on display range from AED 1,000 to AED 1 million, depending on the breed, type, and specifications. He also noted that the foundation provides passports for the birds, in accordance with established procedures to help regulate and document the movement of falcons.

He underscored that the foundation's continued involvement in ADIHEX over the years stems from its esteemed reputation and outstanding organisation. Each year, the event demonstrates significant development and improvement over previous iterations.

Al Hashemi noted that the first day of the exhibition saw strong sales and a significant

visitor turnout, highlighting bustling crowds in the exhibition pavilions and growing interest in falcons and falconry equipment.

He mentioned that one of the standout products offered by the institution is "Al-Sawaya," a line of devices designed for use with birds of prey. These devices feature approximately 210 bird calls and can be strategically concealed among trees to attract specific bird species, in compliance with applicable laws and regulations, after obtaining the necessary permits from the appropriate authorities.

Al Hashemi highlighted that the foundation also offers falconry equipment and various other supplies, underscoring its dedication to participating in specialised international events across several countries, including Pakistan, Egypt, Syria, Kazakhstan, and others.

He expressed gratitude to the leadership and government bodies for their ongoing support, which has been crucial to ADIHEX's growth and has solidified its reputation as a leading global event in hunting, falconry, and equestrianism.



Ta7nee6 UAE

Documents Emirati Falconry Heritage

The UAE Taxidermy project is participating for the fourth year in the Abu Dhabi International Hunting and Equestrian Exhibition, showcasing taxidermied falcons and other birds that reflect Emirati falconry heritage. Founder Hussain Ashour emphasized that the initiative is 100% Emirati-made, highlighting the importance of falcons in the UAE's cultural legacy. The exhibits feature various falcon species, including the peregrine and saker, depicted in hunting scenes and celebrated racing activities.

In discussing the project's inception, Ashour revealed that the idea was sparked by the death of a falcon belonging to his brother. In his quest for taxidermy specialists, he was unable to find the level of realism he desired. This prompted him to establish a project to create highly accurate, high-quality taxidermy models that closely replicate nature.

The UAE Taxidermy uses specific techniques and materials to preserve birds, preventing odors and insect infestations. Prices for the falcons and other birds range from AED 4,000 to AED 6,000, depending on design complexity. Some pieces have multiple specimens, affecting their size and value. UAE Taxidermy's participation in the exhibition highlights its commitment to preserving Emirati falcon heritage through realistic taxidermy art.





Tadweer Group

Showcases Legacy of Sustainability

Tadweer Group announced its inaugural participation in the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2026, featuring a dedicated pavilion. The group is also proud to sponsor the “Environmental Conservation and Cultural Heritage” sector at this prestigious event, which runs at ADNEC Abu Dhabi until September 6, 2026.

As the sponsor of the Environmental Conservation and Cultural Heritage, Tadweer Group will showcase its “Legacy of Sustainability” initiative. This program aims to highlight the fundamental values of environmental responsibility and mindful resource use, deeply rooted in Emirati heritage, while encouraging community members to integrate these principles into their everyday lives.

Collaborating with Tadweer Group in this mission is “ne’ma,” the UAE’s national initiative focused on reducing food loss and waste. This program unites various stakeholders across the food value chain to promote collective action in minimising food waste, which aligns perfectly with the Group’s commitment to fostering a circular economy.

Etienne Petit, CEO of Tadweer Group, remarked, “Our involvement in ADIHEX 2026 links the UAE’s enduring commitment to environmental protection and responsible resource utilization with its future sustainability goals. In collaboration with the ne’ma initiative, we aim to raise awareness of food loss and waste while maintaining our focus on responsible green waste management and resource management. This initiative will transform awareness into actionable steps, empowering community members to play a role in fostering a more sustainable future.”

The Tadweer Group is hosting interactive workshops, storytelling sessions, and awareness experiences for families and the community at the exhibition. In partnership with the ne’ma initiative, these activities encourage reflection on reducing food waste and promoting sustainability. ne’ma showcases innovative solutions and startups focused on the circular economy, highlighting methods to minimize food loss and conserve resources. Participating organizations are committed to sustainable practices, transforming awareness into action.

Turning Waste into Value: Concrete Action

Kholoud Hassan Al Nowais, Chief Sustainability Officer at the Emirates Foundation, highlighted the \$1 trillion in losses to the global economy from food waste, emphasising reducing it as a key part of the National Food Security Strategy 2051. She stressed the importance of enhancing community awareness and responsible annual consumption. The collaboration with the Tadweer Group at ADIHEX aims to reconnect the public with UAE values of mindfulness and gratitude towards food.

The “Our Heritage is Sustainable” workshop encourages visitors to decorate reusable bags and traditional baskets with recyclable materials inspired by Emirati culture. Children can also engage in storytelling sessions about the environmental legacy of the late Sheikh Zayed bin Sultan Al Nahyan, promoting sustainability and waste management in an interactive way.

Tadweer Group’s involvement in ADIHEX reflects its ongoing commitment to enhancing environmental awareness and promoting responsible resource use within the community. This initiative aligns with the Group’s goal of diverting 80% of Abu Dhabi’s municipal solid waste from landfills by 2031. Through participation in one of Abu Dhabi’s premier cultural and community events, Tadweer Group emphasises that the principles of the circular economy are deeply rooted in the UAE’s heritage, highlighting the longstanding recognition of resource value and the importance of preserving them for future generations.

Visitors are invited to explore the “Legacy of Sustainability” experience at Tadweer Group’s stand, number A-120, throughout ADIHEX 2026.



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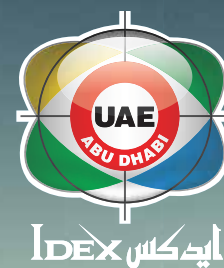
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Bin Ablan Food Industries

200 products blending Emirati and European culture

Bin Ablan Food Industries marks its tenth consecutive year at the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), by showcasing its offerings in two pavilions this year across two distinct sectors: Falconry and Preservation of Environment and Cultural Heritage. This participation underscores the company's dedication to promoting its national products to the exhibition's audience and visitors, aligning with its strategy to broaden its reach to diverse segments of the public.

The company's pavilion drew an impressive turnout at ADIHEX, with visitors keen to explore the range of UAE products and sample sweets and pastries that artfully blend European flavors with Gulf influences. The diverse offerings, which included traditional pastries, fresh seasonal produce, and

customised items, helped draw a significant number of attendees. This strong interest highlights the increasing public appreciation for local products and support for Emirati brands.

Pavilion managers confirmed that the heightened demand not only boosted sales but also reinforced the factory's role as a platform for promoting national products while achieving outstanding commercial success.

The products are branded "Emi," which is an abbreviation for "Emirati," and are categorised into two main segments: "Emi," which specialises in cupcakes, pound cakes, and other baked goods, and "Emi Gourmet," which offers traditional Gulf-style sweets. This brings the total number of items to approximately 200.

The factory features a fresh produce section and customised desserts, allowing customers to choose flavours, add or omit ingredients, and enjoy seasonal offerings such as date-filled cookies at specific times of the year.

All products are manufactured in the UAE, utilising local raw materials such as honey and dates. Bin Ablan Food Industries, founded in 2002, aims to blend European and Gulf cultures into baked products and sweets while collaborating with Emirati businesses and pursuing international partnerships.

The factory draws inspiration from traditional European baked products while incorporating an Emirati and Gulf flair by utilising ingredients such as dates, cardamom, and wheat. It has also developed a range of sugar-free options and products that are inspired by classic Gulf sweets, reimagined with a contemporary twist.



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