



**Please tell us about some of your best results to date?**

My best results include: 2nd place in the 2013 National League, 2nd place in the 2013 National Championships, competing at the 2013 CSI Amman Arab League event and being placed 1st in its Grand Prix qualifier, 5th place in the Grand Prix, 5th place in the Medium Grand Prix, 3rd place in 2013 CSI Sharjah Arab League event, and finally, several other placements in the ongoing 2014 A1 season of the National Championships.

**What inspired you to come up with this concept of sponsoring several riders?**

The idea is not just only about moving forward in the sport, in my opinion the idea is extended to the level of achievement that we make inside and outside the

arena, on the personal as well as the professional level, where I believe this could all give a good example for being successful in all aspects.

**In your personal opinion, how could this SPSS sponsorship programme be further developed?**

We are all deeply looking into improving the sport and this won't happen until we improve the atmosphere around the sport and have it be more recognised and important locally. This sport is not only about the combination of horses and riders, it's about the entire structure surrounding it: audience, organisers, competitions and the will to compete whilst feeling that with what we try to do, we can actually improve and encourage enthusiasm by emerging teams in the country.

Furthermore, upon enlarging the base of the above mentioned combinations, only then will we be able to move that sport from being a hobby to becoming an industry as we see in Europe. Such will create different environments for competition and consequently, more professionals Egyptian equestrians will be able to participate and actually compete, internationally.

**Do you feel that you as a sponsor are getting good feedback – and if not, what kind of developments would you see emerging?**

Sponsorship programmes in general don't get much feedback and benefits until they become more public, and to be so, private shows should start introducing this idea, not just in National Championships. I believe this could complement the efforts

SELECT INTERNATIONAL  
EQUESTRIAN SPONSORSHIP

PART 3: SHADY SAMIR

By Khaled Assem

IN HT'S SERIES OF INTERVIEWS WITH FOUR EGYPTIAN SHOW JUMPING RIDERS SPONSORED BY SPSS, WE CONTINUE WITH THE THIRD PART AND SHADY SAMIR, THE MAN BEHIND THE SPONSORSHIP CONCEPT AND THE ESTABLISHMENT OF SPSS EGYPT, AN IBM COMPANY AND A LEADING GLOBAL PROVIDER OF PREDICTIVE ANALYTICS SOFTWARE AND SOLUTIONS. THE COMPANY STARTED SPONSORING LOCAL RIDERS IN 2009 AND HAS BEEN DOING SO EVER SINCE.



Samir & Mr. Sultan Al Yahyaoui, CSI Sharjah 2013



Indoor Wierden, 2013

exerted by the Federation and this should be the next phase for the sport.

**Tell us more about your family?**

I am married and with two children: Zein Eldin who is nine and I believe is more competitive than I am in sports as he is very much involved in being around horses. Sama, my daughter, is five, and is quite the character. She doesn't seem to be yet determined about what exactly she wants to be involved in!

**Do you feel you influence others with not only your results but your character as well?**

As mentioned, influence is not only results, it's the entire scope of personality inside and outside the sport. Sport in general is such a motivation in life, however the

real impact or influence lies in figuring out ways to look forward to the best in everything.

**What would you say to: family and friends, younger riders, people who govern the sport?**

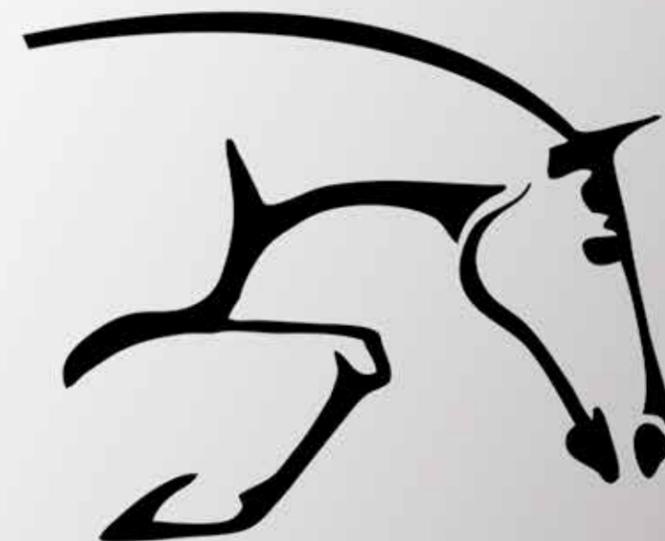
Family is what drives me to achieve so hopefully they are proud of my achievements in and out of the sport. Without my friends from the sport, I would have never reached where I am today even though there is still long way to go. I'd like to give special thanks to Karim El Sobky and Mohamed El Ghayer, my long-time brothers inside and outside of the sport, as well as Mohamed El Boraie and Karim Hamdy for their regular support their deep knowledge and experiences.

To young riders I'd say that the time factor is the main element in

this sport that can't be neglected, so you have to invest some time to help you build your knowledge as horsemen. "It's a lifetime learning process just on different scales." 🐾

**ABOUT SPSS:**

*Founded in 1968, today SPSS has more than 250,000 customers worldwide, served by more than 1,200 employees in 60 countries. Smart Vision (SPSS-ME) is an IBM partner after the IBM acquisition to SPSS Inc. and assists a wide variety of customers in the region in different business areas, playing the role of helping researchers in getting deeper insight into their existing data and applying these insights and forecasts at both the strategic and tactical levels to number of critical business problems.*



**KaNa**

**PROFESSIONAL RIDING GARMENTS**

SOLE AGENT IN THE MIDDLE EAST



**EQUICARE**  
YOUR EQUINE PARTNER

2, Bahgat Ali Street, Zamalek, Cairo - Egypt  
Tel & Fax: +2 02 27356939 +2 02 27354348  
post@equicarecompnay.com  
www.equicareproducts.com