

*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.*

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## **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

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