

SELECT INTERNATIONAL EQUESTRIAN SPONSORSHIP

PART 1: DR. KARIM EL SOBKY

By Khaled Assem

THE TRUE VALUE OF A COMPANY IS IN ITS CONTRIBUTION TO SOCIETY, REALISED IN DIFFERENT FORMS WHICH MAY BE DESCRIBED AS CORE VALUES. ONE OF THE CORE VALUES THAT SELECT INTERNATIONAL HAS CHOSEN TO PROMOTE IS THE DEVELOPMENT OF EQUESTRIAN SPORT IN EGYPT THROUGH REVITALISING THE INTERNAL STRUCTURE OF THE SPORT AS WELL AS OFFERING THE COMMUNITY GOOD ROLE MODELS OF RIDERS WHO HAVE SET THE STANDARDS OF SUCCESS NOT ONLY IN THE SPORT BUT IN THEIR WORKING LIVES AS WELL.

SPSS MIDDLE EAST, A SELECT GROUP COMPANY, ESTABLISHED BY SHADY SAMIR, IS 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. IN A SERIES OF INTERVIEWS WITH THE FOUR RIDERS CARRIED BY SPSS AHMED BASSIONI, KARIM ABDEL FATAH, KARIM EL SOBKY AND MOHAMED EL NAGGAR, WE PRESENT THEIR VIEWS ON HOW THE SPONSORSHIP HAS BEEN WORKING SO FAR. WE START WITH THE PRACTICING DENTIST, DR. KARIM EL SOBKY.

Why do you think you were chosen to be sponsored by SPSS?

For my consistent results and for being a successful member of society. I believe that being a role model has two sides, one that has to do with the sport's achievements and the other has to do with being a useful and active member in society at any level.

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

I have been competing in national shows since 1982 and I have around 30 national titles ranging from first A1 to sixth places in the C classes, and of course some good results in

international shows as well. But in general all of them were the best at the time, because even the lowest result took a lot of effort.

Do you feel as an individual that you can add to the image of the team?

I can add value to the team with my experience and as a member of society with an active role.

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

Well, any help is always a plus, but lot of things can be done to elevate the

team and at the same time benefit SPSS. We can sponsor a show, the company can help its members compete at international shows and it can invite an international trainer to help the team further and help other riders as well. This training idea can be duplicated with vets and farriers as well, as this helps both the team and the riding community which is a part of the main idea.

Do you feel that the sponsor is getting good feedback – and if not, what kind of developments would you suggest?

Well, feedback isn't as good as it should be; we need more publicity



for the company to get the benefits of the sponsorship. Unfortunately, show jumping isn't getting much attention from the media so we need to invest some effort in making it more appealing.

Tell us more about your family?

They are my best friends. My parents are very young at heart and they have always supported me. I haven't gotten married yet. I have a very close relation with my niece and nephew who started riding and are very attached to the sport. I love my family.

Do you feel you influence others with your results as well as your character?

Well, I think I do; being a successful rider with a career will always be influential for the young generations who follow. I also still work as a Dentist every day and am accomplished in that field as well. Probably the key is to successfully balance the different elements of life.

What would you say to: family and friends, younger riders, people?

To my family: "You are the best".....
As for my friends: "I'm so lucky to have such quality people in my life".....
For young riders: "Some people dream of success, others stay awake to achieve it. Work hard, play harder. We might win some and we might lose one but don't stop trying because you only live once" 🏇

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.



Karim on Aragon



Karim with his 2 bundles of joy; his nephew Zoher & niece Lily