

# 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