SELECT INTERNATIONAL EQUESTRIAN SPONSORSHIP

PART 2: AHMED BASSIONI

By Khaled Assem

IN HT'S SERIES OF INTERVIEWS WITH FOUR RIDERS BACKED BY SPSS SPONSORSHIP OF SHOW JUMPING IN EGYPT, WE CONTINUE WITH THE SECOND PART AND EGYPTIAN SHOW JUMPER AHMED BASSIONI. SPSS EGYPT, AN IBM 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.

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

I think being sponsored by SPSS materialised as I am one of the riders that has had a successful career up until now in the sport. I am also one of Egypt's National Team members for the past years. Moreover, I also work at SPSS....another plus of course.

Please shed light on some of your best results to date?

Nationally, I have won all National Championship Finals for the A2, B, and C levels in the past years. In the A1 National Championships Final, I was placed third, fourth and fifth in the past few years as well.

Internationally, I competed in many Grand Prixs as well as 5*, 4*, 3*, and 2* European and Arab League World Equestrian Games qualifiers. I was placed in many of them and I was also one of the leading Arab riders in the 2007/2008 Arab League Tour season.

I have not been competing as much since 2012 when I lost both my favourite competition horses.

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

Yes. Each one us adds a different essence to the whole concept behind the team; we complete each other and consequently, there is certainly a successful "image".
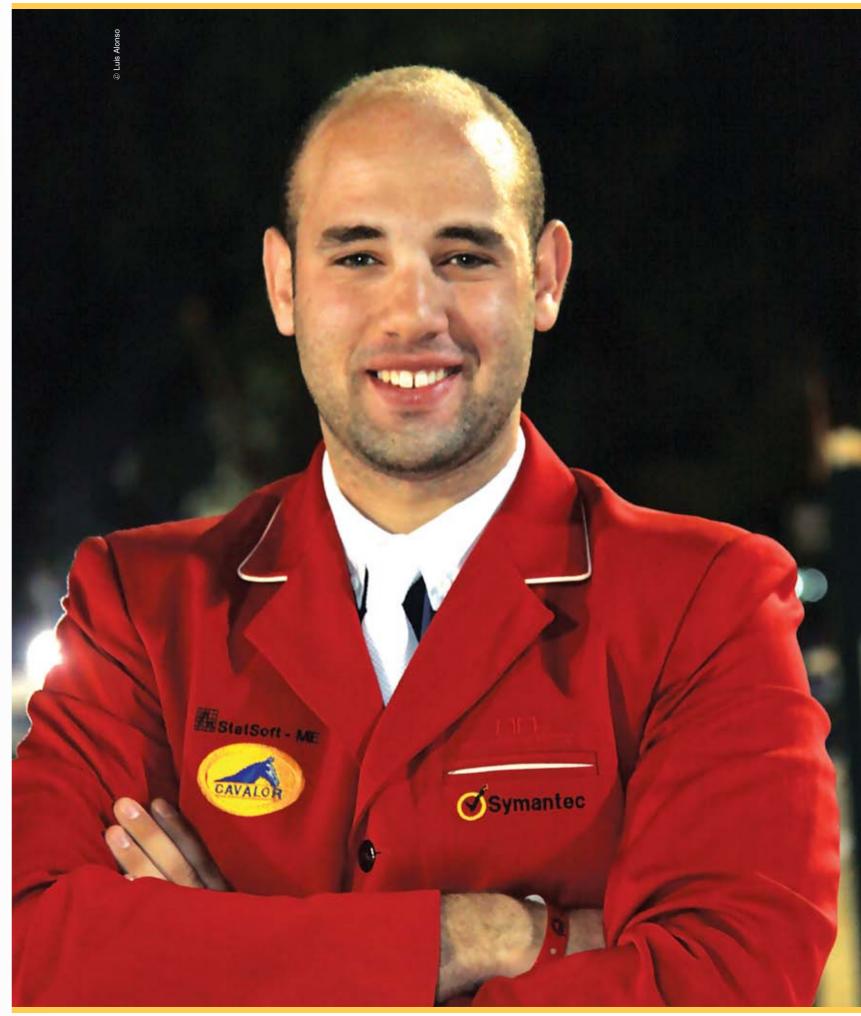
In your personal opinion, how could this SPSS sponsorship programme be further developed?

It could be further developed by expanding internationally such as sponsoring international shows and riders abroad. Financially supporting the team to travel and ride internationally would be a good development as well.

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

I think and feel the sponsor is getting a good feedback.

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Tell us a little about your family?

My family is an equestrian family. My father is an experienced international rider and was a member of the National Egyptian Team who won medals in the Pan Arab Games. He is the reason that I am part of this lovely sport. Without his support and efforts I wouldn't be who I am, a professional show jumper. My brother and mother are great supporters and my wife is also a rider and a great supporter. Our family business also involved in the horse industry.

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

Yes, I do feel that, successful riders are always role models to the younger generation. They look up to us.

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

Keep up your will and efforts in the hard times that we are in now. We pray that things get better for our country, and that the horse quarantine debacle also gets resolved soon. I personally would love to be able to travel with our horses again and compete smoothly like before. 🐎

Photos courtesy of Luis Alonso
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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.