



February 1st, 2014 in Bouznika

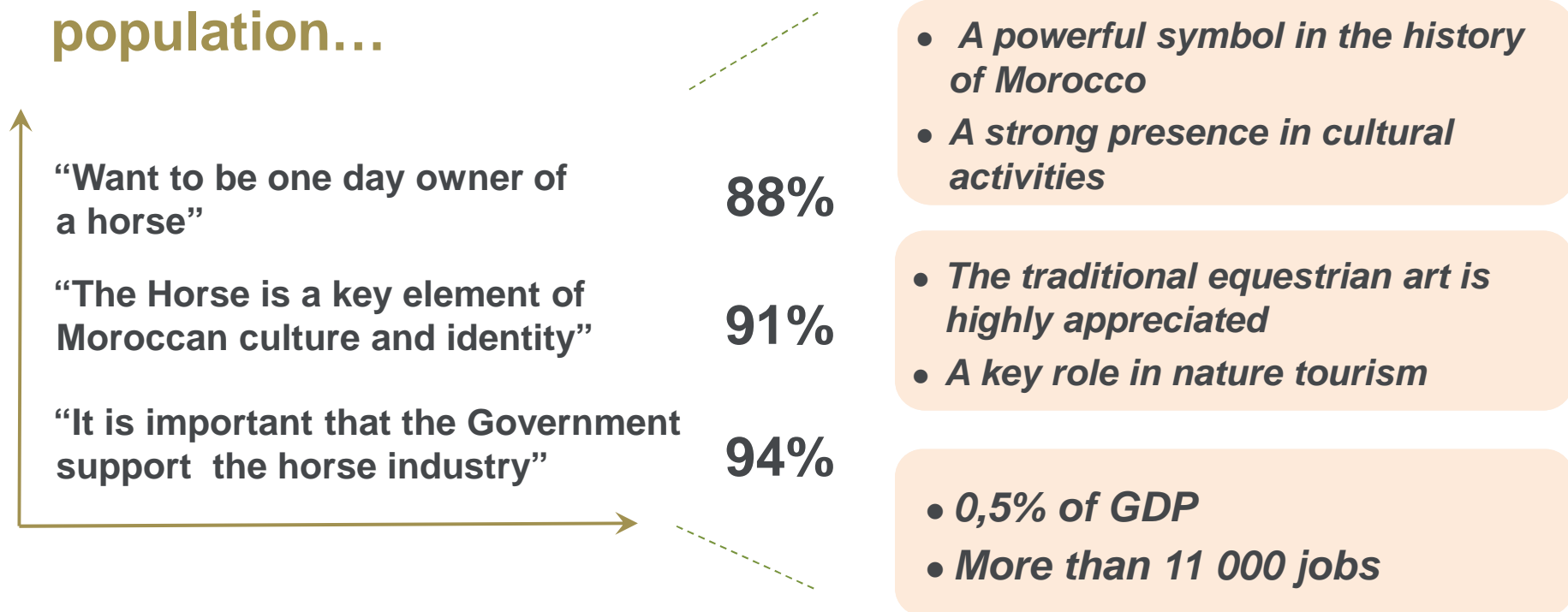
***HORSERACING INDUSTRY
IN MOROCCO***

EMHF GENERAL ASSEMBLY MEETING

The Horse in Morocco...

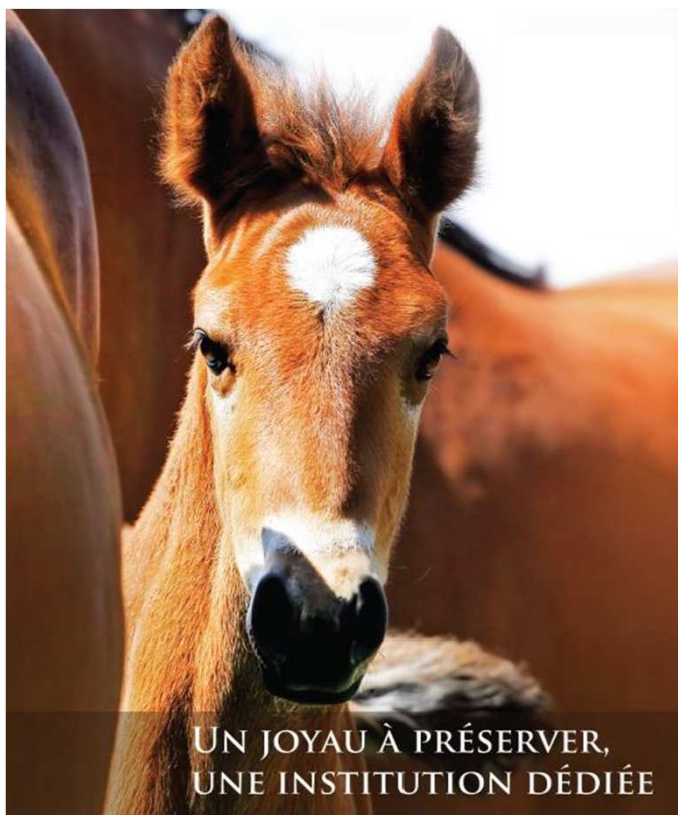
- ... An Industry rooted in the Moroccan imagination, with a strong social impact

Out of Morocco population...



The Horse in Morocco

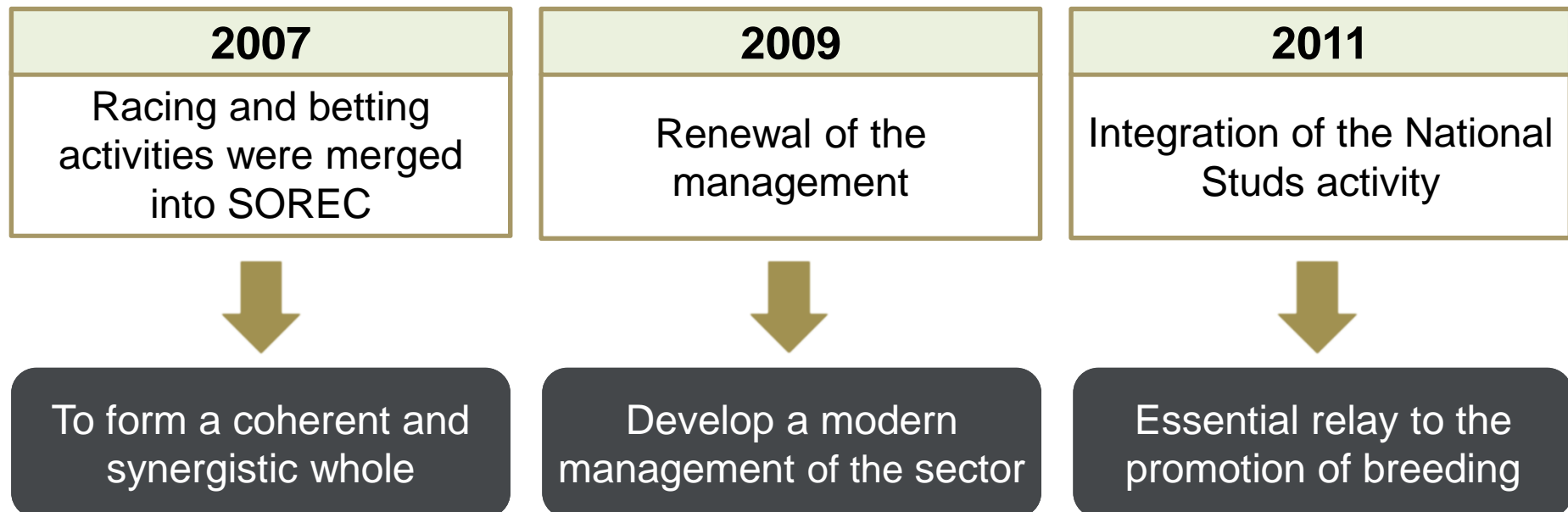
- How to preserve this **heritage** and convert it to a vector of social and economic development



1. Creating a dedicated entity: SOREC

- Government owned
- Flexible entity with a modern management
- To be a facilitator of a promising sector

**SOREC is the National Breeding and Racing Authority
and the sole operator of pari-mutuel**



1. Creating a dedicated entity: SOREC

- SOREC is at the heart of the horse industry



1. Creating a dedicated entity: SOREC

- 2013 Keys figures



1. Creating a dedicated entity: SOREC

- 2013 figures: Breeding
 - **Mares: 620**
 - **Stallions: 72**
 - **Foals: 370**
- Moroccan breeders have imported - from 2009 till 2013 - more than 700 thoroughbreds, mainly females

2. Setting up a Strategy for the sector

- The Ministry of Agriculture, through the SOREC, initiated a reflection on the development and sustainability of the horse industry



- **Uniting the aspirations of the stakeholders**



- **Better attention to the uses and opportunities of the horse**



- **Leverage to "country marketing"**



- **A specific approach to the Barb horse**

2. Setting up a Strategy for the sector

Giving the horse **the rightful place** in our country, by making its industry **an important leverage** for economic and social development



Convert

1

Diversify and develop the *modern uses* of the horse



Safeguard

2

Promote the *Barb horse*, treasure of the Kingdom



Sustain

3

Develop racing *industry*, base of the sector



SOREC Strategic Plan – 2011-2020

Strategic destination

- **Play a leading role** in the implementation of the strategy plan, along with other players
- ... **Sustain a growth** of SOREC activities

Strategic itinerary

- **Improve the level of racing**
 - Continue modernization of SOREC
- **Exploit the growth potential of the horse betting**
 - Incubate or support action from private actors in the sector

SOREC Strategic Action Plan- up to 2020

- Improve the level of Racing

Racing Program & organization

- Classification of races
- Increase the total prize money to support quality breeding
- Setting up new IT tools for racing organization
- Creation of horse ratings and handicap races

Priority infrastructure

- Setting up a network of public training centers (2016)
- Upgrading racecourses: tracks, big screens, scoreboards...
- Racecourse with best international standards, turned towards international races (Rabat)

SOREC Strategic Action Plan- up to 2020

- Improve the level of Racing

Genetic improvement

- Buying quality stallions by SOREC
- Support private investment in mares
- Concentration of breeding efforts on Thoroughbred (number of races target: 50% Thoroughbred, 50% Arabian horses)

Professionalization of breeding

- Trainings to breeders provided by the National Studs
- Professionalization of the horse transportation

Stallions in Morocco



CHINCHON (IRE) - 2005
Marju x Jarama
G1 winner

JAN VERMEER (IRE) - 2007
Montjeu x Shadow Song
G1 winner



COLOSSUS (IRE) - 2001
Danehill x Mira Adonde
Own brother to Danehill Dancer

RUSSIAN CROSS (IRE) - 2005
Cape Cross x Dievotchka
G2 winner



HERMIVAL (IRE) - 2009
Dubawi x Bibi Karam
G3 winner
2e St James's Palace St.(Gr.1)
2nd St James's Palace St. (G1)



SOREC Strategic Action Plan- up to 2020

- Improve the level of Racing

Developing ownership

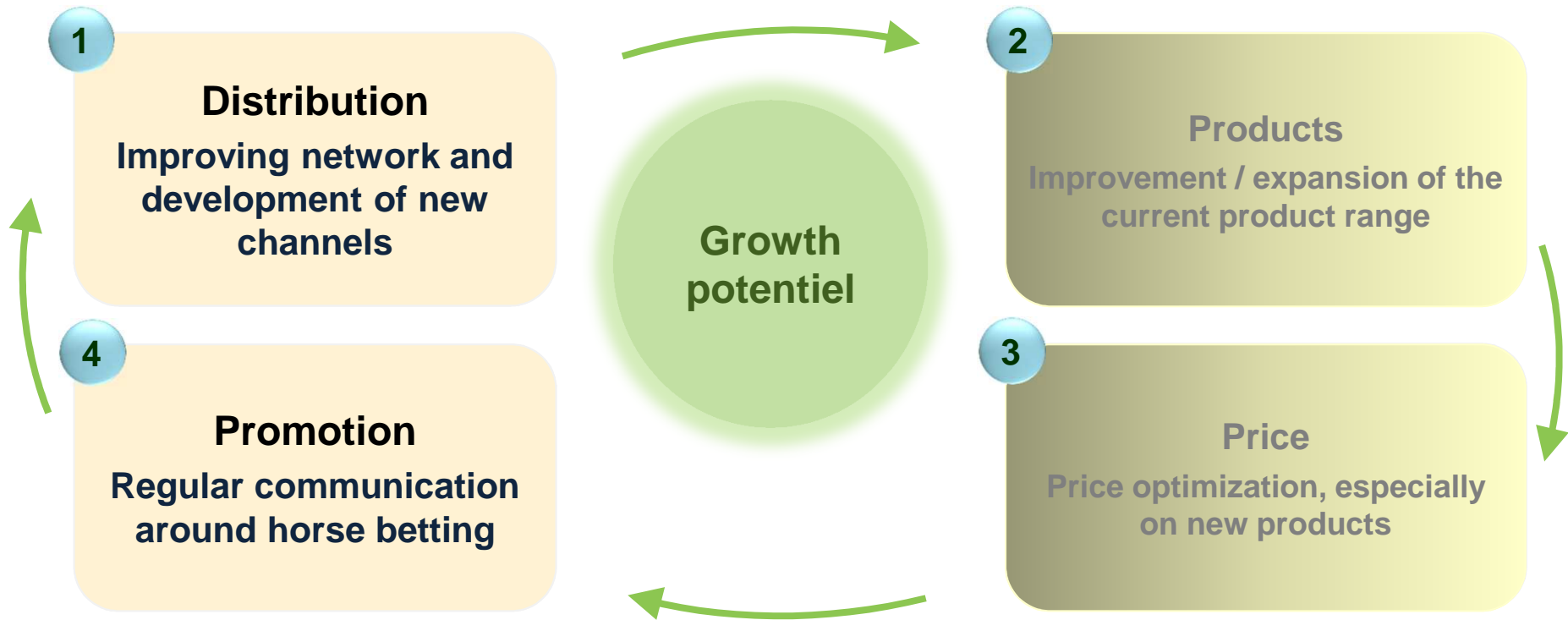
- Facilitating access to the horse
- Communication on auctions, targeting the general public
- Specific offer for the sector professionals

Communication & Broadcast

- New corporate identity
- Support the specialized press
- High quality racing images
- Live broadcast of the races (WebTV and satellite TV)

SOREC Strategic Action Plan- up to 2020

- Growth potential of the horse betting



SOREC Strategic Action Plan- up to 2020

- Growth potential of the horse betting: Distribution

Network

- Improve punters front desk
- Densify and improve the quality of network
- Training in customer reception

New channels

- Betting by Phone
- VIP lounges
- Internet

SOREC Strategic Action Plan- up to 2020

- Growth potential of the horse betting: Promotion

**Promotion of
the races**

- Targeted and sport-oriented communication :
 - Radio, Sport TV channels, Press (specialized or sports page)
 - Internet (corporate and betting websites)
 - General media

**Communication
Strategy**

- Creating a dedicated brand
- Providing information:
 - Live broadcast of the races
 - Punters guide books
 - Display of results and odds