





▲ Karim Hamdy, Mohamed Sabry, Mohamed El Boraei & Sameh El Dahan

◀ Shady Samir



▲ Sameh El Dahan



▲ Hady Gabr

## SHADY SAMIR

*Managing Partner of SPSS Middle East*

**How did the idea of sponsorship come about and who is SPSS sponsoring?**

SPSS is currently sponsoring five Egyptian riders: Mohamed Osama El Borai, Mohamed Sabry, Dr. Sameh

Hattab, Sameh El Dahan and Hady Gabr. My partner and I established SPSS Middle East just this past 2007 and since it is a leading company worldwide, however unknown in Egypt, our initial aim was to spread awareness and enhance the company's name locally within advanced business sectors such as the equestrian sport for instance. With the local target, we also had to concentrate on the Middle Eastern

market and so far things have been quite good. Let's spread the name of SPSS through sports first and from there on we would plan our future steps.

**Is the equestrian sport the only sport that SPSS sponsors and when exactly did you decide to implement the concept?**

SPSS has sponsored squash before,



however yes; this is its first time to sponsor the equestrian sport, and in particular show jumping. I had the idea of doing so for a while after the show jumping Arab League was constituted. The League has been successful for a while now and I would sincerely like to expand the sponsorship to Middle

Eastern countries besides Egypt.

**What is the five year equestrian sponsorship plan for SPSS?**

Well, to tell you the truth, things are still fresh at the moment and our main goal is to spread the

name of SPSS in the region. Since this is the first time and we have yet to see how things develop, we will accordingly set our five year plan. We would like to do some sponsorship in Syria, the UAE and the KSA along with other countries of course. **HT**



▲ Mohamed El Boraei



▲ Mohamed Sabry



▲ Sameh El Dahan

▼ Karim Hamdy, Mohamed El Boraei, Hady Gabr, & Sameh Hattab





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