

KHALED MOHAMED REDA ASSEM

Contact Information

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EQUICARE COMPANY:
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Websites:

www.equicarecompany.com
www.horsetimesegypt.com
www.equicareproducts.com

Professional Experience ▼

[2012 – Present]: Egyptian Equestrian Federation, Board Member

[1993 - Present] EQUICARE Company, President

- Agents for several European companies in the Equestrian field, as well as an industrial line for Automatic Gates Systems
- Recruiting staff, training, importation, exportation, sales strategies, pricing, negotiating, marketing

[1997 – Present] HORSE TIMES Magazine, Publisher & Chairman

- The Leading Equestrian Magazine In North Africa & The Middle East
- The only regional equestrian publication accredited by the International Olympic Committee and the International Equestrian Federation (FEI) to cover the 2012 London Olympics Equestrian Events. View HORSE TIMES London 2012 Olympic Edition <http://tinyurl.com/c5ygujc>

[1991 - 1993]

- Established private company “United Engineers” for Mercedes Benz services

[1986 – 1991]

- Workshop Manager at Mercedes Benz Engineering Car Company

Equestrian Experience ▼

- **Co-Owner**, Working Partner & Manager of Sofitel Sharm El Shiekh Equestrian Centre
- **Trainer** of junior national team show jumping
- **Importer** of top quality show jumping horses from Europe
- **Organiser** of international and national show jumping events
- **Consultant & Designer** of feasibility studies for equestrian centres

Equestrian Related Skills ▼

[Present] Providing Technical Consultancy, Equestrian Centre Designs & Feasibility Studies to the following:

Dream Land, Sunset Valley, Mirage Dreamland City, Sofitel Sharm El Sheikh Stables, Palm Hills, Smash Tennis Academy, Katamia Riding Centre, Sakkara Country Club, Sandorini El Safwa & Al Ahly Platinum Club

[2010 – Present] Levels 1 & 2 Certified Trainer by **the International Equestrian Federation (FEI)**

[2005 – Present] Approved Trainer by **The Egyptian Equestrian Federation**

- President of the organising team (EQUICARE) organising the CLUB 55 show jumping Competition, Ferosia Club Gezira, Cairo, Egypt
- President of the organising team (EQUICARE) organising the Abou Ghaly show jumping Competition, Ferosia Club Gezira, Cairo, Egypt

Equestrian Event Organisation ▼

[2012]

- Organiser of HORSES & HOPES CSI 1*(A)-Cairo International Show Jumping Festival at Ferosia Club, Zamalek

[2009]

- Organiser of Dressage Clinic with international American trainer Pierre Cousy in at Ferosia Club, Zamalek

[2006]

- Organiser of the summer show jumping clinic provided by international rider Arno Neessen, De Witte Valleij, Asten-Huesden, the Netherlands

[2001]

- Organiser of international show jumping event with Paul Daragh & Vodafone Club 55

[1997]

- Head of the organising team (ESG) organising the Sakkara international show jumping competition, Sakkara, Giza, Egypt
- Organiser of the 1st International show jumping competition, Sharm El Shiekh, Egypt

[1990]

- Organiser of the show jumping competition at the World Student Riders Championships, Alexandria, Egypt

Equestrian Results ▼

[1997 – 1998]

- Al Wafaa for Basel El Assad International Championships, Syria: 2nd place
- National championship: 2nd place

[1990 – 1995]

- National championship (A Class): team Member ranking within the top 5

[1995]

- France Chalet: individual competitions

[1993]

- Vichiy France: national show jumping team 5th place

[1992]

- Grand Prix Aquaba Jordan: 3rd place

[1991]

- Samsung international show jumping event, Category B: 2nd place
- Grand Prix Libya: 2nd place

[1988 – 1989]

- Open national dressage competition: 3rd place
- 1987 Mediterranean Games Syria: 9th place individual, and team member of the Egyptian team that won the gold medal

[1985 – 1986]

- National show jumping championship: 2nd place
- Tarmak international show jumping category B: 2nd place

[1984]

- National dressage championship: 3rd place
- Open show jumping national championship: 3rd place

[1983]

- Open national dressage competition: 1st place

[1980 – 1981]

- Open national dressage Competition: 1st place

Education ▼

- **Home wood Flossmore High School**, *Homewood, Illinois USA*
- **Mechanical Engineering**, American University in Cairo

Personal Data ▼

- **Date of Birth:** 6 October 1963
- **Languages:** Fluent in both Arabic & English (written & spoken)
Fair command of French (written & spoken)
- **Marital Status:** Married with 3 daughters