

Syria 2008
Al Wafaa for
Bassel Al Assad

Free Copy

Inside this issue: Conquests • Pentathlon • Training

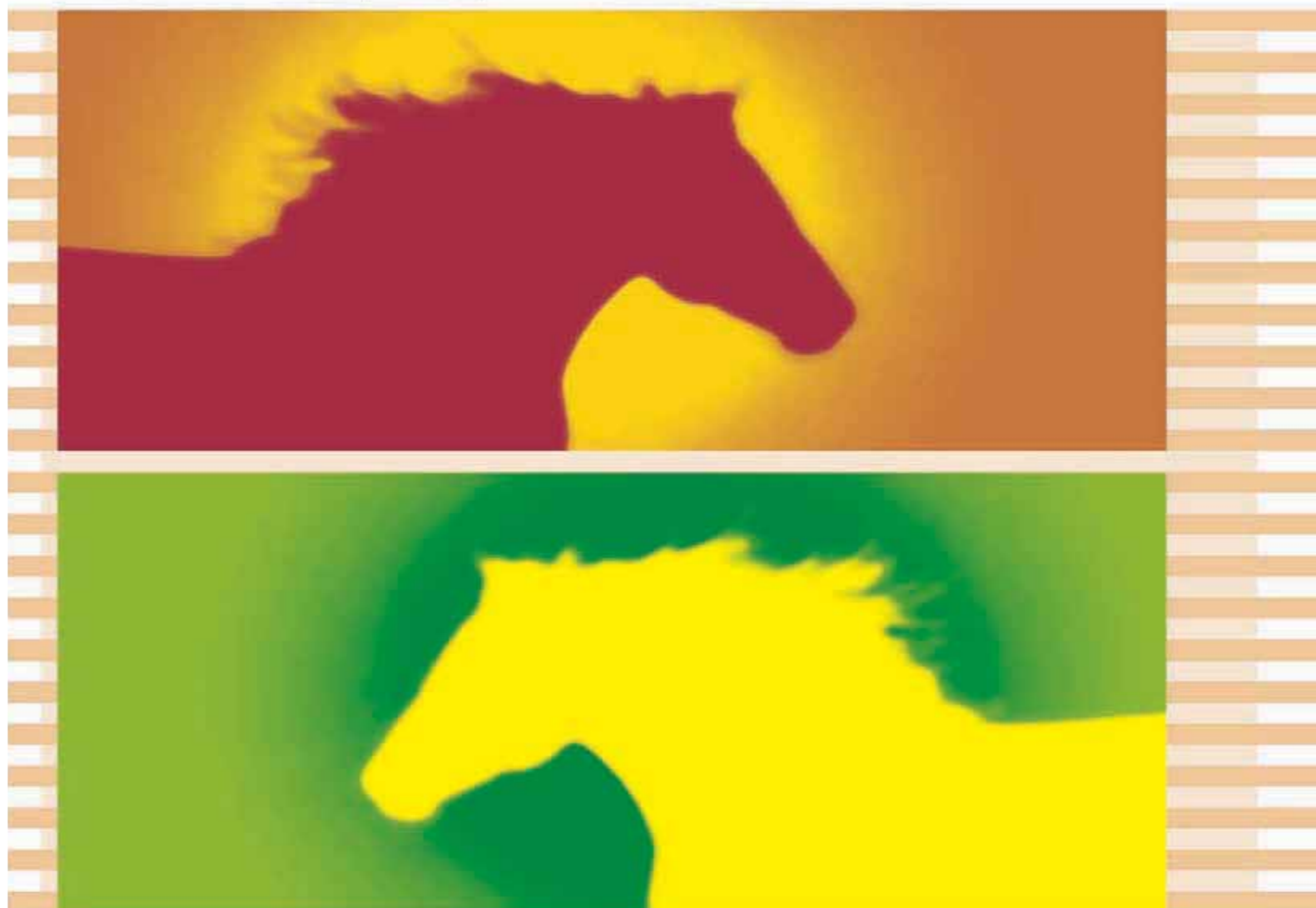

Yellow Pages



www.spogahorse.com

spoga horse
HERBST · AUTUMN

International Trade Fair for Equestrian Sports



Cologne 31st Aug. – 2nd Sept. 08 more horse. more power.

spoga horse is the world's leading trade fair for equestrian sports, a twice-yearly event presenting the future in equestrian safety, comfort and fashion. Cologne will be host to more than 400 international companies from 26 countries, offering you the chance to view top products for the new season, and the additional benefit of forums, special displays and a supporting programme. Truly global, and a must-visit event. Welcome!

Koelnmesse GmbH
Messeplatz 1, 50673 Köln
Germany
Tel. 0180-580 5775
Fax +49 221 821-99 1310
spogahorse@visitor.koelnmesse.de





TAGHeuer

PROFESSIONAL TIMING

TAG Heuer Professional Timing Systems for Horse Jumping events. New Chronoprinter 540 approved by the FEI

In sports timing, TAG Heuer is synonymous with Avant-garde, precision, reliability and simplicity.

For horse jumping events, TAG Heuer has developed an innovative and ergonomic timing system that offers flexible solutions at affordable prices.

Designed for both training and official events, TAG Heuer is able to handle all of your requirements!

All TAG Heuer devices and accessories surpass the most stringent demands for accuracy, as is now required for FEI timing certification. This aspect of design is not always available with most timing systems, which is why the system you have now may not meet with FEI approval.

Your noble sport deserves the most accurate timing devices! In working with TAG Heuer, you can be confident that the performances of riders and horses are measured precisely, thus preserving the integrity of sport.

Contact us for further information and detailed offer.



Description of the installation

- 3 x HL 2-35 Photocell mounted on professional tripods
- 1 x CP 540 Chronoprinter 540 with Ethernet cable, External power supply and transport case
- 1 x HL18-J Manual pushbutton for Judge (stop – start – restart)
- 1 x HL610 Radio transmission system set with additional transmitters (for 1st phase finish and finish jump-off timing stations)
- 9 x HL980 Alpha-numeric LED 8-digit display of 14 cm high
- 1 x SMS200 Microsplit stopwatch (hand timing with time-of-day and perpetual split functions)
- 1 x HL107 FREE JUMPING PRO event management software for equestrian sports



TAGHeuer
PROFESSIONAL TIMING

TAG Heuer Professional Timing
6A Rue Louis-Joseph-Chevrolet
2300 La Chaux-de-Fonds / Suisse
Tel.: +41 32 919 8000 / Fax: +41 32 919 9026

www.tagheuer-timing.com
info@tagheuer-timing.com

Equicare Company opens your gate to the future



Swinging



Sliding



Garage doors



Barriers

Expert in automation for doors and gates

Choosing the best possible option of automation for our clients is a challenge. With a team of qualified engineers and technicians who handle installation, warranties, after sale services and yearly maintenance. We guarantee your satisfaction!



Equicare Company
2, Bahgat Aly St. Zamalek
Cairo, Egypt
Tel & Fax +202. 2735.6939
+202. 2735.4348
equicare@mist.com.eg
www.equicarecompany.com



A wide range of control systems and accessories to create a coordinated home automation system

Introducing the family of
Chrysler vehicles.

They have been built by respecting the past while embracing the future. They have been meticulously designed, stunningly styled and appointed with brilliant features. Above all, each and every Chrysler vehicle provides evidence of being Engineered Beautifully



300C



Pacific



Town & Country

CHRYSLER



(product features may differ slightly from images shown above)

Abou Ghaly Motors: Roxy 24555000 - Obour 46300000 ■ Ezz ElArab Automotive: Desert Road 35390601 - Agouza 37497100 - Nasr City 24015055 - Alexandria 03 50030001 ■ El Tarek for Trade: 19850 - City Center, Alexandria 03 3970170 - Horeyeh Avenue, Alexandria 03 5454180 ■ Nile Engineering: El-Hegaz Street, Hurghada 065 3556366

HILFIGER

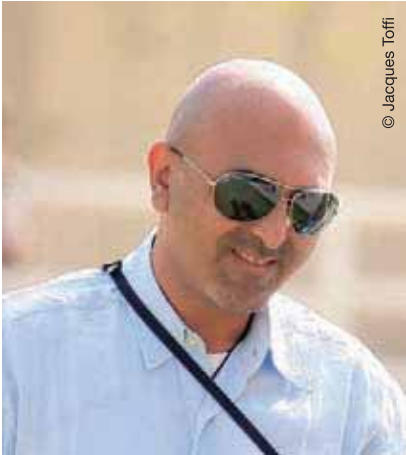


TOMMY  HILFIGER

TOMMY.COM
City Stars phase 2- 3rd floor
Shop number 3270
Tel.: 0100074634

VIEW POINT

FROM THE CHAIRMAN



Our 25th issue is out with a special coverage on Al Wafaa for Bassel Al Assad 2008 show jumping event; a unique international occasion where 12 countries met to partake in exhilarating competitions. Capturing the heart and soul of the event was a very interesting aspect to reveal more about the organisation and not just the technicalities and results. And with the Arab League season ending, Horse Times' family congratulates the top 10 riders who made it through to the final standings in one of the tightest races in the League's young history; Abdullah Al Marri, Khalid Al Eid, Fadi Al Zbib, Mohamed Osama El Boraei, Tareq Arnaout, Diaa Omar Bashir, HRH Prince Abdullah Al Seoud, Ali Al Rumaihi and Yasir Charif.

Reading through, you will find out more about our rich culture through horses and conquests with Abd ar-rahman I conquering Andalusia.

Always be aware that your horse has to be working for you willingly in order for him to give you his heart. Dr. Mohamed Elsherbini elaborates more on that topic through his article The Mental Fitness of the Horse.

The First World Cup Series of the Modern Pentathlon was held in Egypt back in February; a quick review as well as comments from the President of the Egyptian and Arab Federation of Modern Pentathlon reveals more on the work that has been done by him in the field.

Read on and enjoy...

Sincerely,
Khaled Assem
Chairman

Chairman

Khaled Assem
khaledassem@horsetimesegypt.com

Managing Editor

Nada H. Abdelmoniem
nada-hussein@horsetimesegypt.com

Executive Manager

Azza El Sharkawy

Marketing & Distribution Manager

Mohamed Hassan Hozayin
mohamedhassan@horsetimesegypt.com

Writers & Contributors

Emmad Eldin Zaghoul
Khaled Assem

Lubna Dairanieh

Dr. Mohamed Elsherbini
Nada H. Abdelmoniem

Design & Layout

Noha Hamed / Miray Kamal

Photography

Cris Bournocle
Jacques Toffi
Nada H. Abdelmoniem

Financial Consultants

Ismail El Sily
Mohamed A. Mawgoud

Distribution Officer

Maged Hassan

Publisher

Permanent press Ltd.
Nicosia, Cyprus

Prepress & Printing

Headline Printing & Design

Cover Photo:

Wassim Anzarouti by Jacques Toffi
www.toffi-images.de
www.toffiimages.de

Head Office:

Equicare
2, Bahgat Ali Street, Zamalek, Cairo-Egypt
Tel & Fax: +2-02-27356939 / +2-02-27354348

Enquiries:

horsetimes@horsetimesegypt.com

HORSE TIMES is a quarterly magazine founded in 1998 by Khaled Assem. **HORSE TIMES** is a pioneer in its field; it is issued for riders, breeders and horse lovers, nationally and internationally. The views expressed by contributors are their own and not necessarily those of the editors. Issues are complimentary and not for sale by any means. Please notify us if change of address occurs. All rights reserved to **HORSE TIMES**: reproduction is prohibited without the permission of the Chairman Khaled Assem.



ARABIAN PASSION

DAMASCUS INT'L. HORSE & EQUESTRIAN FAIR
معرض دمشق الدولي للخيل و الفروسية

7-10 October 2008

Int'l. Fairground Airport Road - Damascus - Syria

The
ride
The
elegance
ability



www.arabianpassionsyria.com

For information and participation please contact the organizers
We are ready and pleased to answer your inquiries .

Organizers

التنظيمون



Suite 311-312 Dar Al-Mouhandesseen
Building - Maysalon Street
P.O.Box: 2764 - Damascus - Syria
Tel. : +963-11-22 11 800
Fax : +963-11-33 16 039
Mob. : +963-99-12 89 934
nawar@profair-sy.com

Supported by

بدعم

In Cooperation With بالتعاون مع

الزرعة الدمشقية للخيل العربية الأصيلة



الجمعية السورية للخيل العربية الأصيلة
Syrian Arab Horse Assosiation

CONTENTS



AL WAFAA INTERNATIONAL
SHOW JUMPING EVENT 2008 8

HORSES & CONQUESTS 26



PERISCOPE ON BELTONE 32

MCDONALD'S SPONSORSHIP
AT THE BEIJING OLYMPICS 36

THE HORSE INDUSTRY IN CHINA 41



HORSES & CELEBRITIES 42

DRESSAGE: TURN ON THE HAUNCHES 44

THE MODERN PENTATHLON 46

P.S.I & THE HORSE INDUSTRY IN CHINA 48



HOW TO BE A TRAINER 52

THE 2008 DUBAI INTERNATIONAL
HORSE SHOW 54



SYRIA 2008

CSI**** -W

AL WAFAA FOR BASSEL AL ASSAD

By Nada H. Abdelmoniem

Beautiful; a word continuously repeated during Al Waffa for Bassel Al Assad 2008 event by riders, attendants, trainers and organisers. On Thursday March 20th, the event started with a fairly new equestrian discipline in Syria; Dressage. Very much new to the Arab region, yet becoming very popular, beautiful quality dressage horses were ridden by their owners for practice early Thursday morning. Preparations and guidance were done by dressage trainers and all the participants were ready to perform in the first dressage show ever to be held in Syria.

MANAL AL ASSAD

*Syrian Arab Equestrian Federation Honourary President:
First place winner of the M100 Dressage event
& Second place winner of the M200 event:*

ON DRESSAGE: “dressage is new in Syria and I took the initiative to start it because I wanted its idea to expand here after seeing show jumping move further. Endurance and show jumping have grown in Arab countries so why not dressage? It’s an Olympic discipline, it’s elegant and it’s good for the sport. My participation was not because I wanted or deserved a win, I just sought to see how my training came in because I just started in July 2007. I really thank the judges for honouring me with a win which really gave me a push to continue on training in order to reach higher levels. I also wanted to give an indication to other Arab countries that Syria is really pushing to build-up dressage in the Middle East with specialised dressage horses and trainers helping to encourage them to really specialise in the discipline; if there is competition all around the area, then it will absolutely grow. Arab show jumpers have reached the World Cup and the Olympics, and I hope Arab dressage riders will as well”.

ON TRAINERS: “I have had two trainers for dressage; firstly I was trained by Pia Johansson from Schockemohle stables and then I continued with Paulo Margi from Italy who has had great history in dressage. He helped me a lot in gaining experience. I am also going to try training with a third trainer because varying trainers helps in adding to one’s experience and details of perfection”.



▲ Manal Al Assad, Syria

CHRISTINA RENGEFORS

President of Ground Jury:

“I’m very impressed with the quality of horses as well as the excellent organisation of the show. The show grounds are beautiful and I think we can have an international competition here due to the wonderful footing. I hope dressage will grow in this region because whatever is needed is already available”.

Manal Al Assad ▼



▲ Christina Rengefors, Italy



▲ Carla Kattouah, Lebanon

EUGENIO ROVIDA

Dressage Judge:

“It’s my first time in Syria and it has been very interesting. I see so many beautiful horses that are of good quality in schooling. The arena is wonderful and it has the perfect conditions for any show; on the same note, everyone is friendly, the weather is lovely and I’m very happy to be here”.

Eugenio Rovida, Italy ▶

Firas Jnedi, Syria ▼





© Jacques Toffi

FIRAS JNEIDI

First place winner of the M200 Dressage event & Second place winner the M100 event:

“I think dressage needs a lot of concentration and the rider has to follow all the steps accurately. It is an enormous step for Syria to hold a dressage show; in the upcoming years I am sure we will all see more dressage riders, more competition, more enthusiasm and more higher levels given that this was the first time a dressage show was included within Al Wafaa event. I am very happy with my wins and I hope the upcoming years bring more competition”.

- ◀ *Inji Elhamy, Egypt*
- ▼ *Erdogan Altan, Turkey*



© Jacques Toffi

Eugueni Oimtrou, Bulgaria ▲

PAOLO BELLOCCIHI

Italy, Dressage Judge:

“I’m impressed with the horses - and this competition has been a step forward for this region. This is a brilliant riding centre and the competition levels are high enough for me to see future shows just like the ones in Europe; the grounds are perfect and the future of dressage has excellent potential in the Middle East”.

- ▼ *Jacques Toffi & Nada H. Abdelmoniem*



© Jacques Toffi

ON FRIDAY MARCH 21ST, a party hosted by the young and beautiful Lebanese singer Nancy Ajram and the talented Syrian poet Sabah Fakhri was held. No more boots and dust at the party, but elegant gowns and suits worn by everyone coming to participate at the 2008 events.

AFTER TWO DAYS of dressage events and entertaining freestyle dressage by Manal Al Assad, a day off was taken for further preparations for the show jumping events.

MOST of the riders inhabited Yafour Hotel & Resort at Yafour – located opposite the new eight Gate of Damascus Emmar Project, Syria. It was easy to lounge with the riders and get a feel of how well they were prepared for the show. Yafour hotel is not as busy all year round, so the hospitality, convenience, and hosting was quite pleasant. It was a little far from Bassel Al Assad Equestrian Club, but was close enough for a drive-by peek at the beautiful mountains dwelling on the country side of Al Sham (Levant – Syria).



With more than 250 riders and horses competing for Al Bassel Memorial Trophy, the show jumping competitions kicked-off to a very competitive start and ended with much anxiety for the Syrian crowd watching their local riders compete, as well as unexpected, yet wonderful surprises.

ON SUNDAY MARCH 23RD, a loud acrobatic Opening Ceremony with fireworks welcomed 12 countries on Syrian grounds to participate in the event; Jordan, Germany, the UAE, Italy, Turkey, KSA, Iraq, Qatar, Kuwait, Lebanon, Egypt, Yemen and with the host Syria.

COMPETITIONS started with children at 8 am and would continue with Small, Medium and Big tours until 10 pm. On the Childrens Level, the First place win went to Syria's Yousif Anzarouti with a total points of 148 throughout the 4 day event, the Second place win went to Jordan's Taj Al-Deen Barakat with a total points of 142, and the Third win went to Laith Al Shibli, also from Syria, with a total points of 137.

ROB JANSEN

International Course Designer:

“The courses at Seif Al Sham (CSIO-W/3*), the outdoor show jumping event just before Al Wafaa (CSI-W/4*) indoor event, were not too difficult and big because the horses had to jump again in 8 days; if the courses were too big for them in the first show, they wouldn't have jumped well in this indoor arena. Furthermore, the preparations are not yet ready for Al Wafaa courses; when I'm in the arena I get the feeling of how to plan a course, seeing the horses also helps me with the design, so I always wait until the last moment to plan the courses”.

Dancer at the Opening Ceremony ▶
Yousef Anzarouti, Syria, 1st Leading Child Rider ▼





▲ Taj Al Deen Barakat, Jordan, 2nd Leading Child Rider



▲ Laith Al Shibli, Syria, 3rd Leading Child Rider

▼ Rob Jansen, The Netherlands



ON THE SENIOR LEVEL, some riders would compete with 2 horses in Small and Medium tours but would stick to that and allow the more professional to jump the Big courses. Riders would work their horses before the show in a wide outdoor arena, and then straddle-up in their outfits to perform indoors. With the audience seated very closely to the courses, every time a Syrian rider gallops in with his beautiful horse, the crowd would roar in applause. Quite a very popular rider there was the 2007 Grand Prix winner Saudi's Khalid Al Eid who everyone would watch in complete silence. On each and every day of the 4 day event, dangerous nasty falls would be seen on the arena. The horses were still unaccustomed to the indoor conditions and mischief would be seen through their eyes.

THE FIRST DAY SMALL TOUR (1.20M) ON SUNDAY MARCH 23RD was won by Salim Ahmed Al Suwaidi from the UAE. Second came in Ali Al Khorafi from Kuwait, and Third came in Ibrahim Bisharat from Jordan. The Medium Tour (1.35m) First place win went to the rising skilled Yemeni rider Bassim Hassan Seif, Second place went to Qatari Sheikh Ali bin Khalid Al Thani, and the Third place went to Egyptian/Italian Andre Sakakini. Ending the day with the Big Tour (1.40m), the 3 wins went to gutsy Ahmad Hamsho from Syria First, Khalid Al Eid Second, and once again, Ibrahim Bisharat Third.

▼ *Salim Ahmed Al Suwaidi, UAE*



© Jacques Toffi

SALIM AHMED AL SUWAIDI

March 23rd Small Tour First place winner:

"I had a good start coming in First place and I want to thank everyone who has been supporting me. The show is great and the horse and rider levels are also great and I hope we all contribute in making this show more successful in the future. Without any doubt, the show jumping sport has been swiftly and positively developing in this region and this year at the show I see lots of riders and teams coming in with their professional trainers which adds more to the organisation and the preparations of the riders. We are not that far away from the high levels of show jumping in Europe and hopefully we will all reach international ranks".

▼ *Khalid Al Khorafi, Kuwait*
March 23rd Small Tour 2nd place winner



© Jacques Toffi



SHEIKH ALI BIN KHALID AL THANI

March 23rd Medium Tour Second Place winner:

“I had good rounds at the beginning of the show even though I had a nasty fall because my horse got a little scared. The competition levels are very high in this show, the courses are very technical and mostly, the performances of riders and horses are very impressive. If this level of riding stays on the same track, then I’m definite that the years to come will bring more competitiveness”.

◀ Ali Al Thani, Qatar

▼ Ahmad Hamsho, Syria



▲ Ibrahim Bisharat, Jordan, March 23rd Small & Big Tour 3rd place winner

BASSIM HASSAN SEIF

March 23rd Medium Tour
First place winner:

“I love the show because it has been wonderfully organised. I am also thrilled with my win and I would like to thank Khalid & Fahd Al Eid for supporting my career. If now or in the future I manage to receive any achievements, then that will be because of their support”.

▼ Bassim Hassan Seif, Yemen



AHMAD HAMS HO

March 23rd Big Tour First place winner:

“Winning something is a great feeling, and to win whilst competing against Olympic riders like Khalid Al Eid & Ibrahim Bisharat is added value for me because it helps me want to become better. A lot of quality riders have come to compete here in order to qualify for the World Cup; these riders are not here with just any horses, but with extraordinary horses that make the levels of competition really high. The sport is really developing in our region and this is due to understanding that it is important to have good horses, important to train & compete as well as important to participate in different international shows. It’s a competitive sport and one can have no expectations because in show jumping the elements of winning keep changing”.



▲ Nael Nasser, Egypt
 March 24th Small Tour 1st place winner



▲ Andre Sakakini, Italy
 March 23rd Medium Tour 3rd place winner

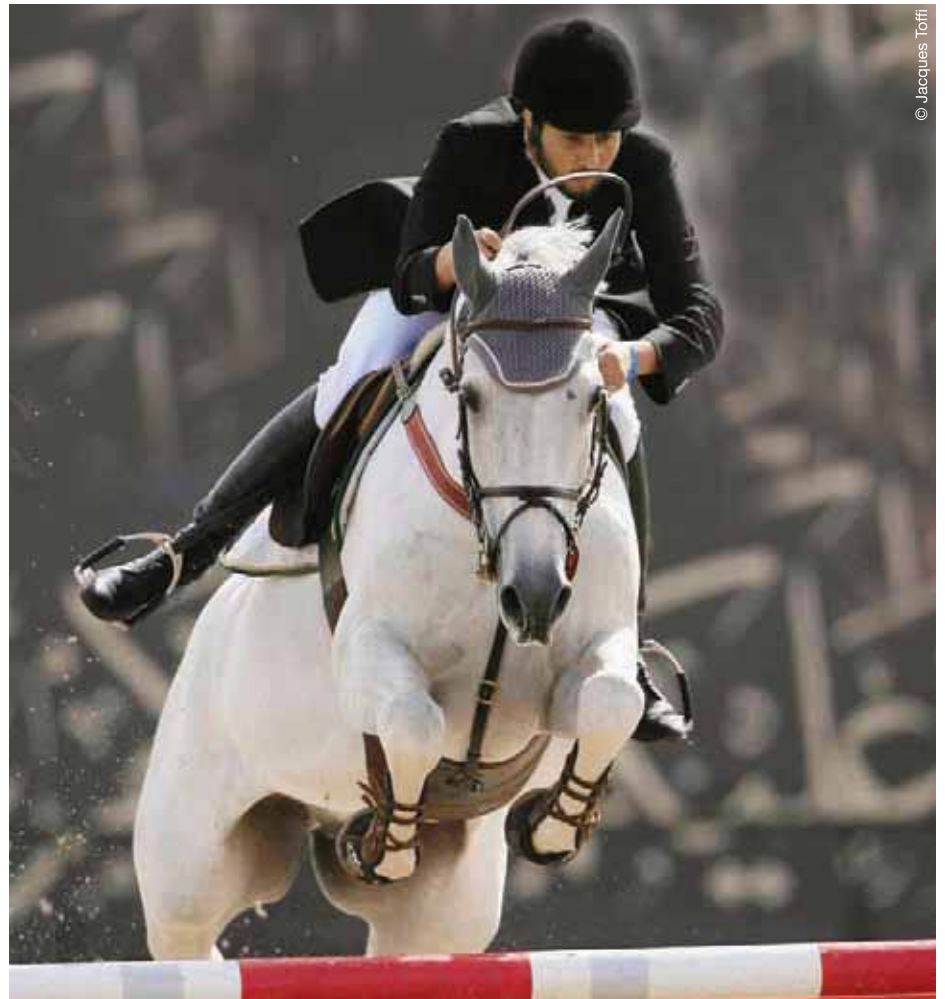
MONDAY MARCH 24TH tours and more anxiety was in the air. Most of the riders were competing to pull-off points in order to qualify for the World Cup. The Small Tour (1.20m) First place win went to Nael Nasser, Second place to Saudi's Moshari Al Harbi, and Third place to Sheikh Shakbout Al Nahayan from the UAE. On The Medium Tour Level (1.35m), Abdullah Humaid Al Muhairi came in First place; Egypt's Karim El Zoghby came in Second, and Ahmed Tolba at Third place. Finally, the Big Tour (Qualifier for the FEI World Cup 1.40m) First place win went to Karim El Zoghby again, Second place win went to Shadi Ghrayb, and Third place to Ibrahim Bisharat. Fadi Al Zbib was leading the World Qualifier and his home crowd was expecting a lot from him. Applause and enthusiasm were all over the arena each and every time he rode at the diverse tours. That day, he was riding smoothly, jumping clear on his horse Tyson and just at the last the Oxer, the crowd cheered loudly and Tyson jumped up and landed in the middle of the Oxer, then collapsed to throw Fadi over; thankfully the heavens intervened with the pair of them rising to the louder applause from the crowd.

▼ Shadi Ghrayb, Syria
 March 24th Small Tour 2nd place winner

▼ Khalid Al Eid, KSA
 March 23rd Big Tour 2nd place winner



▼ Ahmed Tolba, Egypt, March 24th
 Medium Tour 3rd place winner





© Jacques Toffi

ABDULLAH HUMAID AL MUHAIRI

March 24th Medium Tour First place winner & Al Wafaa Best Foreign Rider:

“The show has been good; the horses jumped outdoors a week ago and now they are indoors so they are a little disoriented. The organisation and footing is excellent, and this League is the second fastest growing league in the world so I think the sport is growing and all countries want to compete and present their best riders; that is good for the sport. I do not have many expectations for the upcoming competitions because the courses are quite difficult, the weather has been changing and so my horses lost a little bit of condition which I hope doesn’t affect their upcoming performance, but I wish all the best to everyone”.

◀ *Abdullah Al Muhairi, UAE*

▼ *Sheikh Shakhboub Al Nahayan, UAE
March 24th Small Tour 3rd place winner*

▼ *Fadi Al Zbibbi, Syria*

FADI AL ZBIBI

“The show is very strong because we see the best riders and horses competing. All the riders are interested in competing here because the organising committee always tries its best to present a really good show. If we look at the prize money this year, we’ll see the highest in all the shows Syria has had before. The grounds are perfect, and the arena is great. We are now at the end of the Arab League and all the riders are a tad nervous especially the ones who want to qualify for the World Cup so we are trying our best to push forward to acquire good results during the Grand Prix. All the horses I see on the big levels are some of the best horses in the world; they are ridden by professionals such as Al Wafaa 2007 winner Khalid Al Eid, Abdullah Al Marri from the UAE, and the Asian Games Gold medallist Ali Al Rumaihi from Qatar. The Syrian team has excellent horses as well because they were brought in from Paul Schockemohle stables”.



© Jacques Toffi



© Jacques Toffi

▼ *Fadi Al Zbibbi*



© Jacques Toffi



▲ Nassouh Khayyali, Jordan
▼ Ahmed Mansour, Jordan



▲ Aisha Al Qaoud, Kuwait, Small Tour Grand Prix 3rd place winner

TUESDAY MARCH 25TH saw a Consolation day with competitions that included an Accumulator with Joker Small Tour, Top Score Competition Medium Tour, and Accumulator with Joker Big Tour. Small Tour wins went to Ahmed Mansour (First), Kuwait's Zaid Al Marzouq (Second) and Saudi's Abdulrahman Al Hamzani (Third). Top Score Medium Tour wins went to Ahmad Hamsho (First), Egypt's Mohamed Osama El Boraei (Second) and once again, Zaid Al Marzouq (Third). With the day ending, the Accumulator with Big Tour wins went to Nassouh Khayyali (First), the UAE's Hamad Al Kirbi (Second) and also from the UAE – Arif Ahmed (Third).

IT'S THE FINAL DAY OF AL WAFAA 2008 EVENT WEDNESDAY MARCH 26TH. The best Arab riders would perform to display skill and containment of nerves. The Syrian Arab Equestrian Federation Honourary President Manal Al Assad would usually be sitting in the VIP lounge but today she was sitting in the midst of the audience, walking up and down the stairs – excited to see great performances from riders from 12 countries.

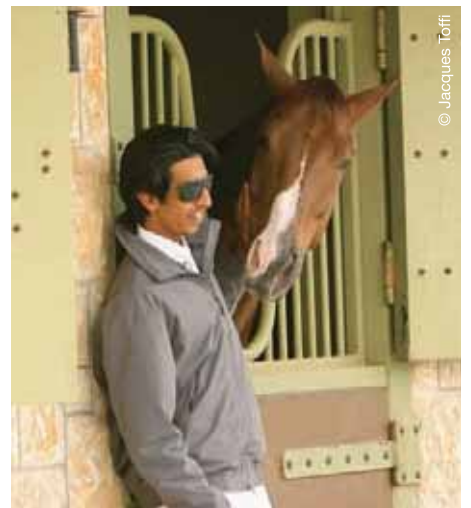
THE SMALL TOUR (1.25M) GRAND PRIX winner was Egypt's Nael Nassar again in a display of young and talented riding. The Second place winner was Sheikh Shakhbout Al Nahayan and the Third place winner was Aisha Al Qaoud from Kuwait.

▼ Sheikh Shakhbout Al Nahayan, UAE

SHEIKH SHAKHBOUT AL NAHAYAN

Small Tour Grand Prix Second place winner:

“This is my first time in Syria and the classes have been very difficult. The organisation is great and the judges have been very nice to the riders; they communicate professionally with riders these days and I am happy with this progress in show jumping. There are so many riders here which mean that show jumping is very important in Syria. If the show stays at this rate, the Olympic Federation would probably allow more international shows to be held in Syria, and of course, the more shows, the better for us riders. The sport is developing very fast in the Arab world and years ago the courses were not very big and we never saw a lot of riders. However, today riders go to Europe to receive more quality training and buy excellent horses which makes me see special riders participating here”.





▲ Karim El Zoghby, Egypt



▲ Khalid Al Eid, KSA



▲ Ibrahim Sami, Egypt & Sakakini, Italy

THE MINI GRAND PRIX (1.35m) winner was Karim El Zoghby, Second came in Khalid Al Eid, and Third Andre Sakakini after an electrifying 45 second jump-off between them and Ibrahim Bisharat, Egyptians Dr. Sameh Hattab and Ahmed Bassiouni, and Qatar's Ali Al Rumaihi.

KARIM EL ZOGHBY

Beijing 2008 Olympic qualifier, March 24th Medium Tour Second place winner, March 24th Big Tour First place winner & Mini Grand Prix First place winner:

"The show has been disastrous for me (Laughing)!! No! This is the first time I participate here; I am very happy and the atmosphere is great. It's nice to have indoor shows in the Middle East and I am also happy that the organisers allowed plenty of Egyptian riders to participate and gain experience, thus I think other shows should do the same. A lot of Egyptian need to leave Egypt to gain experience and become better elsewhere. Every time I come to the Middle East, I see that it's getting better and better in show jumping...riders are spending more money on their horses which is notable. It's no longer about buying the horse, but it's about training yourself to ride the horse which is very important. I don't have expectations for myself in the upcoming days, but I am hoping that Mohamed Osama El Boraie comes out with another win because he is really competing to gain points for the World Cup, and I wish everyone else the best of luck".

ON PREPARATIONS FOR THE 2008 BEIJING OLYMPICS: "I qualified with 2 horses for the Olympics; one of them is a really good horse but lacks a little experience and I am hoping to test him

during the Global Champions Tour in Qatar. The other one has been to big shows and I think he is ready. I am very lucky to be going to the Olympics with 2 horses; I have 10 big shows to attend before which will add to the clarity of matters and I am also trying my best in preparations".

ANDRE SAKAKINI

March 23rd Medium & Big Tour Third place winner, March 24th Big Tour Third place winner, Mini Grand Prix Fifth place winner:

"We do not see a lot of clear rounds because all the riders just came from competing in an outdoor event to compete in an indoor one where the horses are not really relaxed and are not using their bodies in the best way. All the horses are surprised but I think all the riders are well prepared; I think we will see a lot of surprises during the Grand Prix. I feel good about my win and I am happy with my horses because they both jumped well and showed excellent performance".

IBRAHIM BISHARAT

Beijing 2008 Olympic qualifier & March 23rd Big Tour Third place winner:

"This is a very nice show; I've been participating for several years and I am always glad to be here. I've been performing well in the competitions and I hope I continue to do so during the

Grand Prix. It's nearly the end of the season and a lot of riders have gained experience; the levels of competition are quite high and to win a class, the rider and the horse have to be very competitive".

ON SHOW JUMPING DEVELOPING IN THE MIDDLE EAST & HIS PREPARATIONS FOR THE 2008 BEIJING OLYMPICS: "the show jumping sport in this region is on the right track these days. 2 years ago they started the Arab League and now the shows are becoming bigger in several Arab countries. It's only a matter of time and training and then we will see better levels. I have been trying to prepare for the Olympics; the horses that go with me are inexperienced but they have been improving".

▼ Karim El Zoghby & Ibrahim Bisharat



IT IS 6 PM AND AL WAFAA GRAND PRIX riders are set and ready. 26 qualified riders are wondering what could be the big surprise of the show and 12 of whom qualified for the jump-offs. Syria's National Champion Shadi Ghrayb was all clear round on his magnificent horse Sham 7 until a cameraman from the midst of the silent concentrated crowd interfered with a loud "Go Go Go"; an unfortunate refusal by Sham 7, a crash to the final course and a harsh tumble off the horse by Shadi saw the National Champion out of the qualifications to the Grand Prix jump-offs. Disappointment was everywhere but 3 Syrians, Tareq Arnaout, Fadi Al Zbibi and Wassim Anzarouti along with the UAE's Mohamed Al Owais and Abdullah Al Marri, Egypt's Daa Omar Bashir, Ibrahim Sami, and Karim El Zoghby, Kuwait's Ali Al Khorafi, Jordan's Ibrahim Bisharat, Qatar's Ali Al Rumahi and finally, the 2007 winner Saudi's Khalid Al Eid would see the 2008 competitions to an end. More silence, concentration from the audience and highly competitive riding from 3 talented riders led to 3 wins: First place to Abdullah Al Marri, Second place to Khalid Al Eid, and Third to Tareq Arnaout.

The Fourth place win went to Ibrahim Bisharat, Fifth to Karim El Zoghby, Sixth to Daa Omar Bashir, Seventh to Ali Al Khorafi, Eighth to Wassim Anzarouti, Ninth to Mohamed Al Owais, Tenth to Fadi Al Zbibi, Eleventh to Ibrahim Sami and Twelfth to Ali Al Rumaihi.



▲ Abdullah Al Marri amongst friends



▲ Abdullah Al Marri, UAE
Grand Prix 1st place winner

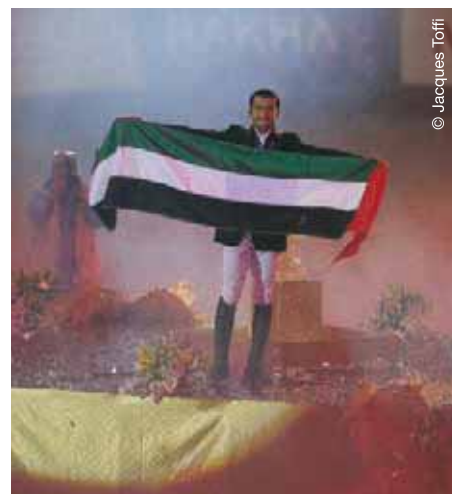
ABDULLAH AL MARRI

Grand Prix First place winner:

"This is my first indoor event with my mare that has helped me qualify for the World Cup; it's a matter of schooling and teaching her the contents of competing indoors hoping that she gets a feel of how the arena is like - with her also seeing the audience up close. She needs to be concentrating on the fences in order to complete her job, hence it was very rewarding for me to compete here. The first time I competed in the Arab League was last year and the level of competition is getting better and better, and given the calibre of the riders competing here, I wasn't sure who will qualify for the World Cup because it was a close call! The levels were quite high and I am sure within the next year they will get better. I am not sure yet that we have reached the levels of competition that we see in Europe, but the Arab League is growing bigger, we are competing against fellow Arabs and I know we will be able to compete against everyone else in the near future".

ON HIS WIN: "this is the best career win I have ever had in my entire young career (ecstatically smiling)! When I first rode I was just seventeen years old, now I'm twenty-four and this is a huge achievement for me. I am blessed to have a really good horse, I am lucky to have a very good trainer, and I am happy to also have a good sponsor, the Dubai Equestrian Club, which has been supporting us throughout the tour. And with the awareness of HRH Sheikh Mohamed bin Rashid Al Maktoum and his wife HRH Princess Haya bint Al Hussein whom both know the sport very well, I am thankful to reach such a huge path in my career. They started this team 3 years ago and we have already achieved so much - winning something is the only way we can say thank you to them".

Abdullah Al Marri sporting the UAE flag after winning Al Bassel Memorial Trophy ►



© Jacques Toffi



© Jacques Toffi



© Jacques Toffi

▲ Firas Jnedi, Wassim Anzarouti & friend

WASSIM ANZAROUTI

Grand Prix Eighth place winner:

"I love this show very much and we as Syrians work so hard to compete here. I have had good results that helped me qualify for the Grand Prix with my young horse that's only competing at his second Grand Prix. As I assumed, all the riders and their horses are trying their best to compete at this show; it's an important 4 star show with a lot of prize money. There are around 250 horses competing on daily basis throughout this event and it's very hard to keep up the riding levels. Besides, the very good step that the Arab League has taken was helping riders compete throughout the year in different shows, but shows have to be early in the year so we can have enough time to qualify for the World Cup and as a consequence also add to our development further".

▼ Tareq Arnaout, Grand Prix 3rd place winner



© Jacques Toffi

TAREQ ARNAOUT

Grand Prix Third place winner:

"The Grand Prix is the most important competition amongst all others; every rider is looking to win Al Bassel Memorial Trophy and it surely isn't easy. Throughout the past days I saw a lot of surprises in the Medium and Big tours, but here in Syria, even though we are under a lot of pressure to win, we only wish that the best Arab riders win, no matter what country they come from. To add to the excitement of the show, the courses were very technical and big for the qualifications; we all saw quite cruel falls and lady luck was not on the side of many professional riders this year. This indoor arena, with the audience seated so closely to the courses, is not an easy location for jumping. 2 years ago, a rider with 4 faults would win, but this year, a rider that has a clear round but with bad timing has no chance of winning any classes. This shows that show jumping is reaching higher levels helping us in having the ability to qualify for more international shows".

▼ Tareq Arnaout & Ahmad Hamsho



IBRAHIM SAMI

Grand Prix Eleventh place winner:

“The show has been very intriguing with all the riders and horses that I see! The competitions are very tough; it’s still always good to see Egypt competing with all these very experienced horses and different budgets paid for them of course! The organisation of the show has been efficient and everything is done to the last detail in this beautiful club. When I also look at the amount of professional riders and horse dealers attending this show, I wouldn’t be surprised that all the attention, all the money and all the Grand Prix shows are going to be happening in Arab countries”.



▲ Ibrahim Sami, Egypt

▼ Shadi Ghrayb, Syria



▲ Members of the Egyptian team

ALI AL RUMAIHI

Grand Prix Twelfth place winner:

“This show has been a huge achievement for us Arabs; it’s great to see these levels of riding, horses, and competition. Indoor courses are usually more difficult than outdoors because the arena is smaller, and with the big amount of riders participating, one can never point a finger at a winner”.

Ali Al Rumaihi, Qatar ►

SHADI GHRAYB

Syria National Champion & Mini Grand Prix Second place winner:

“The competitions have been quite difficult and all the best riders are here with their horses beating each other with a few points. Show jumping has been moving on the right track in our region and on a personal view, our Syrian federation has been helping a lot with our development. The courses are very big and technical which adds lots of pressure and the Syrians have been doing very well; I had a good clear round during the Grand Prix Qualifier and I am very proud to come in Second after a very skilled rider such as Karim El Zoghby”.





© Jacques Toffi

▲ *Diaa Omar Bashir, Egypt*
Grand Prix 6th place winner

PRIOR TO THE EVENT ENDING, PARTICIPANTS, TRAINERS AND OFFICIALS HAD TERRIFIC WORDS TO SAY:

MANAL AL ASSAD

Syrian Arab Equestrian Federation
Honourary President:

ON THE EVENT: “the show started well and its getting stronger year after year with different riders and horses coming in to participate. This is very encouraging for us to put more effort into organising the show”.

ON COMPETITION LEVELS: “the levels of riding have improved in the past years and young riders have developed to be able to compete with experienced riders. This gives a good indication that the new generations are reaching the old ones - it’s fascinating and makes us proud. If the sport stays like this in our region, and our riders continue on participating at international shows and the World Cup, the sport will further develop and the riders will actually acquire good results as opposed to just participating. I hope that in a few years and after gaining more experience, more Arab riders are placed in big international shows”.

ON HER EXPECTATIONS FOR A BASSEL AL ASSAD MEMORIAL TROPHY WINNER: “I am crossing my fingers for Al Wafaa Grand Prix (smiling)! The competitions are very tough and my heart beats faster and faster every time a Syrian rider enters the arena and I bet their hearts beat faster than mine! A lot is expected from them and I understand



© Jacques Toffi

▲ *Mohamed Al Owais, UAE*
Grand Prix 9th place winner

fully that they are under a lot of pressure; I wish them all the best and it would be a huge honour for any Syrian to win the trophy. If they don’t, then this is how the sport really is and I wish all the other riders the best of luck. I also wish all Arab riders a good sporting spirit in order to build up their riding skills and to become some of the best riders in the world”.

MOHAMED OSAMA EL BORAEI

Seif Al Sham Grand Prix winner:

ON HIS WIN: “Seif Al Sham was such a good show for me; I competed in different classes and my win was great because it raised the morale of the Egyptian team. I also won the leading rider of the show and I will also try my best during Al Wafaa

▼ *Manal Al Assad*



© Jacques Toffi



▲ *Mahmoud Anzarouti, Syria*

event. Syria has been very well organised with their shows in the last 3 years; it was just fine when it started, but now they have upped their levels to become one of the best in the Middle East. The indoor and outdoor footing is also fantastic and the conditions are lovely”.

MAHMOUD ANZAROUTI

Arabian Horse Breeder & former President of the Syrian Arab Equestrian Federation:

“My brother and son have been participating at this show and it been beautiful to watch them because the show has improved a lot both on the technical and organisational levels. The children have really developed and I’m sure the future will show us a lot of skilled riders”.

▼ *Karim Hamdy, El Boraei & Ahmed El Naggar, Egypt*

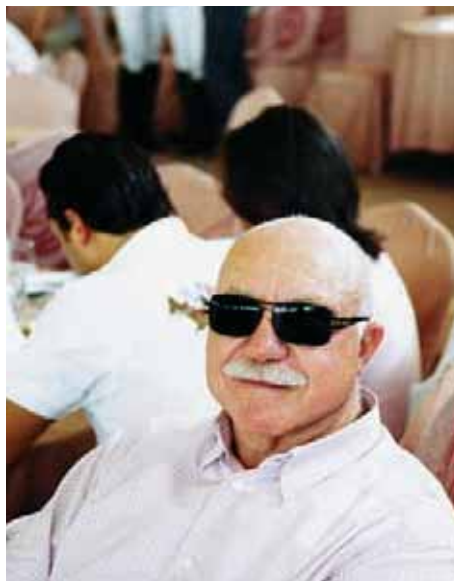


AGHYAD KABBANI

Former rider:

“As we all see, the courses are tough, technical and exciting! I see a tremendous effort done by the riders to jump such big courses and I am also happy with the show because it will bring more excitement in the upcoming days. I wish all the participants success because this is a very difficult contest”.

ON SHOW JUMPING DEVELOPING IN THE MIDDLE EAST: “after the World Cup Tour, the sport has moved 100% upwards in relation to technicality, and there will be further development in the Middle East due to the best horses and excellent riders I see; this will surely be one of the top major international tours in the next 5 years and we will see a lot of European riders coming to participate because the prize money is huge and there is a lot of potential in selling horses”.



▲ *Aghyad Kabbani, Syria*



▲ *Karim Habashi, Ibrahim Sami & Adham Elias, Egypt*

RAGHEB IBRAHIM BASHA

Former trainer of the Syrian team:

“The show has been highly competitive and the Syrian team in specific has excellent horses this year. Our riders have gained a lot of experience and comparing them to other riders, they are doing very well. We have 4 to 5 professional riders participating here who train in Europe and are performing well. We didn't have many shows in this region but now it's growing and I hope the future proves to bring many aspirations for more shows. It's very difficult to point my finger at winners now, but I would love to see a Syrian win this year”.

▼ *Ragheb Ibrahim Basha, Syria*



▲ *HRH Prince Badr Al Seoud, KSA*



▲ *Mustafa Zindaki, Syria*

HRH PRINCE BADR BIN MOHAMED AL SEOUD

“This is one of the best shows in the Arab League; it's very well organised, there are a lot of riders competing, and the arena is beautiful. I see the best horses and the competitions are very strong; one will never know who will win. The sport is doing very well in our region; a couple of year's back it was just the Saudi's receiving the best results, but now it is very difficult”.

ON SAUDI ARABIA QUALIFYING FOR THE 2008 BEIJING OLYMPICS AS A TEAM: “until now we are not sure who will be going to compete. 3 riders have to go and we only have one ready with his horse. We do not have a lot of time to prepare, but I am sure the team will try its best”.

MUSTAFA ZINDAKI

“I have been training children and it's been so exciting to watch them compete in the same arena where elder riders do. This is a very big show and it adds to their experience. They have had good clear rounds and I wish them all the best in the future. During the Small Tour, the competition levels were really high and a lot of experienced riders participated. The other tours were really competitive and difficult as well. All the riders were under a lot of pressure, but it's good for the sport. A lot of show jumping development and awareness is being enhanced here in Syria, thanks to Manal Al Assad's help, and the excellent financial support we have been receiving from our federation - consequently leading some of the Syrian riders to become some of the best Arab riders”.

YASIR CHARIF

“All the Syrian riders are under a tremendous amount of pressure; we are riding in front of our home crowd and there are plenty of expectations. This is a very important show for us and we are all trying our best; we need to succeed but it’s very hard given the amount of good riders participating. We are all experienced riders but we still have to find a way to win and we are all trying to do something for our country. In any way, I hope for the best now and in the future”.



▲ Najib Chami, Lebanon



Leonie Bredemeier, Germany ▲

Yasir Charif & Tareq Arnaout ▼

NAJIB CHAMI

Rider & International Judge:

“The show is very nice and all the riders and their horses have arrived well prepared. If we look at the Grand Prix and the 160 cm courses, we are talking about something majorly serious here; it is no easy task and the competition levels are rising everyday. Come to think of it, the sport has changed a lot in the last 2 years; we see more riders, as teams and as individuals training and participating in Europe and I think it is vital because it adds importance to the show jumping sport. Last week during Seif Al Sham we all had an idea on who would win the Grand Prix, but we all got a surprise and so I have no expectations here at Al Wafaa”.

LEONIE BREDEMEIER

“This is my first time to compete in Syria and I really like it. It is not like the shows in Germany but the people are friendly and I am very much enjoying all this. I was prepared for the show but I was also a little nervous, and I think show jumping will develop further in this region because not even in Germany do I see such good horses in one show”. HT



HORSES & CONQUESTS

Umayyad Spain

By Lubna Dairani

WHO ARE THEY THAT WILL MOURN AFTER MY
DEATH? MY SWORD, MY LANCE AND MY LEAN,
LONG LEGGED CHESTNUT, TRAILING HIS REINS
TO THE FOUNTAIN, DEATH HAVING CARRIED OFF
HIS RIDER - ARAB POET



During Arab conquests and the spread of Islam, the relationship between warrior and horse has been described in many verses of the Quran, in poems, and literary works. A bright period for the Islamic Empire was during the Umayyad rule which had the empire extend to the Iberian Peninsula.

Seven hundred years before Columbus set sail for the New World, the Moors invaded and conquered the Iberian Peninsula. With them the Moors (common term to refer to the Muslims of Islamic Iberian Peninsula and North Africa, who were of Arab and Berber descent) brought Arabian and Berber horses (known as Barbs). These exceptional horses were more than a little responsible for the history of their masters.

Spain was under Muslim Reign for over 800 years from 711 - 1422 AD. The exceptional horses have not been all what the Muslim Empire contributed to Spain; the Moors built magnificent cities as well.

Education was universal in Moorish Spain, available to the most humble, while 99% of Europe was illiterate - not even the kings could read or write. In the tenth and eleventh centuries, public libraries did not exist in Europe, while Moorish Spain had more than seventy, of which the one in Cordova contained over six hundred thousand manuscripts. There were more than seventeen great universities in Moorish Spain, while Europe had only two universities of any value.

Scientific progress in astronomy, chemistry, geography, mathematics, physics, and philosophy flourished in Moorish Spain. Scholars, artist and scientists formed learning societies, while





Mezquita of Cordova ►

IT WAS FROM MOROCCO THAT ABD AR-RAHMAN SENT HIS ENVOY TO CLAIM RIGHTFUL AUTHORITY OVER ANDALUSIA



scientific congresses were organised to promote research and to facilitate the spread of knowledge. A brisk intellectual life flourished in all Islamic dominated societies.

Architecture was splendour during Muslim Rule as exemplified in The Mezquita De Cordova which is now the Roman Catholic Church in Cordova. The Mezquita represents two worlds, two cultures that are exquisitely combined in it.

This historical encounter will explore the era of El Mezquita highlighting a personal close up with the founder of the Mezquita and the dynamics of Umayyad Spain. The Mezquita, meaning the mosque dates back to the 8th century. It was built in Cordova the capital of Muslim Spain. The construction of the Mezquita started in approximately sixth century A.D. as a Christian Visigothic church. Later, the Mezquita was reworked for over two centuries to refashion it as a mosque, starting in 786 A.D. under the supervision

of the first Muslim Emir Abd ar-Rahman I, who used it as an adjunct to his palace and named it to honour his wife.

The founder of the mosque Abd ar-Rahman I was known as the "Falcon of Andalus" or "The Falcon of Quraish" for he was the founder of the Muslim dynasty that ruled the greater part of Iberia for nearly three centuries. Abd ar-Rahman's establishment of a government in Andalus presented a break from the rest of the Islamic Empire, which was ruled by the Abbasids. But that materialised through this great leader's political shrewdness and wisdom. Descending from an Umayyad Ancestry Abd ar-Rahman was the grandson of Hisham ibn Abd al-Malik, the tenth Umayyad Caliph. Abd ar-Rahman was a prince groomed from an early age to be a caliph.

A 749 A.D. Abbasid revolution overthrew the young princes' ruling family in Damascus and he, along with other family members, fled the city. His journey to his fateful

Andalusia had started at that point, and this journey, which was faced with many adversaries and plenty of Abbasid trials of assassination of the Prince, was a great test for the Emir who traveled through many countries until he finally reached Morocco in year 755AD. It was from Morocco that Abd ar-Rahman sent his envoy to claim rightful authority over Andalusia.

Greeted by many loyalists, Abd ar-Rahman made his way through Andalusia. Waves of people made their way to Malaga to pay respect to the prince they thought was dead. One famous story which persisted through history related



to a gift Abd ar-Rahman was given while in Malaga. The gift was a beautiful young slave girl, but Abd ar-Rahman humbly returned her to her previous master while saying, "I will not indulge in any distraction, be it of sight or of the heart, until Spain is within my grasp".

It was not all that of a simple conquest for the Emir, Cordova's then current Umayyad Governor, Yusuf Al-Fihri, was

not going to give up his right to rule Andalusia without a fight.

Even before the fight began, dissension spread through some of Abd ar-Rahman's lines. Specifically, the Yemeni Arabs were unhappy that the prince was mounted on a fine Spanish steed. The Yemenis scoffed that such a fine horse would provide an excellent escape vehicle from the battle. Being the ever-wary politician,

Abd ar-Rahman acted quickly to regain Yemeni support, and rode to a Yemeni chief who was mounted on a mule.

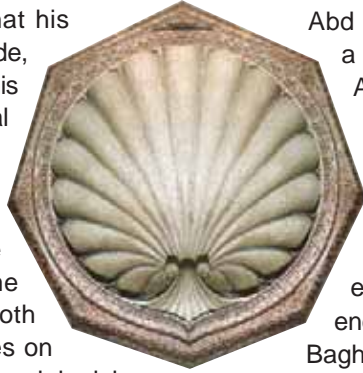
Abd ar-Rahman said that his horse proved difficult to ride, and offered to exchange his horse for the mule, a deal which the surprised chief took advantage of. A possible Yemeni rebellion was stopped with the swap. The mule's name was 'Lightning'. Soon both armies were in their lines on the same bank of the Guadalquivir.

Abd ar-Rahman led the charge towards Al-Fihri's army. After a long and fight "Abd ar-Rahman obtained a most complete

been planning to depose the Umayyad who dared to call himself Emir of Andalusia. In the battle of Carmona,

Abd ar-Rahman is faced with a huge Abbasid army. Allegedly he tells his army of 700 soldiers "today we conquer or we die." His tremendous victory leaves most of the Abbasid army killed and earns him the respect of his enemy the Abbasid Caliph of Baghdad Al-Mansour.

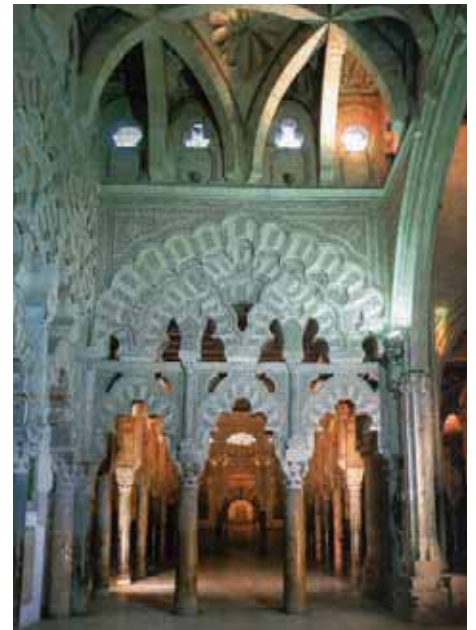
After the aforementioned period of conflict, Abd ar-Rahman continued in his improvement of Andalusia's infrastructure.



to the Caliph's palace by a raised walkway. Also the double arches were a new introduction to architecture, and helped support the tremendous weight of the higher ceilings. Other Caliphs came to complete what Abd ar-Rahman had



▲ Caliph al-bathes temperature room



▲ The Naves & Aisles built by Al-Hakeem II

victory, and the field was strewn with the bodies of the enemy." Rising from his defeat Al-Fihri gathered himself again with an army of 20,000 captivated souls. Abd ar-Rahman defeated the army in small battles and finally Al-Fihri was captured and killed. Al-Fihri's head was sent to Cordova, where Abd ar-Rahman had it nailed to a bridge. With this act, Abd ar-Rahman proclaimed himself the Emir of Andalusia.

That was the time when many of Abd ar-Rahman's relatives flocked from exile to live in Andalusia as it represented a safe haven for the crushed and exiled Umayyads. The long sought after peace would not continue for long. Al-Mansour, the Abbasid Caliph in Baghdad had long

He ensured roadways were begun, aqueducts were constructed or improved, and that a new mosque was well funded in his capital at Cordova. Construction on the mosque started around the year 786. It would in time become world famous and deemed a major holy site for many Muslims; later to be known as the Mezquita de Cordova.

The mosque was famous for the 1 000 pillars made of jade, onyx, marble, and granite that were adorned in the prayer room. It is said that Abd ar-Rahman oriented the Mihrab southward as if he were still in the Umayyad capital of Damascus. The mosque was connected

started. Caliph Al-Hakeem II enriched the Mihrab and its magnificent antechamber in 961. Later it was concluded that the Mihrab was and still is a "masterpiece of architectural art". Abd ar-Rahman III ordered a new minaret. The Mezquita reached its current dimensions in 987 with the completion of the outer naves and orange tree courtyard.

However when the city was later conquered by King Ferdinand III in 1236, the mosque was reconstructed into a Christian church with only 850 pillars remaining. Two religions, two cultures, and two dynasties extended from the Mezquita of Cordova. HT



شركة الأهلي للتطوير العقاري
AL AHLY REAL ESTATE DEVELOPMENT CO.



Your Home

6th of October &
Cairo - Alex Desert Road



New Cairo



Building a **Better** Life



Exploring the world of **Al Ahly Real Estate Development Company** – a joint venture between the National Bank of Egypt (NBE) and the prominent Sabbour family – is a feast for the eyes and the senses: It is an oasis of luscious green, softly whispering water, open spaces and clean air. Whether it is a project in real estate development, tourism development, sporting facilities, or retail and administrative space, these are the key elements that create the signature atmosphere that permeates all our initiatives.

This atmosphere is perfectly in keeping with Al Ahly's motto: **"Building a Better Life"**. And where better to live than in a perfectly balanced environment, surrounded by 70% landscaping, 1200 km of water, and the joy and freedom of endless spaces? Landmark projects currently under construction in Egypt include sun-drenched locations such as Sharm el Sheikh, New Cairo, Marsa Alam, Ain El Sokhna, 6th of October, North Coast, Cairo - Alex Desert Road and Soma Bay.



Anywhere in Egypt

Sharm El Sheikh




Ain El Sokhna




Coming Soon



Dyar II
Katameya

Abu Soma
Abu Soma Bay

Marina El Rousas
Marsa Alam

Beltone Financial Holding is the fastest growing investment bank in the Middle East and one of the region's leading financial services firms. The firm serves investors in the world's hottest investment market outranking every other investment bank in the Middle East for year-on-year growth since its inception in 2002.

Institutions, banks and high-net-worth investors in Egypt and the Middle East, Europe, North America and Asia are offered a full range of services including Investment Banking, Asset Management, Securities Brokerage, Research, Capital Markets and Private Equity investment. Clients benefit from portfolio management for all-risk profiles, investment horizons and fixed-income products, mutual funds and money market funds.

Wael El Mahgary of Beltone:

When did your sponsorship programme start?

The company started this programme mid 2006 with just one horse called 'Beltone Legend' ridden by Karim El Sobky who came in first in the 2007 National B Levels. Later we wanted to develop it further by increasing the numbers of riders. Horses and show jumping are a passion of mine, yet in terms of company policy – the main theme is client exposure as this sport started to expand in the Arab region; it picked up more and more coverage to our regional clientele. We as a company work mainly with institutional and high profile clients; this sport serves our purpose.

How does your sponsorship help your community and society?

The programme is still young, however we have bigger plans to support a team all the way up to international levels, and then our bigger picture will have served our society and Egypt as a whole.

Karim Hamdy, rider and Technical Manager:

How did the sponsorship of Beltone come about?

Wael El Mahgary contacted me regarding this sponsorship issue; he has a huge vision of Beltone owning their own show jumping horses and creating a team that would represent Egypt; not just on the Pan Arab level, but on the international level as well. Without a doubt, this sponsorship has done well for us as a team which in return is beneficial for Egypt. And by being chosen as the best trainer, it made me eligible to plan the future steps with El Mahgary and follow up on the team's performance and its results.

How did the programme develop?

We now have a complete team riding for Beltone with Karim El Sobky; Mohamed Osama El Boraei and I. Beltone plans to buy more horses in the near future apart from 'Beltone Legend'.

What are some of the results you have achieved?

As you know, Mohamed Osama El Boraei and I are members of the Egyptian team that was awarded a Silver medal during the Pan Arab Equestrian Games back in November 2007; El Boraei also won Seif Al Sham Event Grand Prix in Syria 2008 and has qualified for the World Cup as well.

Mohamed Osama El Boraei, rider:

Beltone's sponsorship became more apparent during the Pan Arab Equestrian Games and they are continuing to support us in different ways. They are a very well-known name in the business field in the Middle East and they are very serious with their support. They started to illustrate their name in the equestrian field because they realise that this sport is a very elegant one. Normally, their main target is to make things possible for us. What I know is that they are willing to support us more in the future with international plans.

Karim Zohair El Sobky, rider:

How is the sponsorship idea beneficial to you as a rider?

The show jumping sport has recently developed dramatically in the Arab region – consequently our continuous participation has incurred a lot of travelling expenses for the horses and riders. For the moment Beltone covers the expenses of travel for horses, their dietary supplements, medical expenses, and the entry fees for the shows. This has defiantly lightened our load in terms of expense and made it possible for us to compete more frequently, thus gaining more ring-craft, competitiveness, and results. HT



Karim Sobky



Karim Hamdy



Mohamed El Boraei

Leaping Ahead

© Jacques Toffi



Cairo • Dubai • London • New York • Riyadh

www.beltonefinancial.com

Investment Banking
Private Equity
Asset Management
Brokerage
Research



Isis Bldg., Osiris Street, 8th Floor, Garden City, Cairo, Egypt 11451

Tel: +20 (0)2 27926610

Fax: +20 (0)2 27926620

Leading World-Wide Provider Of

Predictive Analytics Software & Solutions



Data Mining using the
Combined Strengths
SPSS Clementine
Enable organizations
To find Solution
To very difficult
Business and
Research problems

Headquarter office: 8 Fathi Talaat St.
Heliopolis-Cairo-Egypt-Square1145
Tel: +202-22684519
Fax: +202-22684518

www.spss.com



Middle East

Escort the heroes in China



Register at McDonald's restaurants
and win the trip of your dreams
to the 2008 Beijing Olympic Games

the official
McDonald's
CHAMPION
KIDS



official restaurant

Draw will be held on 20th of May under the auspices of the Egyptian Olympic Committee

www.mcdonalds.com



MCDONALD'S SPONSORSHIP AT THE BEIJING OLYMPICS

"THREE MONTHS TO GO"

MCDONALD'S COUNTDOWN TO THE BEIJING 2008 OLYMPIC GAMES CONTINUES

With three months to go until the Olympic Games in Beijing, McDonald's plans to bring the Olympic Games to life for its customers around the world. McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble - France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans. The

Beijing 2008 Olympic Games mark McDonald's sixth Olympic Games as a Worldwide Partner and seventh as the Official Restaurant of the Olympic Games. McDonald's current sponsorship will continue through the 2012 Games in London.

**Q & A WITH MOHAMED MANSOUR,
MCDONALD'S EGYPT GENERAL
MANAGER:**

**How do you see the investment of
McDonald's in the sports industry?**

With everything going around us in the world today, sport seems to be the most lucrative medium for bringing people together and creating grounds for more understanding worldwide. It seems to generate an enormous rush of





compassion that has proven to be most effective in creating more harmony among humans.

McDonald's has been very diligent with their mission for several years now with it being the official restaurant for the Olympic Games. Moreover McDonald's Egypt has also sponsored Andre Sakakini in show jumping at the 2004 Athens Olympic Games and our plans for further sponsorship in the upcoming Beijing Olympics are being processed.

You are a champion in show jumping; does that add more to your enthusiasm regarding sponsorship in the sports industry?

My prime concern is that there is a substantial investment from McDonald's

into the Egyptian community through the sports industry. This is a cornerstone in the policy of McDonald's International and McDonald's Egypt in particular, with 3.000 staff members working within McDonald's Egypt. I feel that the investment we are delivering within the sports field is still a moderate beginning to our future plans.

McDonald's International has a Champion Kids programme; is McDonald's Egypt sending anyone from Egypt?

Yes, McDonald's International has a Champion Kids programme and McDonald's Egypt will be sending two children along with their families who we selected randomly to attend the Beijing Olympics. Again our commitment to our society goes all the way and we will involve

community members in every offer that is internationally possible.

▼ *Mohamed Mansour*





NEW RESTAURANTS TO FEED THE ATHLETES, MEDIA AND SPECTATORS:



For the seventh consecutive Games, McDonald's is the Official Restaurant of the Olympic Games. Construction has begun on the first of four official Olympic restaurants in Beijing: one in the Olympic Village to serve athletes from around the world, one at the Main Press Centre for the more than 20,000 media expected on

site and two for the spectators in the main activity area, the Olympic Green.

Customers will find a wide variety of products, including favourites such as the Big Mac sandwich and World Famous Fries, Premium Chicken offerings including salads, Fruit n' Yoghurt Parfaits, and Corn Cups, a local Chinese favourite. restaurants in the Olympic Village and the Main Press Centre will also feature a McCafé, offering premium espresso-based coffees, made-to-order specialty drinks and a variety of treats.



BRINGING THE GAMES TO LIFE FOR CUSTOMERS:

McDonald's is creating a new global television commercial that celebrates the spirit of the Olympic Movement. In addition, markets around the world will be creating special promotions and advertising to connect with their customers. Furthermore, as part of tradition of giving back to the host country, the company will make a lasting contribution to Beijing through Ronald McDonald House Charities.

CHINA:

As the host country for the 2008 Olympic Games, McDonald's China has a comprehensive plan in place that includes

exciting initiatives such as restaurant promotions, television commercials, alliances with athletes, as well as unique programmes that involve restaurant staff workers and customers throughout China. In addition, 100 McDonald's Champion Kids are being selected from 32 cities across China. For the first time ever, McDonald's China has partnered with CCTV to create a reality show that chronicles the selection of the McDonald's Champion Kids on their journey to Beijing and during the Games.

CHAMPION KIDS:

The Champion Kids programme is the newest addition to Olympic sponsorship and further demonstrates the company's commitment to children's well being. This programme will give up to 300 children from around the world a once-in-a-lifetime opportunity to experience the Olympic Games first-hand, meet athletes, visit cultural sights and interact with other kids from across the globe. A select number of kids will share their stories and experiences with their communities and hometown news outlets. markets are currently in the process of selecting their local participants.

ABOUT MCDONALD'S:

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 75 percent of McDonald's restaurants worldwide are owned and operated by franchisees and affiliates. Please visit our website at www.com to learn more about the Company. HT

Mohamed Mansour ▼►





MENU FIVE STILL FOR FIVE



Chicken MACDO™

Double Hamburger

Double Cheeseburger

Sundae Ice Cream

Apple Pie

McFries™ (Medium)



Milk Shake (Regular)



Soft Drink (Regular)



MENU FIVE STILL FOR FIVE



THE HORSE INDUSTRY IN CHINA



Shanghai - China is a scintillating city swirling with rapid cultural changes - a poised area that has fully found its stance of art relics and contemporary beauty in the past few years. Modern Shanghai only began to emerge 160 years ago - its story is that of worldly transformation since the spoils of British victory in the first Opium war, and the ultra-left base for Madam Mao during the Cultural Revolution.

China has a rapid economic growth that surpassed world expectations since the beginning of the economic reform in 1978. This has reflected on Shanghai which has witnessed marked progresses in its social and economic development and stands today as the largest economic and transportation centre in China. Now, the city is striving to turn itself into one of the economic, financial, trade and transportation centres in the world. According to the Canadian Arabian Horse Registry, China also has the largest amount of horses in the world, but has only held a long and advanced horse culture in the recent century. Modern horse industry has transformed from traditional service into horse racing, performance display, horse commercial biotech, and horse-riding entertainment.

Late last year, Horse Times attended the first Horse Trade Fair held in Shanghai and met with Mr. He Jianping, Manager of the Trade Fair to explore China's boom not only in economy but in the equestrian sport. Horse Times has also met with Mr. James Sun, the GM of Golden Horse – a Chinese horse portal, to deliver its readers a closer encounter with the horse industry's growth in the world's most populated country.

It was apparent from the fair visitors that the potential horse industry market is at large, infiltrated with prospective horse lovers. HT asked Mr. Sun if the sport is affordable to be enjoyed by all. "There are horse lovers who do not have enough economy power to support the sport. Those people of-course have their way of enjoying the sport, such as in leisure riding. The rich buy good horses from Europe and the Middle East." Mr. Sun added "the horse in China has ancient history. Agriculturally speaking, the Chinese always used the horse, but for sports, it's still being established, especially with the development of the economy. We are still learning. Many people have been attending small exhibitions to learn more about the sport."

Flourishing the grounds for the equestrian

▼ Mr. James Sun & Lubna Dairanieh



world, Mr. Jianping said that the aim of the exhibition is to have the sport as well as the business of the horse grow wider all over the world. He added: "We seek international experts from the horse business to meet here in China, to promote the horse and the sport."

In a perpetually thriving country, the future of the horse industry is considered a bright one to play around. "The market will expand fully in the future with all this. I do sincerely believe that since 2004, things have been growing and I am sure it will continue because it's an existing market," claimed Mr. Sun whose website horsemanship, aims to develop the concepts of horses in China - focusing on all equestrian sports.

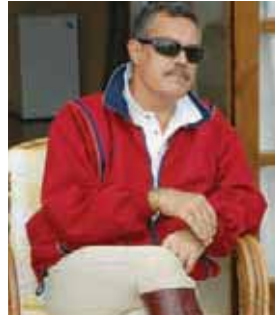
On reaching out for the outside world HT Asked Mr. Jianping on the efforts exerted in that direction, other than the trade fair, to which he replied that: "we hope to corporate with the international media abroad that can help the industry to be more familiar to the outside world."

On a promising note Mr. Jianping concluded that the success of this fair has encouraged the Chinese people to hold a second exhibition in China. HT

▼ Mr. He Jianping & Khaled Assem



HORSES ARE SMART AND PHYSICALLY STRONG CREATURES THAT HAVE LOTS OF PRIDE. THEY HAVE TAUGHT ME PATIENCE AND THE ABILITY TO FACE OBSTACLES



HORSES & CELEBRITIES

By Khaled Assem

Q & A

with Gen. TAREK YOUSRY

*Assistant to the Minister of Interior
President of the Police Academy*

When was the first time you rode a horse?

I started at quite a young age at the Alexandria Sporting Club, and some of the new rising stars were Andre Sakakini and Tarek Kabbani Hammad. At the end of the 50's, Andre was five years old and I was ten. I continued riding while I was in university, along with Dr. Hisham Sadek who was in charge of the riding team at the University of Alexandria back then.

What has riding, or dealing with a horse, taught you in life?

Horses are smart and physically strong creatures that have lots of pride. They have taught me patience and the ability to face obstacles; while working with a horse one develops very special communication skills, you realise that words are just one form of communication amongst many more. You learn to respect this animal who could give you so much only if he feels that bond between him and his rider.

Which riders have left special impressions on you?

Gen. Gamal Harris was someone who left a very special impression on me; he is a very honourable man and a very special rider. He is the perfect example of a genuine horseman.

In what way did Gen. Gamal Harris affect your riding?

Gen. Harris proved to me that nothing is impossible. If the rider insists on achieving his goals then he will, he just has to be persistent enough to learn well and realise that learning and practise will lead to success. He also taught me how to be gentle with the horse because harmony is the key to perfection; riding is a continuous dialogue with the horse through ones hands, seat and legs - and riding is about refining this symphony everyday.

How do you see show jumping developing within the police force?

I hope the police sports union recovers its prestigious and glorious history in show jumping. When we were young, horses were more exclusive to the army forces and the police. There were limited numbers of horses available and the expenditures for maintaining them were high. Not a lot of civilians were able to get into such a sport due to its high expense; top competition was mostly between military ranked individuals and police officers. Currently, just like everything changes, civilians are replacing military personnel and I still hope to see some change within the police academy again so we can witness potential champions that in return could represent our image. If we take previous Olympic participations, we saw riders such as Gen. Gamal Harris, Gen. Elwy Ghazy, and Ahmed Mazhar who were



Gen. Tarek Yousry ►



▲ Gen. Gamal Harris & Gen. Tarek Yousry



▲ Sherif Tarek Yousry

not civilians. The scenario has changed now; we have national and international tours with much higher participations from civilians and very few officers.

In what way do you see that the equestrian sport has changed?

There has been a change worldwide; sponsoring companies and firms have come into the sport and put in a lot of money so riding has become a profession. It is not just a sport anymore, it is an industry. Moreover, it is not simple to assess if that change is in the best interest of the sport; after all, we are teaching our children about honour, horsemanship, and bravery versus an industry that circulates around money. Well, I suppose a regulated mixture of the two might turn out to be beneficial for the time being.

Does your son ride?

Yes he does, and believe it or not Sherif is a civilian. He has inherited the passion from me and competed in various tournaments, but he currently works abroad.

What can you tell us about your daily routine?

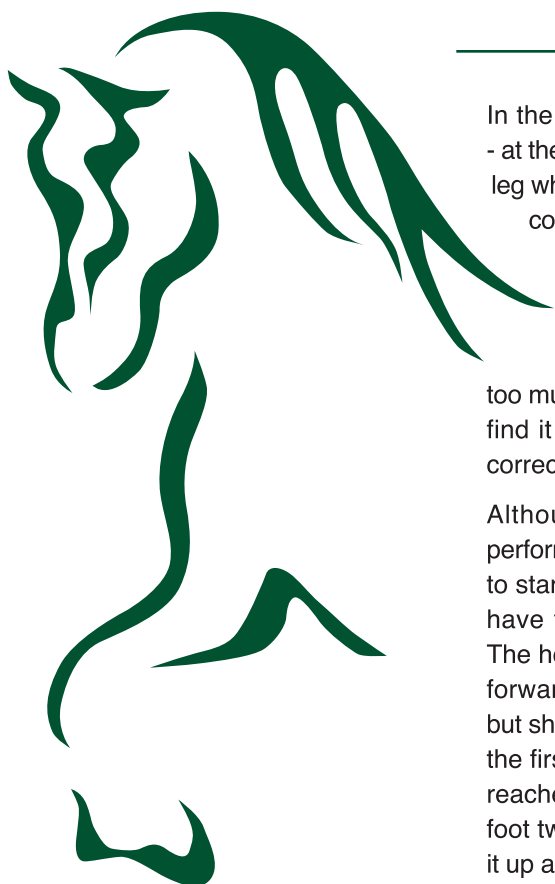
I leave home to the Ferousia club at the academy, and I start my day with riding. If my day doesn't start with that, then it probably won't be a great day! Riding helps me relax and takes away any residual stress within, which in return helps me become more tolerant during my day. HT

DRESSAGE



TURN ON THE HAUNCHES

By Emmad Eldin Zaghloul



In the turn on the haunches, the horse - at the walk, pivots around his inner hind leg while his other legs describe a larger concentric circle. It demands not only an accurate and sensitive combination of the aids by the rider but also a high standard of training from the horse. If he has too much weight on his forehead, he will find it very difficult to perform the turn correctly and require further schooling.

Although the exercise is eventually performed from the halt, it is often easier to start the turn from a walk so that you have the benefit of natural impulsion. The horse's pivoting hind leg can move forward a little - making a small circle, but should never move backwards. After the first few steps of the turn, the horse reaches the point where his inside hind foot twists awkwardly and he must pick it up and replace it in its natural position. You have to anticipate by feel whether he will put his foot down again in the same spot or whether you must prevent him from wandering. It is this element that makes the turn a difficult exercise for less experienced riders.

If you use your leg aids too strongly, or

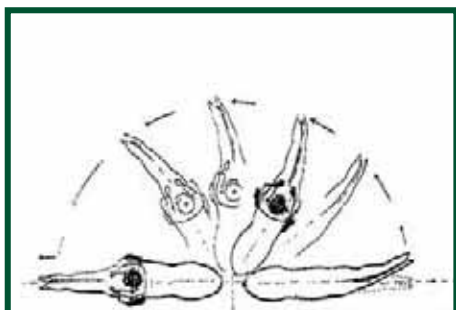
fail to contain the horse with your hands, he will move forwards instead of sideways, while the reverse of this is a worst fault, as he will move backwards. As with the turn on the forehand, do not repeat the exercise too often, and get satisfied, while learning, with a few well executed steps rather than a full 180 turn.

You will find it easier at first to use a wall or fence to guide you. Later you can practice from the halt and, finally, you can try the same exercise in the open, without guiding fence or wall. You will then have laid a sound foundation for future lateral work at more advanced level.

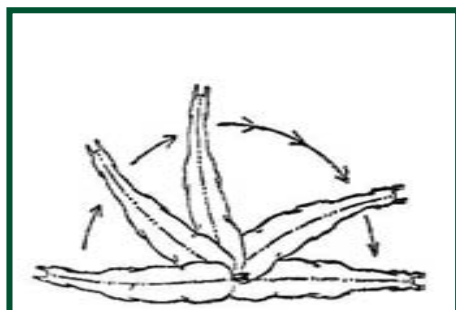
AIDS FOR THE TURN ON THE HAUNCHES:

Halt the horse straight and then apply a warning half-halt, while maintaining light contact with your hands. Flex your horse slightly in the direction you wish him to turn. To pivot right, on the offside hind foot, remain upright in the saddle, with your shoulders square to the horse. Your outside leg will be behind the girth, to control the hindquarters, maintain impulsion, and ask for the turn around the inside leg. Your inside leg should stay against the horse's side to keep the horse up to the bit and in position, and to prevent him from stepping backwards, as well as to limit sideways movement. Your inside rein leads the forehead into the turn, while keeping light contact, and your outside rein prevents your horse from moving forwards when you apply the leg aids and controls the amount of bend in his neck, as well as preventing his shoulder from falling outwards. HT

▼ *Half-pirouette to the left*



▼ *Turn on the haunches*





TAG Heuer

PROFESSIONAL TIMING

TAG Heuer Timing racks up a new honour :

The highly-technological Chronoprinter 540 is approved by the International Equestrian Federation !

La Chaux-de-Fonds – February, 2008 : TAG Heuer is proud to announce that the new and innovative Chronoprinter 540 has been approved by the prestigious Federation Equestre Internationale (FEI).

“Show jumping timekeeping is not the easiest task we can imagine. The technical perfection of the infrastructure is 1 thing; the handling of this technique is another. In addition, the need to provide accurate results as quickly as possible is extreme. So far, the new Chronoprinter 540 is FEI approved a state-of-the-art in term of technology in the field of highly precise time measurement for sport.



TAG Heuer has made profitable its extensive and unique timekeeping expertise in the most highly demanding sports, such as, Show Jumping to develop the most accurate Timing installation. As ever, the TAG Heuer Timing division has respected and surpassed the most stringent demands for accuracy.

Chronoprinter 540 main features:

FLEXIBILITY:

The numerous integrated timing modes such as NET TIME, NET TIME + 2 INTERMEDIATES, PARALLEL SEQUENTIAL, PARALLEL DIFFERENTIAL, TRAINING, SPEED MEASUREMENTS... etc. will satisfy the most demanding timekeeper. The CP 540 is able to accommodate the majority of sports disciplines operating as a stand-alone unit. When connected to a PC running TAG Heuer's extensive range of race management software, it is also the ideal time base for all professional sports-timing.

PRECISION:

The CP 540's precision time base and buffered inputs guarantee measurements accurate to 1/100,000 of a second.

SIMPLICITY:

The hallmark of TAG Heuer timing philosophy. The operator has only a few essential keystrokes to master. Mistakes are kept to a minimum and recovery from errors quick and painless.

COMFORT:

The large graphic LCD display with backlighting ensures clarity of vision for the timing information in all situations. The ergonomic, intuitive, snap-action keyboard provides well-spaced and extremely precise keys. The timekeeper will easily navigate the keyboard, even with gloves on.

DESIGN:

The originality of the design of the CP 540 is obvious. The choice of the materials with its robust ergonomics have been carefully studied and developed for durability in any environment.

EXPANDABILITY:

The CP 540 can be programmed to cater for future requirements and even custom timing modes through its exclusive bi-directional connection with a PC.

TAG Heuer, the leader in prestigious sports watches and chronographs since 1860, is currently the largest and fastest growing international luxury watch brand. The Swiss watchmaking legend draws upon its active engagement in the world of sports to create the most accurate timing instruments and sports watches in the world. TAG Heuer today is the first watchmaker ever to master luxurious chronographs with an unsurpassed precision of 1/10th, 1/100th and 1/1000th of a second. From the Olympic Games in the 1920s to its role as official timekeeper to within 1/10,000th of a second for the legendary Race of Champions, TAG Heuer, in a constant quest for innovation, excellence, performance and prestige, continues to aim ever higher, as reflected in its partnerships with Team Vodafone McLaren Mercedes in Formula 1 and its two aces: rookie sensation Lewis Hamilton, and Heikki Kovalainen. Powerfully endorsed by 2007 world F1 champion Kim Räikkönen and Scuderia Ferrari F1 driver, world number 1 golfer Tiger Woods, WTA star tennis player Maria Sharapova, NASCAR idol Jeff Gordon and Champcar four-time world champion Sébastien Bourdais ; as well as by Hollywood superstars Brad Pitt and Uma Thurman and Bollywood icons Shah Rukh Khan and Priyanka Chopra, TAG Heuer more than ever epitomizes Sport and Glamour !

TAG Heuer Professional Timing

Louis-Joseph Chevrolet 6a
2300 La Chaux-de-Fonds
Tel.: +41 32 919 8000
Fax: +41 32 919 9026

info@tagheuer-timing.com

www.tagheuer-timing.com

WORLD CUP SERIES OF THE MODERN PENTATHLON

FIRST WORLD CUP

EGYPT 2008

By Nada H. Abdelmoniem
Photos by Cris Bournocle

THE FIRST STEP OF THE 2008 WORLD CUP SERIES OF THE MODERN PENTATHLON WAS HELD IN THE EGYPTIAN CAPITAL CAIRO FROM FEBRUARY 19TH UNTIL THE 24TH.

DR. H.C. KLAUS SCHORMANN

President of the UIMP (Union Internationale de Pentathlon Moderne):

“The championships which are taking place prior to the road to the 2008 Beijing Olympics have been a success for the international union; we have plenty of athletes competing and the 2 qualification days have shown how well they are prepared to start on a very high level fighting for the World & Olympic qualification rankings. It was a huge challenge for the organisers to accurately hold these championships because they knew the top athletes were coming. The challenge was fulfilled by holding the 5 disciplines in this huge Cairo stadium; the hassle of transportation was out of the way – Cairo is loaded with traffic and having all the games in one location was an added value, the conditions were excellent since it’s the winter season, and the Holiday Inn was very close where the athletes were very well accommodated.

The athletes in general are very close to each other and managed to go through the difficulty of the games, and they knew that anyone could win. The pentathlon games are on a very high level that only the strongest athletes have a chance to be World Ranked.

On the equestrian level, the horses were well prepared and selected which is a huge key for good results. The athletes are well aware that if they did not train for riding as much as they would train for swimming for instance, they would not achieve good results which in return add to their points. The horse is our “soul” in sports I always say, and those athletes do not own or know these horses, but they eventually had to work together to achieve the best results; one can be very limited at teaching the horse – the rider has to come to the horse, feel his skin and listen to him. In all, the show was organised very well, quality horses were there for riding, the footing was excellent and excellent results are expected from the athletes. Furthermore, I expected better results from the women because they typically do not play with their muscles, but with harmony”.





MR. JOEL BAUZOU

Secretary General of the UIPM:

“The show was well organised with a huge audience, and the competition levels were very high. A lot of riders came here to try to qualify for the Olympics, and all together it has been very nice. There is excellent potential in the future for these championships to develop further because we have more athletes coming to compete this year, and they all compete as a family which shows that new blood is impending”.



▲ Mr. Joel Bauzou & Mr. Ahmed Nasser



▲ Mr. Joel Bauzou & Dr. h.c. Klaus Schormann

MR. AHMED NASSER

President of the Egyptian & Arab Federation of Modern Pentathlon & Head of the Supreme Organising Committee:

“It’s been a great success! The organisers and the athletes had nothing to complain about; not on the personal level nor on the technical one. 150 riders from 30 countries participated in the show, and 20 of them qualified for the Beijing Olympics. It was a huge achievement.

As for the equestrian event, the grounds were excellently prepared and quality horses were available. All 36 competitors were informed well about how they will be required to highly concentrate due to them sharing horses with other riders, and for every 7 horses, there was one reserve. Those horses were unfamiliar to the riders and vice versa; they were only allowed 5 jumps, hence extreme concentration was requisite. The riders had to understand the horses in a short period of time, were expected to lead them, and on top – the riders had to be controlled and balanced. In general, the pentathlon event is no easy task, and again, I have to say it was a successful and entertaining show”.



P.S.I &

THE HORSE INDUSTRY IN CHINA

中国
国际
马业
马术
展览会

By Khaled Assem

Performance Sales International (PSI) is a German based company owned by Ullrich Kassermann and Paul Schockemohle; equestrian experts who have founded this establishment to furnish young ambitious riders with talented horses from the best blood lines.

Established in 1980 the company's visionary concept was to provide ready trained Grand Prix dressage and show jumping horses to the demands of the market. Under the umbrella of PSI are the Ullrich Kassermann Stables and the Paul Schockemohle Yards.

"From uncut rough diamonds to Grand Prix winners" is what the Kassermann stables promise to give to their dressage horse seeking clients. Offering training for over one-hundred and eighty horses a day, the Kassermann stables are keen to provide the best care for the horse and best quality for the rider.

The second arm of PSI is Paul Schockemohle, a name and a trademark

which represents a guarantee for success in international show jumping. The Champion himself makes Champions in the sport and supplies highly successful show jumping horses from his yard.

About their presence in the Chinese market, Khaled Assem, Chairman of Horse Times interviewed Arno Neessen - PSI international trainer for show jumping and dressage who confirmed that the PSI activities started in China during the World Challenge Qualifier in Mohan in 2003. Establishing a contact with Clearwood studs Manager of Beijing - Mr. Neessen adds "we reached a partnership agreement between PSI and Clearwood Studs in Beijing. It has been a continuous effort and both sides are happy with the success so far."

What are your views regarding how PSI started and what it represents?

PSI was founded in 1980. Both Schockemohle and Kassermann took their horses to the USA where they held their





▲ Khaled Assem & Arno Neessen

first sales in an auction which proved to be of great success. In 1982 they decided to organise the same sale in Germany and it's been going on ever since. Besides that sale, PSI has created lots of other activities such as the Riders Tour in Munich and the Camel & Equestrian show in Oman in 2006 with two-hundred horses, 600 camels and up to 2.000 attendants which was incredible.

How do you see the relationship between PSI and Clearwood Studs developing in the near and far future - especially with the Olympic Games coming up soon?

Primarily, the equestrian sport in China has to develop; Clearwood is one of the farms that has fantastic facilities and are interested in making a big name for themselves here in China. The sport is new in China and it takes a lot of effort to develop such a sport in a country with no equestrian background. Having said so, they will have a participant in the Olympics which is excellent news.

When you speak of a partnership between Clearwood Stud and PSI, do you also take part in providing advice regarding their footings, their breeding and all the management and good up-keep of horses?

We do actually. Some of their riders come to Europe where they train. All the essential factors of keeping horses fit are available and they are acquiring the knowledge. Over the last four years I have seen the facilities in China hugely develop. But the issue is not really about how to keep a horse, it's all about learning how



▲ Arno Neessen & friend

to create horsemanship. The Chinese are extremely hard workers and they are progressing. They still have to work harder on providing services though.

It seems that Clearwood Stud is going to be a sample in Beijing of what a complete and full rounded club would look like. Are there any other partnerships with any other clubs in Beijing or with any other club anywhere else in the world - or is this the first big partnership?

We have no other partnerships but both the Chinese and Europeans in general are interested in developing more

partnerships in the future.

In the course of the support of PSI to Clearwood Studs, how many times do you visit?

I visit six times a year for three weeks. I stay in touch with the riders and follow all the necessary arrangements. We are currently working on having someone stay permanently for supervision purposes, in particularly a trainer.

How often do the Chinese riders go to Germany?

They usually come in December and stay for three months. They compete a little and perform other tasks in order to gain more experience. HT

Mohammed.R. Hadavi

A world of Love within lines, letters, and colors...



... The glamour of lines and colors has always been effective, adorable, and non-detachable from human life.

I have at all times attempted to make the best out of this glamour of lines and colors.

My endeavor is to communicate and transfer a new perspective to the viewer through the mixture of arabic letters and lines with graphics. A method that adapts to the desire and taste of the viewer.

Through the presence of arabic calligraphy and usage of symbols, the existence of culture is visible in my artwork. The combination and similarity between arabic calligraphy and drawings creates an artwork superior to an ordinary.

...and when the precision of miniature comes to vision, sensation is felt in each element of the artwork.

A world of Love with lines, letters, and colors...



P.O.Box:502068, Dubai Media City - United Arab Emirates

E-mail:mrhadavimail@yahoo.com

www.hadaviart.com



QUEBRAMAR



Mediterranean Cruise

CityStars shop 3040 . Phone number 0100074635
Dandy Mall new extension . Phone number 0106460008

SPRING SUMMER

www.quebramar.com

THE HORSE'S MENTAL FITNESS

By Dr. Mohamed Elsherbini

(Part 1)

The fifth lesson about How to be a Trainer is based on the horse's mentality - which is that of a typical herbivorous prey animal evolution during millions of years of his lifestyle. Like any animal, its main drives are survival and reproduction which together achieve nature's overall aim: the survival of the species. The six survival elements are food, water, shelter, company, space, and exercise.

THE HORSE'S DEVELOPMENT:

A horse is usually fully grown by the time it is four or five years old. At the age of three to three and a half, it can be backed over a period of a few weeks then turned away for several months to mature. Training can then recommence at three and a half to four years of age. In order to avoid harming the horse physically and mentally, the trainer and rider need to have, as well as the necessary riding skills, a basic understanding of animal psychology. Horses are easily upset by incorrect riding, and it can take months, or often even years, to rectify the damage. Bad training can also lead to premature wear and injury, especially to the limbs and mind!

PSYCHOLOGICAL GUIDELINES:

1. Physically and by nature, the horse is a highly specialised creature of flight; it is also a herd animal and feels safest when surrounded by its fellows.

2. The horse sees man as one of its fellows; and as the horse's teacher, man needs to take the place of a horse higher in the hierarchy or 'pecking order'. This is achieved through understanding, not forcing - when the horse makes mistakes, i.e. does not respond as required to the trainer's instructions, this is only because it has not understood correctly.

3. To be able to understand the trainer, the horse needs to **trust** him - understanding is based on trust.

4. Man, i.e. the trainer, communicates with the horse through the aids and the auxiliary aids, i.e. the voice, touch, weight and reward.

5. The horse will only understand the rider's instructions properly if it understands the aids; the horse's primitive, instinctive reaction is to run away from strange or unknown objects and situations and so the horse needs to be acquainted with them gradually and systematically. If fear or uncertainty arises, the trainer should go back and start again; he should also bear in mind that the horse has an excellent **memory**; it remembers the good

things and the bad things which happen to it, and it can take a long time for it to forget a bad experience.

6. The horse's ability to learn depends on it being sufficiently mature physically and mentally – making excessive physical or mental demands will cause setbacks in the horse's training.

7. The horse will achieve its full potential only if its needs are fulfilled and if it is in harmony with its environment - of which man is a part.

8. The horse must associate man with **security**, in every situation.

9. Remember that horses get bored sometimes; dressage horses need to jump, jumpers need to go out hacking while eventers need to swim!

HORSE SENSES AND BEHAVIOUR:

The trainer must understand the role of the horse's senses.

Smell is the most highly developed of the horse's senses although it is not of much help in training. It does, however, exercise a negative influence at times, for example, when the horse reacts to smell it does not like (e.g. a pig farm) or which brings back unpleasant memories (smoke or the smell of chemicals or drugs).

The horse's **hearing** is also highly developed. It is for this reason that unnecessary loud noises should be avoided in the stable and during training.

The horse's **sight** is not very well developed. However, owing to the position of the eyes on the side of the head, the horse has a much wider field of vision than man, i.e. than its rider.

The horse has an exceptional ability to perceive movement, particularly to the side and in the distance. It will see something moving sooner and more clearly than its rider does so that the rider often has no idea why the horse has suddenly shied. The horse's sense of **touch** and its sensitivity to touch are highly developed. It is this sensitivity which allows the rider to fine-tune his aids. Observing the horse's eyes, ears, tail and breathing, and watching the skin for signs of sweating, will give the trainer an insight into the horse's mental state. The eyes reflect the horse's state of mind. They can express attentiveness, confidence, mistrust or fear. The ear movements can also provide important information about the horse's emotional state. Laid-back or flattened ears always indicate that the horse is at ease and ready

HORSE MOODS



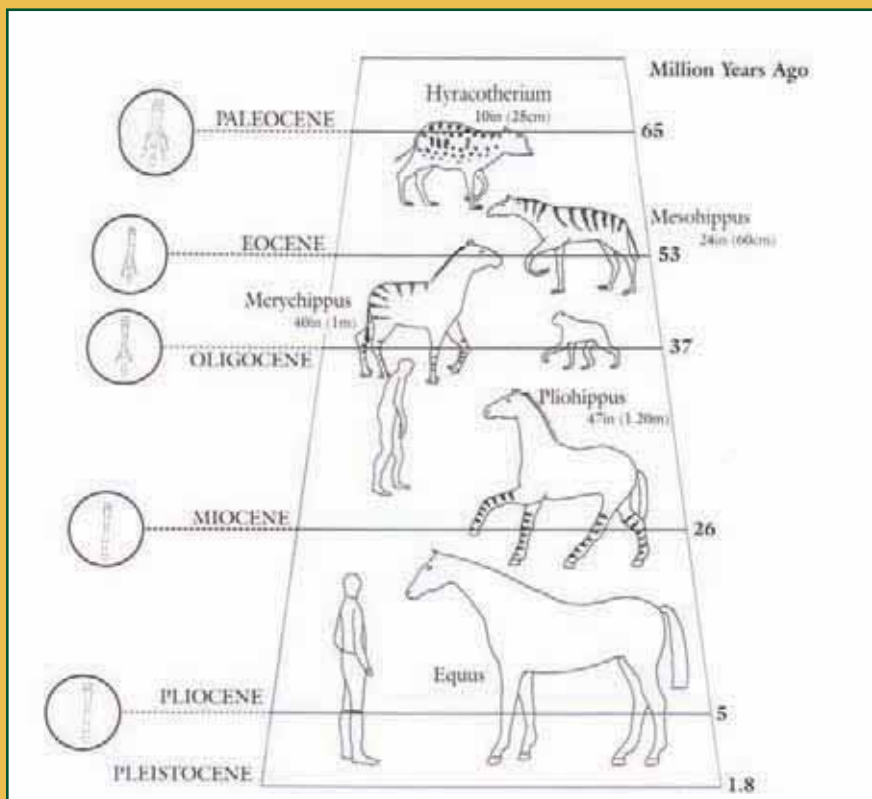
Fear



Boredom & Irritation



Happy



to defend itself. Mobile or pricked ears denote attentiveness and a willing attitude. **Snorting** or 'sneezing', in conjunction with a swinging, freely carried tail, indicate that the horse is free from tension, and is working or ready to work. A tail which is tensed, clamped down or carried high is a sign of fear, tension or excitement. Sweating can be caused not only by exertion but by excitement. It is usually accompanied by raised heart and respiration rates.

THE TRAINER'S PART:

The most important qualities required in a trainer are understanding, sensitivity, calmness and consistency. Nervous, highly strung people are usually impatient and do not have the necessary calm, objective approach. Conscientious repetition of practices necessary for safe handling of the horse, such as tying it up, lifting up

the feet, leading and making it stand, will help to establish a habit of obedience in the horse. Rewarding, scolding, and the appropriate punishment when necessary, should be related directly to what has happened, or what it is hoped to achieve. Constantly feeding the horse sugar, carrots or other titbits for no particular reason will spoil it and eventually lead it to try to place itself above the trainer in the 'pecking order'. Unreasonable or excessive punishment, on the other hand, will lead to resistance, and may ultimately make the horse vicious and dangerous. In training horses, it is a big mistake to expect the horse's reactions to be based on thought processes similar to those of a human. Horses, like all animals, will always act in accordance with primitive, inherited reflexes. HT

HIGH TECHNOLOGY
AND STRONG TRADITIONS
ON SHOW AT THE



DUBAI

INTERNATIONAL HORSE FAIR 2008



New Generation of Equipment and Suppliers Transforms the World of Horse Racing & Riding

While the horses were the stars of the show at this year's Dubai International Arabian Horse Championship, much of the advanced equipment on display proved to be a major attraction for the thousands of local and international visitors at the Dubai International Horse Fair 2008. As the value of championship racehorses and leading bloodstock climbs higher, supply and service companies are applying the latest techniques dedicated to the welfare and full development of the horses. Over 200 companies from 30 countries participated in this year's fair with many using the event to showcase the latest products and profile new advances in treatment and training techniques. "This year, we're seeing the highest level of new launches that the event has ever hosted and much of the technology on display is very impressive. International and regional companies are competing hard to raise their profile within the Middle East, which provides an important stimulus for the whole sector," said Abdulla Qassem, Board Member - Higher Organising Committee of Dubai International Horse Fair and Dubai International Arabian Horse Championship.

HHP (Home Health Products) Tradetion, a leading supplier of tested medical

devices in the area of massage technology, recently developed a new high-tech massage blanket for horses in close cooperation with veterinary surgeons and top riders. This product, being launched in the Middle East at this year's exhibition, has already been adopted by the most famous world champions and has been a highlight among the majority of visitors at the show. First-time exhibitor Coolmedics Europe, a company selling cooling products for horses and riders like blanket, vests, boots, hocks, caps and so on, have also reported strong interest in their products from visitors at the show. In addition, H R Medics, the UK's premier supplier of therapeutic horse care products and long time exhibitor at DIHF, introduced to the region the innovative Game Ready Equine System, an accelerated recovery system designed to help prevent injury, treat soft tissue injuries and aid post operative rehabilitation by delivery of active compression and dry cold therapy simultaneously. Building on last years successful introduction of seminars and exhibitor presentations at DIHF, veterinarians and horse owners are participating in meetings running alongside the show to discuss key issues in the industry. HT



Buy Rent Sell

The largest **real estate** network worldwide
18 Offices across Egypt
30 Offices across the Middle East
4000 Offices across the World

Enjoy Coldwell Banker Services:
Residential & Commercial Brokerage
Property Management
Concierge Program
Legal Services
Relocation
Mortgage
Auctions

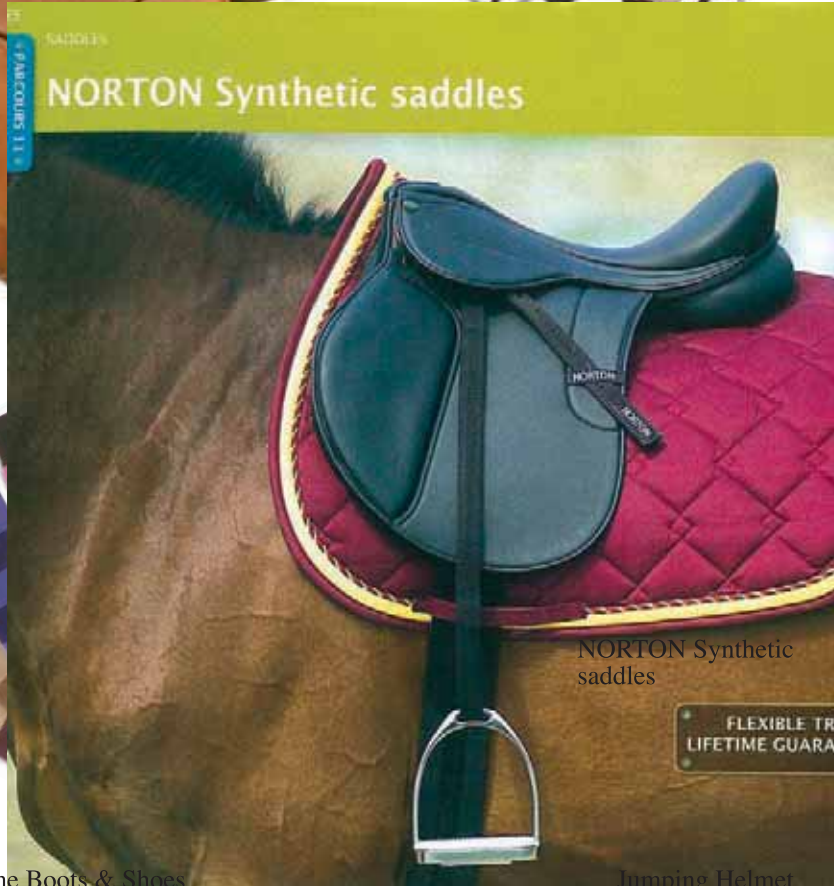
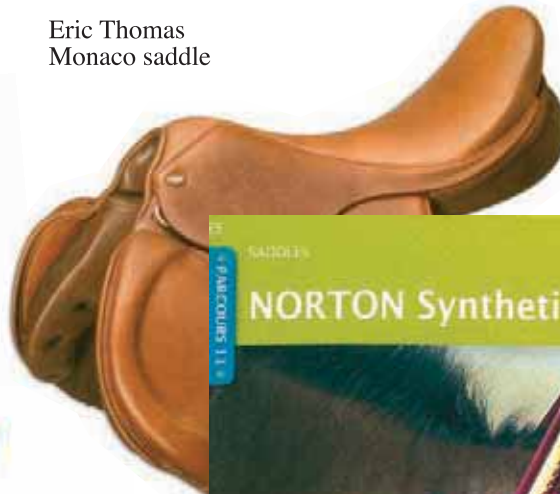
HotLine **16223**
www.cb-egypt.com



Metallic treads for stirrups



Eric Thomas Monaco saddle



Equi-Theme striped socks



Eric Thomas Wide Bridle

Equi-Theme Boots & Shoes



Jumping Helmet



CSO - Real sheepskin saddle cloth



Feeling - Rubber covered spurs, stainless steel



FINE EQUESTRIAN PRODUCTS

2 Bahgat Ali Street, Zamalek, Cairo, Egypt.
Tel: +202 2735 6939 Fax: +202 2735 4834
www.equicarecompany.com

Michaelides & Zavallis

Law Office
Nicosia – Cyprus

Long- established legal firm, reputed for its reliability and quality of service
Specializing in:

- Registration of publishing companies
- Issuing of publication permits for newspapers and magazines
- Securing of permanent residence permits in Cyprus
- Registration of International Companies i.e. Investment, Trading and Holding Companies.



Michaelides & Zavallis Law Office: 6 Themistoclis Dervis str., P.O.Box 24185, 1702 Nicosia

Tel.: 0035722 677804 / Fax 00357 22 677071 E-mail mzlaw@cytanet.com.cy



CHESTER
boots

since 1927



by Abílio P. Carneiro & Filhos, Lda.

Rua Central n° 884
P.O. Box 5 - 4509-908 FIÃES VER - PORTUGAL
Tel. +351 22 744 11 09 - Fax. +351 22 745 22 00
E-mail: info@apcarneiro.pt

Sole Agent in Egypt Equicare Company
www.equicarecompany.com

Guiding You Around



Cars



Banks



Horses, Riding & Equipment



Customer Care
Call **19 345**



YellowPages.com.eg

EGYPT'S OFFICIAL LOCAL SEARCH COMPANY

2008/09

Sinai & Red Sea Edition

BEAT

BREAST



CANCER

Join the Breast Cancer Foundation of
Egypt in the race
to beat breast cancer.

Dont' get left at the gate.
The winners' prize could be life.

Straight from the horses' mouth
"Early detection of breast cancer saves lives"



المؤسسة المصرية لمكافحة سرطان الثدي
Breast Cancer Foundation of Egypt (BCFE)
مشهرة برقم 5840 لسنة 2004

33 KASR EL AINI STREET,
SUITE 25, FLOOR 7,
FOM EL KHALIG- CAIRO 1141

TEL: (202) 23682 431/2
FAX: (202) 2368 2431

INFO@BCFE.ORG
WWW.BCFE.ORG



Winning Together!



لتمتع بهزايا أكثر

مصر للطيران تطير يوميا إلى أكبر مطارات باريس
شارل ديغول بدلاً من مطار أورلي

اعتباراً من ٣٠ مارس ٢٠٠٨
وبهذه المناسبة سعر خاص جداً
١٥٩٥ جنيهه بخلاف الرسوم و الضرائب

مصر للطيران
EGYPT AIR

تمتع برحلتك
مع مصر للطيران

BRIDGESTONE

ADDICTED TO THE ROAD

Adrenalin
POTENZA RE001

POTENZA

www.potenza-adrenalin.com

Available at  showrooms

For more info call **19187**