



مجلّة
الجواد العربي
Aljawwad Alarabi Magazine

AL JAWAD AL ARABI

NEW VOICE OF ARABIAN HORSE MEDIA FROM THE MIDDLE EAST

THE TALK WITH MR AHMAD AL DAWOOD, CHAIRMAN ON BOARD OF DIRECTORS OF AL JAWAD AL ARABI MAGAZINE IN EGYPT

Interview by: Urszula Łęczycka-Abdelaziz

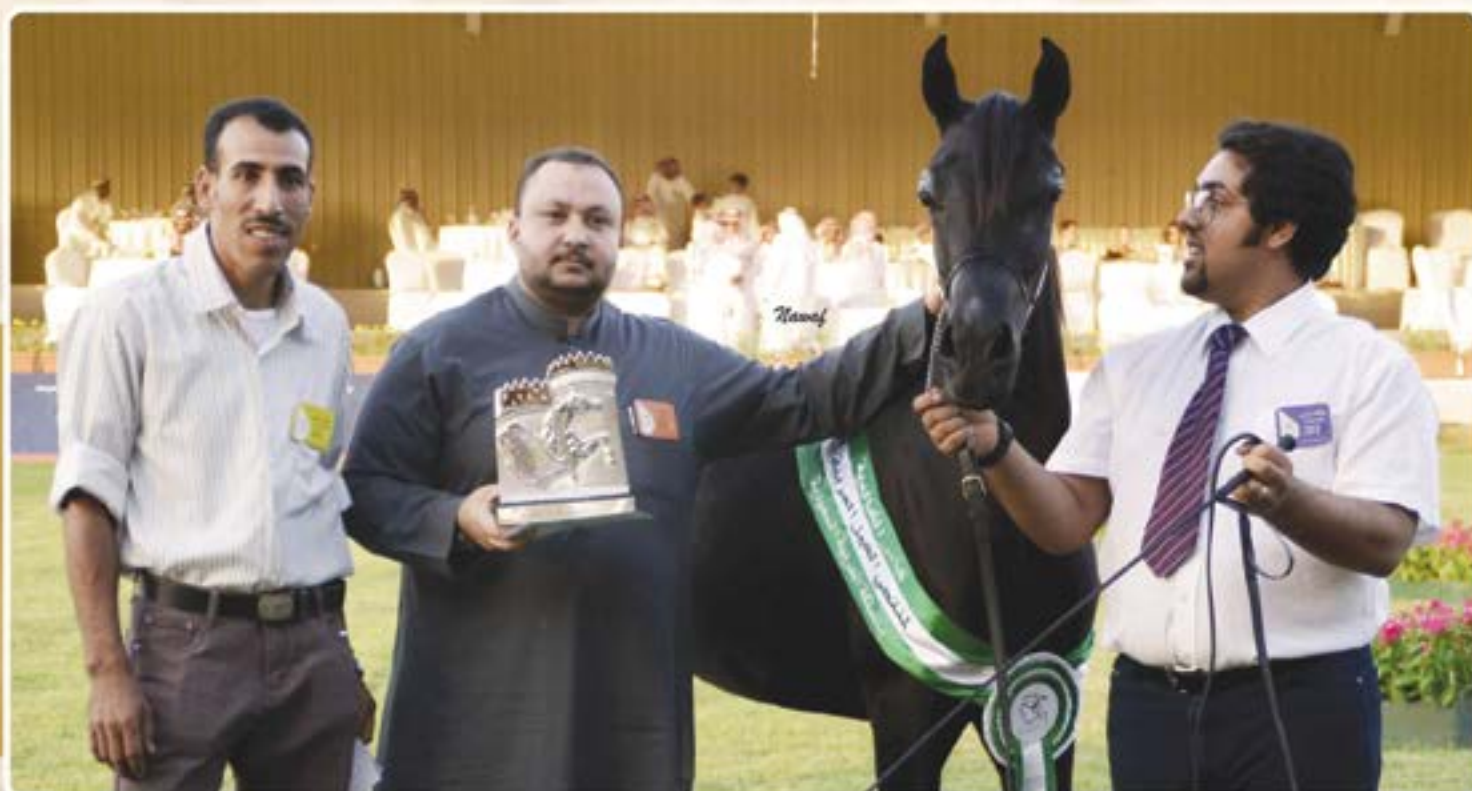
Urszula Łęczycka-Abdelaziz: *What is the main goal of your magazine?*

Ahmad Al Dawood: *Al Jawad Al Arabi have many goals but the main are to promote Arabian horses subjects in general and especially focusing on Straight Egyptian line horses and to give to the Arabian horse breeders in Arab countries a good review and information about good quality breeding of horses.*

We are talking mostly about international and national shows, about all the sports for Arabian horses like race

magazine in all Middle East and we have a goal to go worldwide. The readers of our magazine come mostly from Saudi Arabia, Egypt and other Middle Eastern countries but we wish to be known in all the world.

To give you a clue about our magazine I can say its bi-monthly with 100 pages plus a special summary book at the end of each year speaking about different subjects for Arabian horses. You can find us in any main library, in El Zahraa Stud, at all the shows and some equestrian shops in the Middle East. We are also planning to make a post delivery through El Zahraa Stud office.



and showjumping and we are also taking care of dancing horses topic that is a big tradition coming from Egypt and as the utility for Straight Egyptian Arabian horse.

UL-A: *From how many years your magazine exists and in which countries you have most of your readers?*

AAD: *Al Jawad Al Arabi is my dream from when I was young, it came true in 2010 but we really started just a few months ago in the end of 2012. You can find our*

From our other activities Al Jawad Al Arabi was also the sponsor of 2012 Equestrian Exhibition in Saudi Arabia and we will repeat it this year as well, we are also sponsoring some auctions in the Middle East. In Europe we already started this season in co-operation with ArabHorsePromotion.com company as our representative, by taking Crystal Sponsorship at West Coast Cup Arabian horse show in Belgium in August this year.

UL-A: Did you ever write about some horses or breeders from outside Middle East in your magazine so far?

AAD: Yes we wrote many articles about important persons from outside Middle East like prof. MARIO ZERLOTTI the owner of Zerlotti Center in United States of America and we realized long interview about breeding with Mrs Judy Forbis, the most renowned breeder of Straight Egyptian horses, founder of ANSATA - we did the interview with her in Cairo during her last visit there and it was interesting to see her coming back to El Zahraa where she started the story for Ansata farm where she bought 3 yearling fillies. We also made big article speaking about Artificial Insemination.

So I think our magazine can interesting worldwide and not just to advertise - also to read the news and knowledge in two languages (Arabic - English). Finally, we don't have too many Arabian horse magazines in Arab countries.

We have a lot new ideas for the topics of our articles but we can not say about it now as I said previously - we are just at the beginning. Currently we have started a cooperation with ArabHorsePromotion company that is European leader in designing promotional materials for Arabian horses and that has a lot of contacts and experiences amongst Arabian horse breeders. We would like to take this opportunity to thank to Mr Amr

Abdelaziz for his kind support to the breeders in Arab countries in regard of promoting Arabian horse via ArabHorsePromotion.com

UL-A: You just made a new website for your magazine - what we will be able to find there now?

AAD: Yes its true I just invested in some innovative Internet technologies as new website for the magazine in Arabic and English, also Facebook page and Twitter and YouTube canal, soon we are going to start with Arabian horse TV program in Egyptian Agricultural Canal. In future plans we have international Al Jawad Al Arabi canal and we already working to study this matter to be the biggest media system specializing in the field of horses.





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