



HORSES & HOPES 2012

MEMOIRS OF A GRAND FESTIVAL

By Khaled Assem



THINKING BACK, IT HAS BEEN QUITE A FEW YEARS SINCE I GOT INVOLVED IN HOSTING OR ORGANISING AN INTERNATIONAL SHOW JUMPING EVENT. WAS IT THE RIGHT TIME I ASKED MYSELF? THE ANSWER WAS: LET'S PUT UP THE PROPOSAL, THE WORK PLAN, AND THE TEAMS OF RESPONSIBLE PEOPLE TO COOPERATE WITH, AND SEE HOW THINGS DEVELOP! THE FOLLOWING ARE BASIC MEMORIES AND TAKE-AWAY TIPS ABOUT ORGANISING HORSES & HOPES CSI 1*(A)-CAIRO INTERNATIONAL SHOW JUMPING FESTIVAL, THE CHALLENGES FACED, THE SMILES AND EMOTIONS THAT CAME ABOUT AFTER, AND WHAT MANY PEOPLE HAD TO SAY ABOUT THE EVENT AS A WHOLE.

I wrote down all the names of people I would trust to work with and created a chart with most of the requirements that were needed to put together a show. It was crucial that my organising team was intact before I moved a step further.

To start off and to help in technicalities, I thought of Eng. Samir Abdelfatah, Chef d'Equipe of the Egyptian show jumping team, a good friend, a man with miles of experience in this field, and a man with wits that are always useful when the going gets tough. What was of the utmost importance was to call Eng. Hesham Hattab, President of the Egyptian Equestrian Federation, to discuss with him all my thoughts and get all his support and approvals, knowing that the man has his own share of difficulties. To my surprise, there was no hesitation whatsoever from his side – in fact, he was clear, straight, and quick to say, “Khaled, you have my full support – just keep me involved; I don't want any surprises.”

I called Nada H. Abdelmoniem, HORSE TIMES' Managing Editor and my good friend, to update her with my shocking ideas and some of my reflections. She jumped at the idea like her usual self, but mentioned, “Khaled, this is great but all this comes with an awful lot of work and responsibilities; are you ready for that?” Naturally, Khaled wasn't ready but was never going to say so.

I was determined to do this right if I were to go through with it at all. I researched several companies that were specialised in the business of organising events and came across

R Group Advertising headed by Amr El Abd who was actually recommended to me by someone in the field. Upon meeting him, I knew that his approach was what I needed to make this work. I wanted to focus on what I do best and hand over logistics to him.

With all the commotion going on in Egypt and due to the experience of HORSE TIMES attending and covering Global Champions Tour events several times, I knew that I had to deliver something more spectacular and fun for all, and not just the ordinary – and for some reason, the idea of a combined event, indeed a “Festival”, including a fashion show, seemed to be a great one.

Samir and I composed the rest of

the events, the JUMP & DRIVE and the 6 Bar competitions and we orchestrated the tunes and melodies of the Festival. Nada took charge of foreign riders from A to Z; invitations, tickets, itineraries, hotel bookings, and the whole works, while our designer Salonaz Sakr had to come up with a new logo to suit the idea of the festival.

Now this part of the story is the most fascinating. I came across the Special Olympics through Mr. Zohair Ammar who is one of the professional gentlemen that I have worked with during an event I shared in organising, Club 55, and the late rider and mentor Paul Darragh. Somehow the story of those boys touched my heart and it became a part of the programme.



Ferosia Club in Zamalek

Consequently, the Special Olympics brought another “emotional flash”. Why not create a team of two – rider and driver, for the JUMP & DRIVE instead of just one where approximately 15 to 20 riders would be teamed with renowned businessmen who would drive and donate \$ 200 each to go to the Children’s Cancer Hospital in Egypt? This....was a great twist to a highly worthy cause.

The good causes aside, I promise you that finding “sponsors and a budget” is 50% of the work in this domain. Reviewing the balance sheets over and over and trying to see the unexpected, oh boy....that was out of my league, yet somehow it all seemed possible. The trick was to stay calm and focused, not to let anyone see you panicking, fearful that it might all “unravel at the very end”. At least, this is how things happen in Egypt, and with fingers crossed it all worked – sometimes with great difficulties, and at times, with great ease.

I believe that the magic is in the details, the continuous perseverance and striving to do one’s best. Coming up with the name HORSES & HOPES was the cream on top. All went so well, foreign riders had a great time, Egyptian riders were thrilled, and the audience was super high and sometimes in tears with all the emotions around the special young Olympians. My team and I feel proud that we created HORSES & HOPES, gave the equestrian world a kick, made the boys from the Special Olympics happy, and hopefully....added a smile to some children suffering from cancer. It all makes a lot of sense. So yes, the time was right for HORSES & HOPES, despite the uncertainties and hesitations surrounding us, and the difficulties of planning and executing such an event, it was time to get back to work, to “get back in the saddle”, to show resilience, strength and professionalism, as well as charity and fun. To give hope for the sport, hope for the needy and hope for Egypt.



Eng. Samir Abdelfatah & Dr. Emir Chaher, FEI Vet



Nada H. Abdelmoniem & Khaled Assem

SENTIMENTS ABOUT EGYPT:

MIGUEL BRAVO:

I was very happy to come back to Egypt as I have competed here twice in the past and it was really great to feel this crazy town Cairo again; its traffic, the mad drivers blowing their horns as well as feeling a bit of history. I look forward to coming back again.

PETER FRIJSINGER:

I wondered to myself why on earth Khaled would want to host an international event under the circumstances Egypt is going through – but my wife Anita and I have been to the country many times and we always love coming back.

DR. EMIR CHAHER:

A good networking opportunity in a relaxing atmosphere, showing a modern and lifestyle-oriented Cairo. I would be honoured to come to the next HORSES & HOPES.

LAURENCE JACQUET:

We loved going to different authentic Egyptian restaurants, on a Feloca (boat cruise) on the Nile, and we were also lucky to visit the Pyramids, the Sphinx and the Cairo Museum.... such great memories. I would love to come back again.

NURI DIJKS:

I didn't know what it would be like to go to a show in Egypt because I never visited before but I thought it was a really nice opportunity to meet some new people!

MANUEL FERNANDEZ SARO:

It was great fun and enjoyed by all of us, particularly the pyramids! It was nice to see different sides to Cairo and not only the showground!

TONY HANQUINQUANT:

I was very happy to visit an unknown country.



Portugal's Miguel Bravo, 2nd place in the Small Grand Prix



Holland's Sjaak van der Lei



Holland's Tom Martens, 13th place in Small Grand Prix

SJAAK VAN DER LEI:

I thought it was fantastic that people from Egypt do such different shows to bring the sport more together. I would definitely like to come again.

ELLEN VAN GUYSE:

We had great fun from the beginning till the end! I hope my boss sends me next year!

TOM MARTENS:

It was good to get to know other riders and people from Egypt, and to also get to learn about Egyptian food and culture and it would be good to come back.

KARIM FARES:

It was a pleasure and a breath of fresh air to be in Cairo in this lovely and friendly festival. I honestly loved it and wish I could have stayed more.

ALEXANDRA LEDERMANN:

I was warmly welcomed more than in any other country and this journey made me discover plenty of Egyptian wonders, as well as meeting new wonderful friends. Would I like to come back to Egypt again? YES!

VERONICA RESCA:

It was my first time to visit Cairo and I was so excited about the competition and the opportunity to visit the city and its surroundings.

EUGENIO GRIMALDI:

I've already been to Egypt a couple of times for show jumping competitions and I've always been impressed by the professionalism and kindness of people.

ALI AL KHORAFI:

I was very happy to receive an invitation; Egypt is a beautiful country and it was a good chance for me to ride there.



Italy's Veronica Resca

BADER AL FAIZ:

It is always wonderful to be in Cairo amongst great people and riders.

LUIS ALONSO:

My friends and I felt like home, everything went perfectly; the hotel, meals, show horses, the organisation, and the places we visited on the tour. Can I come again with my wife?

JUAN ZAMORA:

It was very good to be able to be in Cairo and see its culture.



Spain's guest Jorge Escudero & international photographers Luis Alonso & Juan Zamora



Spain's Manuel Fernandez Saro, 4th place in Big Tour



Egypt's Dr. Sameh El Dahan, 2nd place in Big Tour

FEROSIA CLUB & GROUNDS:

MIGUEL BRAVO:

It's a small club that was transformed into a big one in a few hours, but the ground was a bit loose.

PETER FRIJSINGER:

It is a super place in a nice area in Cairo, although I think the stables need to be renovated soon. The competition and warming-up arenas are generally amazing rings but I also think they need more levelling and water. If fully taken care of, the club would have Olympic grounds potential.

DR. EMIR CHAHER:

It is traditional and has a family atmosphere. Its location is prime as it's in the downtown area. It had some aspects of charming decline except with dignity. The grounds were generally fine although a bit thin and needed more watering and underlying mats.

TONY HANQUINQUANT:

It is a nice club where we saw that all good is done for the horses' comfort (ventilators in their rooms, for example). The grounds were good but needed to be watered a long time before the show.

WAEEL EL MAHGARY:

It was great to hear that Ferosia will host an international show as I have always considered this club to be the most important equestrian club in Egypt. It represents plenty of history and it was an achievement to see the first international event in Cairo hosted there.

SJAAK VAN DER LEI:

The club was well prepared and the organisation put on a top show for the riders as well as the public, although the grounds were too dry for the horses.

ELLEN VAN GUYSE:



Egypt's Wael El Mahgary, winner of the 6 Bar Competition at 185 cm

It is difficult to judge as I didn't really see the stables and I was at my booth most of the time. But the three rings looked really nice and all the pre-festival days and nights of preparation created really nice results eventually. The ground was a bit deeper than we are used to.

MANUEL FERNANDEZ SARO:

My immediate thoughts about Ferosia Club were about the location. Great to have a facility like that right in the centre of the city. Although the club is old, the organisation did an amazing job to transform it for the show.

AHMED TALAAT:

The grounds could have been better. They needed more maintenance. In my opinion, we were doing too many things at the event such that we did not give the grounds enough attention. Although it was not so bad as to affect the show. Hopefully next time we will give them all the attention they need.

TOM MARTENS:

The first day I arrived (two days before the festival) everybody was still working hard at the club. The second day the place started to look like a show arena already. The day of competition, the club was transformed with all the branding and preparations. It looked really nice; I was impressed with how the festival grounds and arena eventually looked in only two days. The footing was a little bit too dry which is why it got a bit too loose during competition, and that was the same problem in the warming-up ring.

AHMED SABRY:

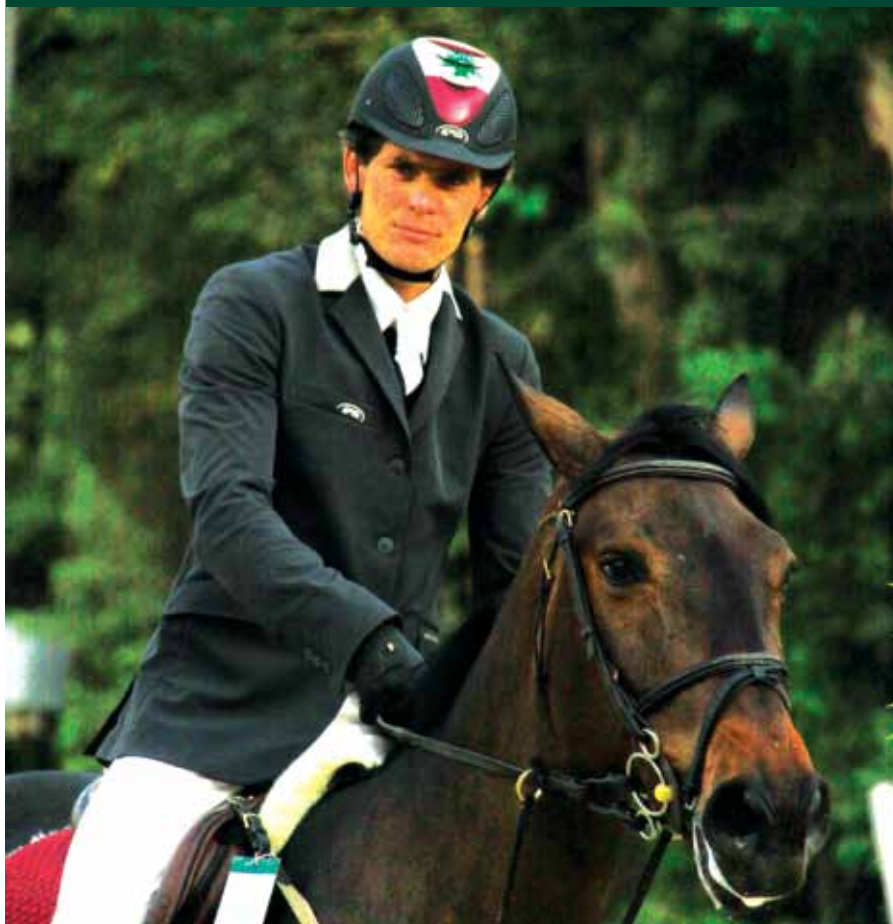
I thought it would be a great show because Ferosia Club has a great international arena and the event brought about a new opportunity as we haven't had international shows in Cairo for a long time.

KARIM FARES:

The moment you step into the club you feel that it carries historical value



Egypt's Karim Abdelfattah



Lebanon's Karim Fares



Egypt's Yehia Fahmi, winner of the Grand Prix



Olympic bronze medallist, France's Alexandra Ledermann, 10th in the Grand Prix

in the equestrian circle. You might feel that it has been in the middle of Cairo since the Pharaonic era! I think it was established in the 30s and it was natural to feel such history. If boxes and arenas of Ferosia Club could speak, they would tell riders so many stories about the equestrian heritage of Egypt. What remains in my impression is not how good or bad the ground, the trophies or fences were, but the enthusiasm and work reflected by the result of all these elements.

KARIM EL SOBKY:

I got very excited about the idea especially when I knew that Khaled and Samir were the organisers.

ALEXANDRA LEDERMANN:

Ferosia Club is a beautiful club where horses are well taken care of, with comfortable bedding, air-cooling fans, automatic drinking trough, concentrated horse feed, and strange exotic green hay (what is the name?!). The horses are in great shape, I'd rather be a horse in Ferosia Club than a horse pulling a tourist cart in Cairo's streets any day! The show ground is very impressive and on a par with those found in Europe. The main arena and the collecting ring are both very large, and the grounds resemble those used in most of the professional European shows: fiber sand. One piece of advice I'd give is that I believe that the quality could be improved further by humidifying the ground before the show.

VERONICA RESCA:

I was impressed by the efficient organisation and how they impeccably managed the outline of the show.

SAMEH EL DAHAN:

I was very excited as we haven't had any international shows in Egypt for a long time; equestrian sport in Egypt needs to become bigger and by organising such shows they can only get better.

FAHAD AL EID:

I came to the club three days prior to the festival and I was genuinely surprised with how the organising team managed to brand it to suit the theme of the whole festival. It was really an honour for me and other riders to be present at such a club. The grounds were a little dry but technically, the arena does the job.

ALI AL KHORAFI:

I thought the club was beautiful and everyone who worked there had plenty of experience. Its location is also perfect; it's directly opposite to the beautiful river Nile.

TOMAZ TABERNIK:

It was a nice surprise, firstly because there weren't many shows this year and secondly because the organising team that prepared the festival was guaranteed to produce a good show.

BADER AL FAIZ:

It is one of the oldest clubs in Egypt that carries plenty of history and authenticity. In a couple of days, it was transformed from being a local yet vintage club, to an international one with a lot of feelings.

LUIS ALONSO:

I found it to be a perfect setting for such an event, although maybe the board can improve the lighting so photographers can do a better job at night?

ALAA WAZIRY:

I was so happy to hear that an international event was taking place in Cairo as it has been a very long time since we had one in Egypt. More importantly, there were foreign riders who participated which made competitions more challenging.

JUAN ZAMORA:

Ferosia Club is an excellent club with comfortable facilities, plenty for the horses, and warmth from visitors and riders.



Slovenia's Tomaz Tabernik



Ireland's Joan Allen & Egypt's Alaa Waziry



France's Tony Hanquingant



Egypt's Dr. Karim El Sobky, winner of the Big Tour & 2nd place in the Grand Prix

YEHIA FAHMI:

I was very happy and enthusiastic to hear about an International event being held at the club. It's one of the most beautiful clubs we have in Egypt and it was a brilliant showcase for our sport.

MOHAMED SABRY:

I was very excited because we haven't had such a well organised and fun show for a long time in Egypt.

AHMED SULTAN:

I was happy and it was good for me to ride there.

FENCES & TROPHIES:

AHMED TALAAT:

It was really nice to see all the fences branded to suit the logo of HORSES & HOPES and I was happy to see that here in Egypt for the first time. They were fantastic. The whole event was really nice. It was my first show in Egypt since 2009; I was a little bit away from the riders and horses.

MIGUEL BRAVO:

The fences were perfect, and the trophies were very nice.

DR. EMIR CHAHER:

The fences were quite standard but eye catching as they were designed to suit the logo of the festival. The trophies were very distinct, noble and elegant. In all, the overall HORSES & HOPES branding was great.

KARIM EL SOBKY:

The arena looked fabulous with the fences all new and flashy; the trophies were also so nice and chic.

FAHAD AL EID:

I thought it was a very smart idea to brand the fences to suit the logo of HORSES & HOPES as well as the sponsoring companies. The majority

of sponsors had their own fences, how else could they be attracted to participate?

TONY HANQUINQUANT:

The fences were classically prepared and the trophies were very beautiful.

MANUEL FERNANDEZ SARO:

The fences were of a good standard and the trophies were very nice.

SJAAK VAN DER LEI:

The trophies looked very good but I did not do enough to win one!

YEHIA FAHMI:

The fences were sublime and gave a beautiful "look" to the event as a whole. The trophies were very "original" as they weren't your typical cup trophy.

ELLEN VAN GUYSE:

The fences branded to suit the HORSES & HOPES logo were a really nice concept; we don't see this much in Europe so it was really nice to witness creativity. The trophies were very nice too; unfortunately we couldn't bring one to Belgium!

LUIS ALONSO:

I thought the clocks were a little exaggerated.

MOHAMED SABRY:

I loved the trophies and the way the fences were designed to present the names of the sponsors; that gave us the feel of a genuine international event.

TOM MARTENS:

The fences in the main ring were really nicely painted and all had the logo of HORSES & HOPES. As for the trophies, I didn't really see from near because I didn't win one! But the clock we could have won looked really nice and also the stable plates!

ALEXANDRA LEDERMANN:



Saudi's Rayaan bin Rayes



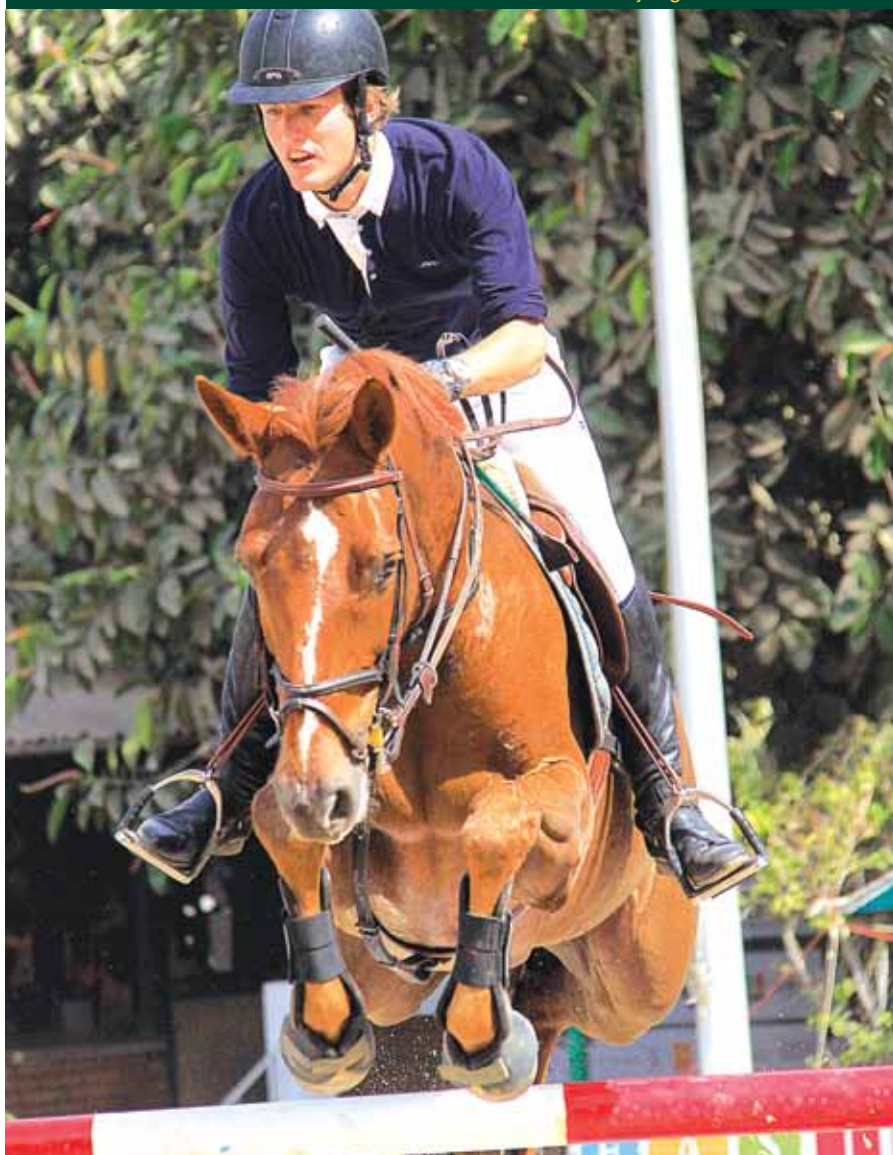
Kuwait's Ali Al Khorafi



The Dutch clan with international trainer & horse dealer Peter Frijsinger



Holland's Nuri Dijks, 5th in Small Grand Prix



France's Brendan Benro, 4th in Small Grand Prix

The fences and jumps were beautiful, and the trophies seemed to be attractive...unfortunately I didn't manage to catch one!

Wael El Mahgary:

The fences were all of international standard; their quality and colours were impressive. The trophies were also very well made whilst also, again, representing the festival and the club, and they were something to be proud to have at home.

Bader Al Faiz:

I loved how the fences and trophies were branded with the HORSES & HOPES logo.

Veronica Resca:

The designs of the fences were of high quality and so were the trophies.

Ahmed Sabry:

The fences were produced nicely and professionally. I liked how they were branded as per sponsor. The trophies were really nice and presentable as well.

Sameh El Dahan:

The trophies were really nice and creative. A tiny comment on the fences though; they could've used a set of different colours.

TOMAZ TABERNIK:

Very colourful and nice for the eyes.

AHMED SULTAN:

The fences were good. I think the trophies were great as well.

ALAA WAZIRY:

They were all new and shiny clean!

ALI AL KHORAFI:

It seems that many efforts were exerted to make everything look beautiful and branded. The idea of branding the fences to suit the festival's logo and sponsoring companies was very smart and creative.

LEVEL OF SPORT LOCALLY:

MIGUEL BRAVO:

I often see Egyptian riders all year round in some main shows in Europe. There are great competitive riders such as Sameh El Dahan who I was so happy to see competing at the World Cup Final this year and riding that mare Pepperpot who was bred by my wife Marion in our stud Hughes Horse Stud. It was also great to see many riders doing a proper job. It's a huge boom to the Arab world and its equestrian sport evolution in the last 15 years. The results are all there.

PETER FRIJSINGER:

Egyptian riders are good and there were a few high level horses too.

DR. EMIR CHAHER:

I was positively surprised by the level of riding by Egyptians. They are talented riders that do not take themselves too seriously which allows them to enjoy the competitions as if they were in a family gathering. There were some good horses too with underrated potentials.



Egypt's Ahmed Bassioni



Egypt's Shady Samir & the StatSoft-ME & Symantec team



Egypt's Zeinab Abdelhameed



Egypt's Mohamed Osama El Boraie, winner of Small Tour

TONY HANQUINQUANT:

I saw good riders and good horses.

SJAAK VAN DER LEI:

Egypt has some really good riders with a lot a feeling.

ELLEN VAN GUYSE:

I was really positively surprised about them.

JUAN ZAMORA:

I saw great levels of riding and I liked how there was a big number of young riders.

TOM MARTENS:

Egypt has some good riders. I don't think there is such a big difference in level between Europe and Egypt. The levels are nearly the same. I think in a few years we will hear more and more about the Egyptian riders.

ALEXANDRA LEDERMANN:

I've been favourably impressed by the level of Egyptian riders. I saw several riders with fluid and elegant equitation, and very fast riding.

KARIM FARES:

Many of Egypt's riders are very good and close friends, what do you think I would say?

MANUEL FERNANDEZ SARO:

I was generally impressed by Egyptian riders and the overall standard of riding. It was a lot higher than I expected.

ORGANISATION:

MIGUEL BRAVO:

People always wore a big and very warm smile, organisation was perfect, and I was surprised with the high quality of professionalism that

the organising committee showed to the sponsors.

PETER FRIJSINGER:

They were all very friendly and social, and organisation was very good.

DR. EMIR CHAHER:

People at the festival were cheerful and in need of a reason to enjoy life. The organisation generated extraordinary engagement with a positive outcome. It was target-oriented, even in a cacophony of political and malignant obstacles. Thanks to all the team for the chance to be part of HORSES & HOPES.

NURI DIJKS:

The people and the organisation were just great! They did a super job to make a success of the show and to entertain their guests!

ALAA WAZIRY:

Organisation was successful; many efforts were exerted to get as many sponsors as possible. Really, well done.

LAURENCE JACQUET:

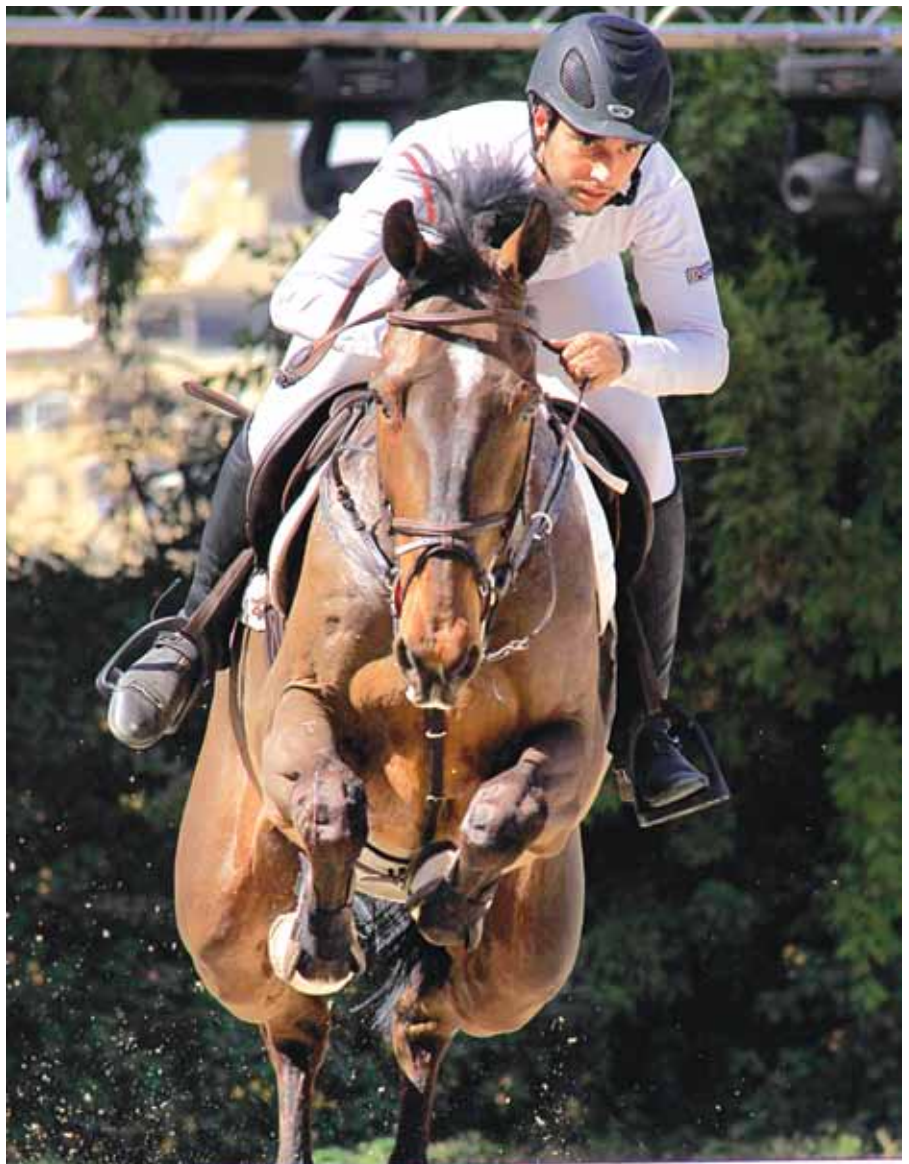
All the people we met were incredibly nice and doing their best to welcome us and, of course, they succeeded. The organisation of the show represented a lot of work; it was really comfortable with the tents and tables...and it was very pleasant to watch different entertaining activities besides the show jumping such as the JUMP & DRIVE, Arabian horses and the Special Olympics Team.

YEHIA FAHMI:

The festival was very well organised as it started according to schedule and the event came out very presentable in front of foreign riders.

TONY HANQUINQUANT:

Everyone we met was so nice, so devoted to our comfort which



Egypt's Mohamed Sabry, 2nd place winner of the 6 Bar Competition & 3rd in Grand Prix



Saudi's Fahad Al Eid



Egypt's Abdelrahman Ikram



Egypt's Mohamed Medhat

was really kind of them, and the organisation of the show was really well done.

SJAAK VAN DER LEI:

One word: FANTASTIC.

TOMAZ TABERNIK:

Was done on a much higher level than what we are used to locally.

FAHAD AL EID:

My impressions are very good. There was no lack in kindness and hospitality.

ELLEN VAN GUYSE:

Truthfully, the organising team was SO amazing, everybody was unbelievably friendly, nice and so helpful. We had great fun from the beginning till the end! The organisation of the show was done really well and anyone could tell that the whole team tried really hard and managed to make a pretty show. And for a first edition of HORSES & HOPES... "WOW" is the word. Really, a great job done!

SAMEH EL DAHAN:

Organisation was great, bearing in mind that this was the first time to organise an international show with a variety of other entertaining activities.

TOM MARTENS:

The people there were really kind people and the whole festival was well organised. Organisation should do more shows like this one.

KARIM EL SOBKY:

The idea of a festival is new for show jumping competitions in Egypt and I think it attracts spectators from outside the sport which is exactly what we need.

KARIM FARES:

Everyone was very welcoming and hospitality was at its peak. I was also happy to see my Egyptian rider



Moments at HORSES & HOPES

colleagues and friends; they are always fun at shows.

MANUEL FERNANDEZ SARO:

The people and organisation from the show were extremely friendly and helpful. Everybody went out of their way to look after us and make us feel welcome; their hospitality was second to none.

ALEXANDRA LEDERMANN:

We were warmly welcomed by the organising team which spared no effort to make our stay as pleasant as possible. The festival was very attractive for both riders and the public who were able to enjoy a great variety of entertainment such as a wonderful fashion show, JUMP & DRIVE, Arabians horses, the Special Olympics Team, and much more.

VERONICA RESCA:

In the spectator area next to the competition arena there was a sparkling atmosphere with a great

quality of table organisation, food and heartiness. The fashion show was a great idea to complete the festival and provided a little bit of a good and healthy distraction from the competition, especially for the men! Generally speaking, everybody was so nice and friendly.

MOHAMED SABRY:

I have to say it was very well organised and I enjoyed every moment.

EUGENIO GRIMALDI:

The whole event has been an extremely elegant success; both riders and the public had the chance to enjoy the competition and its glamorous activities. I was extremely positively impressed and I was grateful for the professionalism and kindness expressed.

ALI AL KHORAFI:

The hospitality from organisation was overwhelming, really.

BADER AL FAIZ:

All was done very well for a first time; imagine the next HORSES & HOPES? Thanks to everyone who worked very hard to make the festival a success.

LUIS ALONSO:

Perfect. If there was ever a problem, it was immediately settled.

JUAN ZAMORA:

All was done perfectly and luxuriously. It was apparent to all.

AHMED SABRY:

I think organisation of such events should always be done by private companies; when compared to other events, anyone could see the difference in quality.

AHMED SULTAN:

I think it was a good step for a private company to organise a big festival



Italy's Eugenio Grimaldi, 5th place winner of GP & Mohamed Sedky



Tom Martens & Ellen van Guys of Stephex, & Ali Al Khorafi

like this.

WAEEL EL MAHGARY:

Everything was well organised. Details were taken care of and the personal feeling of private ownership was clear which made it a better show.

CITY TOURS & COMMENTS:

MIGUEL BRAVO:

They were all plenty of fun; I felt that organisation was really doing its best to entertain us and I would like to thank Nada for that and for her kindness during my stay.

PETER FRIJSINGER:

They were very good; in Europe they can learn from this and how social outings are prepared! We had fun with Nuri, Sjaak and Davey dancing, and they had a lovely time.

MANUEL FERNANDEZ SARO:

The only other thing I think could possibly be improved is maybe a slightly larger pool of horses for the invited riders so that maybe they have two horses per rider.

DR. EMIR CHAHER:

To me personally, it was a good networking opportunity in a relaxing atmosphere, showing a modern and lifestyle-oriented Cairo. Some of the outings extended until too late in the night which reduced the needed sleep time. It would be desirable to have more interaction with local riders, owners and sponsors in the future.

RAYAAN BIN RAYES:

I have competed at many international shows and it was good experience for me to be at HORSES & HOPES. It is very difficult for me to keep up between studying and

training, but it was a good break for me to be here. I would like to thank Khaled and Samir for organising this amazing festival, I truly enjoyed it very much.

TONY HANQUINQUANT:

We were very lucky to see Cairo nights in fancy bars, and very lucky to go to authentic restaurants, and of course, we saw the Pyramids!

SJAAK VAN DER LEI:

Well, truth is, I did hear from other riders that there was much more to see!

ELLEN VAN GUYSE:

I totally loved the idea of going out all together every evening. It was so nice, we had plenty of fun.

FAHAD AL EID:

I would like to thank Khaled and Samir for their hospitality, Nada who I think



Miguel Bravo gifted his trophy to the Special Olympics riding team who were thrilled by the gesture

was a major sturdy engine behind the event, and everyone who has worked hard to make the whole festival a success. The atmosphere at HORSES & HOPES was not just horse oriented, it was family and humanly oriented as Khaled – may God bless him - came up with two incredible causes: to give the Special Olympics Team a chance to ride in front of spectators, and to generate money from the JUMP & DRIVE competition to donate to the Cancer Hospital. Really, this festival has left a lasting impression.

TOM MARTENS:

They were really fun. It was good to get to know other riders and people from the group, and to also get to learn about Egyptian food and culture. I would like to thank organisation and Nada for everything they did for us. I had, like all others, a super time in Cairo!

KARIM FARES:

They were fun and pleasant social outings. Cairo by night is like Venice by day. I also thought it was a good opportunity to catch up with my old friend Samir after such a long time. Nada from the organising team was simply a superstar and I still cannot figure out where she gets all this energy from to get to be the bionic woman that she is. I thank her and Khaled for all.

ALEXANDRA LEDERMANN:

We have been very spoiled with a number of outings that allowed us to enjoy Cairo's night scene and meet the inhabitants of the city, as well as the essential visits to many Egyptians wonders. I would like to thank Khaled and Nada for the wonderful stay we had in Cairo!

VERONICA RESCA:

I would like to thank Mohamed

Sedky who gave me the opportunity to be at HORSES & HOPES, and everyone else who worked hard; I appreciate all the sides of this festival and I would be happy to return next year. Thanks to Nada for her helpfulness and great warmth.

EUGENIO GRIMALDI:

I'd like to thank the organising team for the invitation, especially Mohamed Sedky, a great horse owner and good friend. On his horses I achieved two great results at HORSES & HOPES: fifth place in the Big tour of the 1st day and fifth place in the big Grand Prix.

ALI AL KHORAFI:

I would like to thank Nada, Khaled and Samir for their continuous kindness during my stay. Nada was extremely worried about my eating habits and always encouraged me to eat and always made sure that



Ahmed Talaat in action during the 6 Bar competition

everything was spot on from the day I arrived until the day I left.

BADER AL FAIZ:

Thanks to everyone who worked very hard to make the festival a success; organisers Khaled, Samir and Nada who was very attentive to all details, and all hospitable riders and kind grooms.

LEVEL OF COURSES:

Wael El Mahgary:

The courses were technical and hopefully by the next HORSES & HOPES Egypt would have solved its horse ban problem, and we can have international riders come with their horses.

Karim El Sobky:

The level was perfect, technical enough and up to international standards.

Yehia Fahmi:

The level of technicality was more than fair.

Tomaz Tabernik:

Some horses were not good enough for the courses designed even though I understand that it was hard to have plenty of good borrowed horses.

Mohamed Sabry:

I believe the courses were technical enough putting in consideration the borrowed horse issue.

Ahmed Talaat:

The key is always the first class on the first day; who is doing what and who is riding which horse and then you can estimate how the horses would jump. They did OK the first day and I did not have a lot of clear rounds, but it didn't stop me from

reading how the show was going to go the second day for the Grand Prix. Some of the horses were not up to the standard and it was the first time for the foreign riders to sit on those horses and actually the first time for some of the horses to jump big levels. I guess the course was designed technically enough.

Sameh El Dahhan:

Courses were really up to the show level, Ahmed Talaat built a high average Grand Prix but very technical which made everybody work for clear rounds, trying at only one double clear to win. This meant that it was a decent track.

Alaa Waziry:

Foreign riders added a challenging atmosphere to the competition. One of my horses, Solid Choice, was ridden by Nuri Dijks and they were placed 5th in the Small Grand Prix.



Legends Gen. Gamal Harres & Gen. Mohamed Selim Zaki with Eng. Hesham Hattab, President of the Egyptian Equestrian Federation

AHMED SABRY:

I saw that all foreign riders that were there were experienced and professional and, as such, had the ability to cope with all borrowed horses and the technicalities of the course.

MEMORABLE MOMENTS:

YEHIA FAHMI:

What I liked the most about the festival was the attention to details...I felt that everything was thought about and well taken care of.

ALAA WAZIRY:

I liked a lot of things in the festival, for example the programme; the staff was professional and friendly at the same time to all visitors and riders. Although what I liked the most was that organisation remembered to honour legendary show jumping figures such as Gen. Gamal Harres and Gen. Mohamed Selim Zaki. It was so touching and I



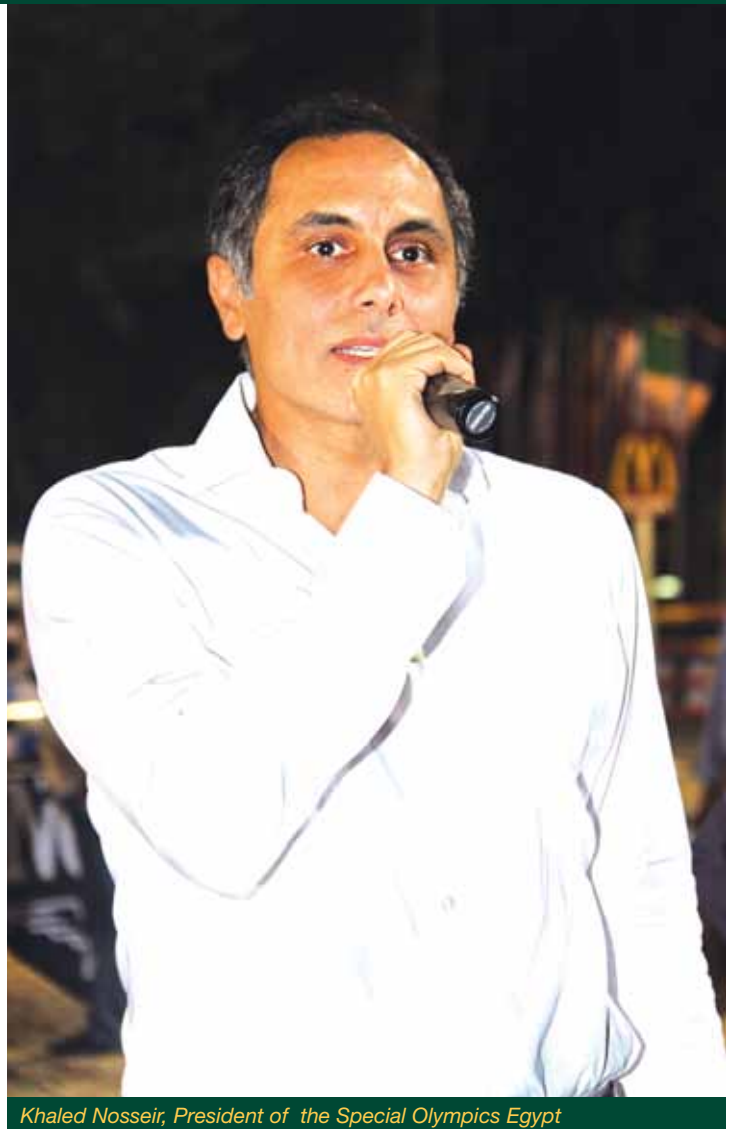
A run for the car during the JUMP & DRIVE Competition



The Special Olympics riding team with their trainer, Manal Wahid



Nuri Dijks & Sjaak van der Lei dance with the Special Olympics



Khaled Nosseir, President of the Special Olympics Egypt



Famed designer Hany El Behairy with his models & Zues the horse, after the completion of the Fashion Show





Alaa Waziry drove that BMW around the course in style!

very much appreciated that.

SAMEH EL DAHAN:

The JUMP & DRIVE was good fun especially that my team mate Joanne Sloan-Allen participated and was placed, she really enjoyed it as well. The atmosphere of the show was ecstatic and a lot of people were watching the show, which, as I always say, is what makes a show a successful one.

AHMED SABRY:

I liked the atmosphere of the show, the professional organisation, and the show itself not going on for too many unnecessary hours without other entertaining activities. I certainly look forward to ride at other HORSES & HOPES.

WAEEL EL MAHGARY:

Everything was great. I have to thank everyone who worked on producing such an event and I always hope for better.

MOHAMED SABRY:

The great crowd, in my humble opinion.

TOMAZ TABERNIK:

The atmosphere, the hospitality and everything surrounding the show.

KARIM EL SOBKY:

The whole festival was memorable, it was perfect.

AHMED TALAAT:

I built several 6 bars in my course designing career, but I was worried about the one at the show as the director of the show Khaled Assem was really concerned! He wanted a clear round, so asked me not to do something difficult or tight! All went well, we had 8 clear rounds out of 22 and the highest jump was 185cm! The riders smiled, the director smiled, and so did the spectators and sponsors. I was also happy with the fashion show for example. It gave me the feeling of an indoor show. Indoor shows don't take much time and organisers have time to arrange

for other activities. I was actually a little unlucky! I was building the courses whilst the models were on the catwalk! Everything else was really great. 🍀

HORSES & HOPES OFFICIALS:

Honorary President: Eng. Hesham Hattab. President of Event: Mr. Ashraf El Sheiaty. Vice President of Event: Eng. Samir Abdelfatah. Event Director: Khaled Assem. Event Moderator: Dr. Mohamed Elsherbini & Mr. Ramy Iskander. Ground Jury: Gen. Mohamed Bakir, Dr. Abu Bakr Hashem, Mrs. Hanan El Derini & Brig. Shehab Murad. Foreign Judge: Mr. Ali Al Sharif. National Judges: Mr. Amr Beshir & Mr. Amr Sabry. Course Designers: Ahmed Talaat, Barnabas Hevesy & Ashraf Abdalla. Appeal Committee: Gen. Atef El Attar & Dr. Omar Hashem. FEI Steward: Mr. Bader Al Faiz. Chief Steward: Mr. Hossam Farag. Assistant Stewards: Mr. Wael Wagih, Mr. Ayman Wafik, Mr. Abdelhakim Abdelazim & Mr. Tarek Soliman. FEI Vet: Dr. Emir Chaher. FEI Vet Delegates: Dr. Hatem Settin & Dr. Mohamed Abdelaziz. Treating Vet: Dr. Amr Karamany. Medical Doctor: Dr. Mohamed El Meadawy.



Spectators at HORSES & HOPES



Alexandra Ledermann & Khaled Assem during the horse trials



Jorge Escudero visited Wadi El Rayan in Fayoom



Alexandra, Laurence & Tony having lunch by the Pyramids



Peace & love from all foreign guests who visited the Giza Pyramids

A note from the author: My team at the office is like a granite block in a Pyramid, each one carries weight and is interconnected to another and that is one way to keep everyone motivated because everyone is important, and interdependent. I would like to thank the following people for their unconditional support in organising HORSES & HOPES and for working around the clock: my mother Siham Moharram, my wife Lubna Dairanieh for keeping up with my dreams, my Office Manager Azza El Sharkawy,, Dr. Amr Karamany, my sister Sherine Assem, Sohaila Adel Salem, Dr. Mohamed Salah and Dr. Abu Bakr Hashem for their advice, Ramy Iskander, and all the men from Equicare.

I would also like to thank all the sponsors who made HORSES & HOPES possible. Platinum sponsors: Emaar Misr, BMW, Platinum Club Katameya, Sigma Capital, Fast Tours and Shoura Mubadala. Gold sponsors: Khodeir Egypt, McDonalds, Longines, Hyatt, Yellow Pages, Lifebuoy and Nile Takaful. Silver sponsors: Swiss Airlines, Bridgestone, Samsung, Headline, Germany's Bacher, EQUUS Solariums and Ramplemann & Spliethoff, Belgium's Stephex Stables, Fibers Club, the Brooke Hospital, Shaker Group, Cairo Cotton Center, Marina Group, Symantec, Eastwind Academy, Equine Lab, Vartan Jewelry, Italy's JER Stirrup, Frances Freejump and UNIC. Vendors: Deyafa (Abo Elseeyd, Tabasco), Cairo Sitters and Ladylicious, with Amici and Cairo Jazz Club for socially hosting international guests for two nights.

For the full results of the show jumping competitions, visit http://horsetimesegypt.com/horsetimes/news_details.asp?id=46 & to watch video highlights from the whole event, visit: http://horsetimesegypt.com/horsetimes/videos_details.asp?id=26



Manuel Fernandez Saro with his HORSES & HOPES ribbon



HORSES & HOPES

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LUIS ALONSO PHOTOGRAPHY



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