

Executive Summary

- 3 days of travel
- 9 days of activity
- 4 days in the Dubai International Horse Fair
- 5 days touring riding stables and clubs, training stables (private), reproductive farms (private), veterinary clinics, competitions, race tracks, tack shops and feed shops
- Toured 4 of the 7 emirates, including Dubai, Abu Dhabi, Ras Al Khaimah and Sharjah
- The trip was funded in part from the Canadian Warmblood Horse Breeders Association marketing budget and in part by the Agriculture Canada CAFI grant
- 21 members and friends of Canadian Warmblood participated in cooperative marketing packages
- The cost to produce the packages was offset by payment from cooperative marketing participants and the funds matching CAFI grant provided by Agriculture Canada
- 100 printed packages and 50 CD packages were handed out at the trade fair and during tours

Agenda

Day	Date	Emirate	Activity
	Monday, March 17		Depart from Toronto
1	Tuesday, March 18	Dubai	Arrive in Dubai
2	Wednesday, March 19	Dubai	Trade Fair Set-up
3	Thursday, March 20	Dubai	Dubai International Horse Fair
4	Friday, March 21	Dubai	Dubai International Horse Fair
5	Saturday, March 22	Dubai	Dubai International Horse Fair
6	Sunday, March 23	Dubai Dubai	Hadaybit Asalem Endurance Stables Sight Seeing
7	Monday, March 24	Dubai Dubai Dubai Dubai	Emirates Equestrian Centre Nad Al Sheba Race Track Falcon Mall Dubai Polo & Equestrian Club
8	Tuesday, March 25	Abu Dhabi Abu Dhabi Abu Dhabi	Al Wathba Camel Market Camel breeding farm of Sheikh Khalifa bin Zayed, President of the UAE Al Wathba Camel Track
9	Wednesday, March 26	Abu Dhabi Abu Dhabi Dubai	Abu Dhabi Equestrian Club Mounted Police Station Palm Court Equestrian & Polo Club
10	Thursday, March 27	Ras Al Khaimah Sharjah Sharjah	The RAK Endurance Stables Sharja Equine Hospital Sharja Equestrian Centre
	Friday, March 28		Depart from Dubai

Deliverables

As delegate for Canadian Warmblood Horse Breeders Association on the export trade mission to the United Arab Emirates (UAE), the following deliverables were satisfied:

- Attendance at all scheduled events and several unscheduled events
- Diary style article profiled in Breeders Digest and provided to HorseLife magazine (not published)
- Online slide show which was referenced in article and provided to all participants of cooperative marketing packages
- PowerPoint slide show for review at the annual general meeting; additional copies available for distribution
- Formal report
- Continued discussions with Equine Canada Breeds & Industry representative to review ongoing opportunities resulting from the trade mission

Observations

- The UAE is a relationship based culture; introductions are a necessary prerequisite to business at any level
- Business is conducted on a basis of mutual benefit, i.e. what does Canada have to offer to bolster our economy?
- The ability to provide services is secondary to the ability to provide educational tools leading to self sufficiency, i.e. “teach a man to fish”
- Business is conducted face-to-face; email and phone relationships are not typically honoured
- Understanding of, and adherence, to hierarchical business methods is necessary
- Interest in horse sport is multidisciplinary, additionally, stakeholders in the camel industry are often stakeholders in the equine industry
- There is an emphasis on good horsemanship with is deeply embedded in the Arab culture and religion, and because of that, horses are maintained to have a long useful life
- Distance is not a barrier as horses are currently being imported from Australia and Argentina
- The majority of the hay used in the UAE comes from Canada; Canada is highly regarded for its quality in agriculture
- The UAE wants to do business with Canada
- Show jumping is gaining strength, while dressage and eventing are in their infancy
- Entry level show jumping reflect a heavy British influence (horses and style), while higher levels reflect a European influence
- Competitive horses and riders winter in the UK and Europe for six months of the year, during the hottest period

Successes

- Canadian Warmblood was able to leverage off of established relationship the UAE has with Equine Canada, and in particular, the Breeds and Industry representative
- Required introductions were provided, which facilitated participation at a level the average traveler could not achieve
- Support from the Canadian Consulate was provided
- Use of local printing service provider was successful; reliable business referral obtained through Canadian source
- Canadian Warmblood delegate was filmed as Canadian representative, for High Life Dubai, a television show profiling events and programs, that is aired throughout the Middle East
- Established relationships was made with several stakeholders who represent the point of entry to future initiatives

Challenges

- Unreliable courier system; problem avoided by taking essential materials in luggage
- Lack of preparedness and tourist attitudes of some fellow delegates
- Targeted buyers found the multitude of materials offered by each delegate confusing
- All further business must be filtered through the Equine Canada Breeds and Industry representative; this is a requirement of both parties (EC and UAE), and success will not be achieved unless honoured
- Additional traction following the trade mission, was not achieved due to significant delay in 2008 CAFI grant which funds the Equine Canada Breeds and Industry representative

Recommendations

- Equine Canada Breeds and Industry and its member affiliates, including Canadian Warmblood, requires a more professional trade fair presence
- Professional quality video footage is in high demand (the Alberta Horse Industry video was featured extensively in the trade booth) and should be considered for the future
- If trade fair participation is shared by other breed associations, efforts including cooperative marketing is necessary for both ease of use and to eliminate the appearance of fractioned efforts
- Business casual attire (no sweatshirts or ball caps) should be a minimum requirement at all trade fair programs and events to facilitate participation with media – “dress for success” versus “poor farmer”
- Additional traction can be achieved by participating in trade fair seminars which serves to drive traffic to the booth and to demonstrate expertise
- Delegates for future trade missions (Las Vegas, WBFSH, etc.) will participate with the understanding that the above deliverables (indicated earlier in this report) or similar deliverables will be provided to and for the membership

Next Steps

- Continue contact with Equine Canada Breeds & Industry representative
- Assess current appetite for incoming trade mission from the UAE, given economic climate
- Work with Equine Canada Breeds and Industry representative on upcoming marketing initiatives that will alleviate challenges encountered with this trade mission