

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 ▼

[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 Most Renowned 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

[1991 - 1993]

- Established private company "United Engineers" for providing Mercedes Benz

[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, team 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