



at the heart of horse sport

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Message from the FEI First Vice President

Ladies and Gentlemen,

It is truly an honour for me to chair this conference, set out to be the starting point for the re-evaluation of FEI's fastest growing discipline. My own experience is mainly from Jumping and Dressage but I do have first hand experience also from Endurance as organiser of the first FEI World Equestrian Games in Stockholm 1990.

The fact that Endurance grows so fast world-wide can be seen as a promise as well as a threat. I also think that the Endurance competition at the 2006 FEI World Equestrian Games in Aachen became a real turning point. Endurance can no longer be something in the background just for the specialists and connoisseurs. It is becoming public and this development has many consequences, such as

- Questions will be raised about the sport from the general public;
- Media will investigate and scrutinise every aspect of the sport;
- Sponsors will no longer just supply financial support but they will also ask for return on investment;
- Welfare issues will be discussed from every angle.

It is time for this sport to take the step from "just a sport" into true professionalism. You, taking part in this conference, are the ones to put forward the way to follow in this development.

I can assure you that, following an intense discussion of the FEI Executive Board after the WEG, the FEI leadership will look at the proposals of this conference with the greatest interest.

To underline this it's a pleasure for me to read to you a message from our President, HRH Princess Haya Bint Al Hussein

Sven Holmberg
FEI First Vice President

President
HRH Princess Haya Bint Al Hussein