

Ina in Osnabruecker Land ;

Every Year in December: A Horse made by 'PSI':
The world-famous auction for horses celebrates its 25th anniversary with fantastic prices

By: Ina El Kobbia- Germany



Paul Schockemeohle, Dr. Ursula von der Leyen, Uwe Heckmann & Ullrich Kasselmann at PSI auction

December is Christmas time in Germany! Streets, shops and homes sparkle with Christmas decorations. The city of Osnabrueck opens for a whole month a Christmas fair that offers all kinds of delicious biscuits, spicy punch and handicraft works. The fair stretches across the wonderful old part of the town, starting from the historic town hall, where in the year 1648 the Peace Treaty of Westphalia was signed and that is today the seat of its renowned mayor Hans-Juergen Fip. At Christmas a green splendid Christmas tree is a must; whereby not everybody is as lucky as I am, having a family on whose beautiful estate of 'Karlage' year by year some 4000 magnificent Christmas trees stand in fine cultivated rows. Unlike probably any other time of the year, in December and at Christmas, people willingly and joyfully empty their pockets to spend and invest little fortunes on many good things and for many good reasons too... A horse out of the treasury box of PSI (Performance Sales International) would very likely mean to invest a brilliant fortune and most probably also for a very good reason... Every year in December PSI performs an outstanding auction for horses in the little parish of 'Ankum' in the north of the Osnabruecker Land. On 12th December 2004 PSI opened the doors for its elite international bidders and guests already for the

25th time and one might add: with at all times greatest possible success; another very good reason for a celebration!

Performance Sales International once established in 1980 by Ullrich Kasselmann and Paul Schockemeohle has become one of the world's most successful auctions for the international riding sport; until today 1300 horses were sold by the PSI Auction for a total sum of 137.8 Million Euro; unbeaten remains the word record price of 2.5 Million Euro that was achieved for the mare 'Poelin' in December 2003!

With Nordic charm and plenty of energy the auctioneer of PSI for many years 'Uwe Heckmann' swings his hammer and makes the international bidders from France, Germany, Luxembourg, Brazil, Mexico, USA, United Arab Emirates, Eastern Europe and Asia bid higher & higher... In the jubilee year 2004 PSI presented 52 horses for the international dressage and jumping sport. The bidding for each horse started with 10.000 Euro and within no more than four minutes a fantastic horse was sold. The average price achieved for a horse at this year's auction was 231.392 Euro. The highest price, 1.2 Million Euro, was paid for the 1998 born bay Holstein gelding 'Quin Chin'. 'Quin Chin' won the gold medal at the World Championships for young jumping horses in 2004. 'Santa

Cruz', the 6 year old dark bay Oldenburg stallion, was sold at a price of 750.000 Euro, which was the highest price at the auction this year for a dressage horse. The 'cheapest' horse of the auction was 'Centurio', a 6 year old bay Oldenburg gelding presented for the jumping sport; 'Centurio' was sold for 40.000 Euro.

In the mid of the official horse auction PSI implemented a very nice idea: a Charity Auction for UNICEF! Dr. Ursula von der Leyen, Minister of Social Affairs, Family and Health Care of the State of Lower Saxony lead the charity auction. The Minister, who is an ardent horse lover herself and was like Ullrich Kasselmann a former auction rider at the prestigious Auction in Verden, is also a wonderful mother of seven children. The Charity Auction gathered 70.000 Euro for UNICEF for children in need in Egypt!

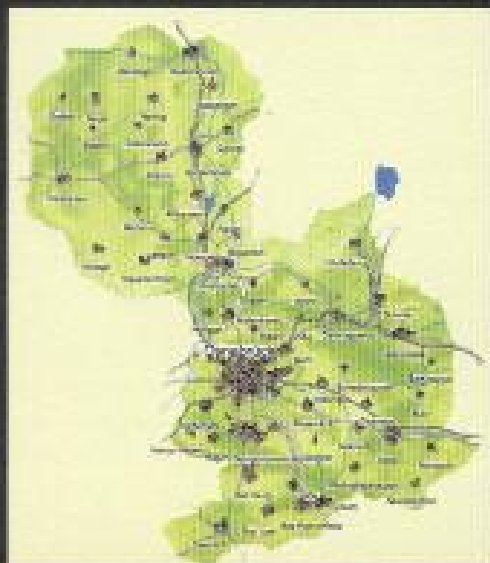
"... a young horse is in need of a very good education from a very well educated rider."

Talking to the international horseman Ullrich Kasselmann

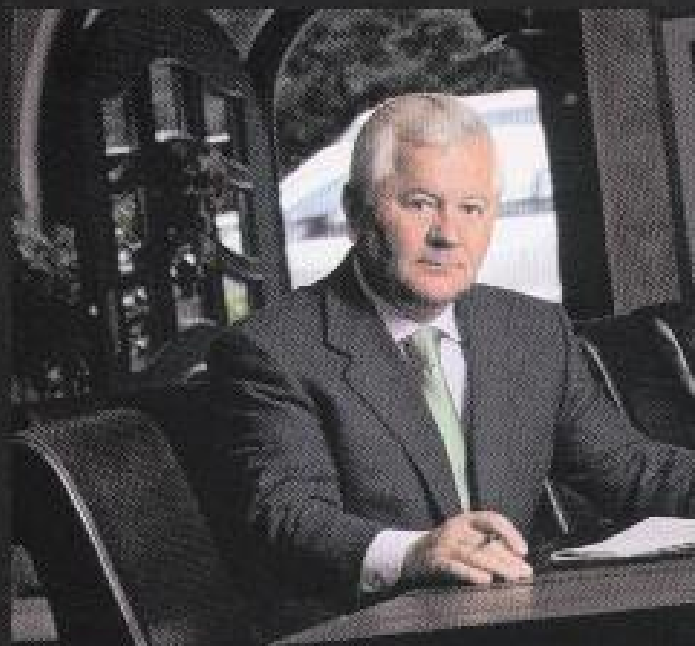
When I met with Ullrich Kasselmann on 19th January 2005 after a long day in my office, I felt refreshed by the presence of a straightforward, powerful, but warm and welcoming person. Talking to Ullrich Kasselmann is like addressing at the same time the whole international riding sport; there is hardly any national or international event that he is not engaged in, in some way.

I asked him about the amazing success of the PSI-Auctions that seem to hit records all the time. He told me: "It is the strong and reliable partnership between two independent horsemen, the competence we established and the high quality we care for that allows for success. These young horses at our auctions are carefully selected talents, which we build up and train for the demands of the elite international riding sport. Moreover at our auction we only present horses that are owned either by Paul Schockemoehle or me; we do not take horses on commission."

"Looking back", I said, "a notable amount of 30% of the horses at the Olympics in Athens were German bred.



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Kasselmann expects a bright future for the Middle East in dressage & show-jumping

What makes Germany that strong in breeding horses for jumping and dressage?" Kasselmann explained that Germany holds a long tradition in breeding horses and has established a very selective breeding. Furthermore the very well functioning symbiosis between the riding sport and the breeding in addition to the high education for both horse & rider that Germany provides for are the grounds of success. He added: "Especially a young horse is in need of a very good education from a very well educated rider."

Knowing about the many activities of Ullrich Kasselmann in the riding sport around the globe, I asked him about his engagement and support to those regions and nations that have promising riders and are longing to match the elite international riding sport. "Asia", he said, "is a very promising region in both dressage and jumping! The riders are extremely disciplined! (* note: the Korean Jumping Team took ninth place at the recent Olympics*). In the Middle East I saw that Saudi Arabia has established a whole team with talented jumping riders. For two decades now I have been in close relation to the Sultanate of Oman and I was recently again in Qatar; there is an amazing development and improvement in the dressage and jumping sport in the region; even socially: more & more women are joining the riding sport, which is surely thanks to the riding Princess Haya."

"Do you know about the S-M-L Tour?", this time Kasselmann asked me and continued, "in the S-M-L Tour riders from around the globe have the opportunity to test their own riding talents on internationally renowned grounds like the Derby Arena in Hamburg, Hickstead or The German Classics in Hanover. It is a wonderful chance for all the talented riders from the Middle East, Asia and other regions who want to take up and improve their talents together with their horses; competing on international grounds is essential for the development of both horse & rider. The International Riders Festival Horses & Dreams here in Hagen has joined the S-M-L Tour as well." Before ending our nice conversation I asked Kasselmann about his wishes for the year 2005, he answered me: "a happy year in good health with plenty of good horses!"