



PIERRE E. GENECAND
FOR THE PRESIDENCY
OF **THE FEI** IN 2015

BOOK OF INTENTIONS

November 2014



www.peg-candidate.com

FEI FEDERATION
EQUESTRE
INTERNATIONALE



“SPORTS SERVE SOCIETY BY PROVIDING VIVID EXAMPLES OF EXCELLENCE.”

George F. Will

”

2

For an International Federation serving Equestrian sports and all their stakeholders.



Pierre E. Genecand

Date of Birth:

26th March 1950

Nationality:

Swiss and Italian

Countries of Residence:

Switzerland (Geneva),
Argentina (Buenos Aires),
Uruguay (Punta del Este)

Languages:

French / English /
German / Italian / Spanish

Presented by

The Swiss National Federation



3

PROFESSIONAL CAREER

2012 to date	Board Member BSI Bank Lugano, Switzerland
2013 to date	Board Member Gstaad Palace 5*, Switzerland
2003 – 2010	Board Member HSBC Guyerzeller Bank and HSBC Private Bank SA Switzerland
2004 to date	Farmer-Entrepreneur: Eucalyptus wood production; Livestock production, Uruguay
2000 – 2006	Vice-president AETAS (Swiss Foundation for Ageing Research), Geneva, Switzerland
1982 – 2004	Owner and Chairman of the Board of Directors Gesrep SA, Insurance Broker Company, Switzerland (sold in 2005 to Aon International)
1974 – 1982	Manager Private Clients & Companies, Gesrep SA, Geneva

EQUESTRIAN BACKGROUND

2006 to date

President of the Hublot Polo Gold Cup Gstaad

1989 – 2003

President of CHI-W Geneva, organisation of the FEI World Cup Final in 1996

2000

Member of the TV crew (Slotter) for the Olympic Games, Sydney

1998

Member of the Organising Committee of the FEI World Equestrian Games, Rome

1999 – 2003

Member of Swiss Top Sport, Zürich, Switzerland

1992 – 2003

Member of the Board of the Alliance of Jumping Organisers

1991 – 2003

Member of the Board of the World Cup of Horsemanship (World Cup Committee with Max E. Ammann) Lausanne



EDUCATION / TRAINING

1970 – 1974

Mannheimerversicherung
Germany, *Trainee*

Lloyd's Insurances
London, England, *Trainee*

Marsh Mac Lennan
New York, USA, *Trainee*

1968

Business school
Geneva, *Business Degree*

VARIOUS

Member of
Panathlon Club Geneva
Maxim's Business Club Geneva
Buenos Aires Jockey Club
Yacht Club Punta del Este
Golf Club Geneva
Cercle de la Terrasse Geneva

Member and Past President
Rotary Club, Geneva-Lake

Hobbies

Horse-riding / Polo / Golf / Tennis / Ski
Polo ponies breeding

PROGRAMME

5

MY PHILOSOPHY	6
MY MISSION	6
MAIN AXES OF INTERVENTION	7
Development & FEI Solidarity	8
Horse welfare	9
Protection of the IOC Status	10
Media	11
FEI calendar	12
FEI structure	13





MY PHILOSOPHY

I want to guide the FEI towards success with impartiality and respect for all.

I wish to convey my passion for equestrian sports and to make our sport grow.

I want equestrian sports to make people dream.

6



MY MISSION

I will put all my time and effort into serving the sport.

I will make sure the FEI works together with all the National Federations for a common future.

I will help ensure the welfare of our horses and the respect of our rules and regulation by all, with no exceptions.

I will fight to keep our 3 current disciplines in the Olympic Family and to help all 8 official disciplines to grow, worldwide. We need to make our sports accessible to all nations and regions.

The list of challenges is long and the task is huge.

This is why it is crucial to unite and stand by our sport. It is time to forget any personal interests and act globally for the future of Equestrian sports.

My mission will be to lead the FEI with impartiality and neutrality and to be an example of good-conduct.



MAIN AXES OF INTERVENTION

Under the guidance of previous presidents, the FEI has started its **modernisation**.
We must **now build on it**.

We should not renounce our traditions but must accept that the world of sport is a **competitive market** evolving rapidly.

I don't want a Revolution,
I want an evolution towards a more modern sport.

7

DEVELOPMENT
& FEI
SOLIDARITY

HORSE
WELFARE



MEDIA

FEI

FEI
STRUCTURE

FEI
CALENDAR

PROTECTION
OF THE
IOC STATUS

DEVELOPMENT & FEI SOLIDARITY

We tend to see the same 40 nations competing at the championships when in reality the FEI counts a total of 132 Member National Federations. This clearly shows the current gap between the more active nations and those who need guidance and advice to pursue their development growth successfully. This gap has many reasons which all need to be addressed and solved as quickly as possible.

TRANSPORTATION OF HORSES

The transportation of horses needs to be facilitated if we want talented athletes from all nations to attend major events and championships. The issue is still pending after 4 years and we need to tackle it and find suitable solutions.

SHARING OF BEST PRACTICES

Be it by the FEI or by bigger Equestrian nations, best practices have to be shared. We have different options available and they will all need to be examined. The growth of Equestrian Sports has to be encouraged at all levels, from the grassroots to the top levels, including the training of officials and the access to major events for talented riders.

EQUAL OPPORTUNITIES

We need to give every nation equal opportunities to stage championships or to bring riders to the highest international level of competition. Every talented rider needs to be granted the opportunity to be on the podium.

FEI SOLIDARITY PROGRAMME

The solidarity programme is a fantastic help for all nations benefiting from financial and logistical help. We need to build on it, find **sustainable income** and to be 100% transparent in the allocation of the resources. This programme also needs to induce a sustainable development rather than a financial help only. Long-term plans are mandatory to maximise the efficiency of the resources and their legacy.

“ GIVE A MAN A FISH AND YOU FEED HIM FOR A DAY. TEACH A MAN TO FISH AND YOU FEED HIM FOR A LIFETIME! ”

HORSE WELFARE

NO HORSE,
NO HORSE SPORTS.
SIMPLE, YET ESSENTIAL.

*A CLEAN
SPORT*

9

The FEI has already established effective rules and regulations. Compliance needs to be applied consistently, with **no exceptions**, to guarantee the Welfare of horses and athletes.

Any gross horse welfare or sporting violation will generate negative publicity and has a **direct impact** on the entire equestrian sport: it gives a bad image of our sport to the public, the media and crucially also to the International Olympic Committee.

A **faster response**, addressing the matters more thoroughly, applying the correct resolutions to any sporting violation is essential. Slow and excessively lengthy procedures are counterproductive for all and can seriously harm an athlete's career.

The FEI should also review the way they are communicating before and after confirmation of such cases and be very clear in the sanctions applied.

Transparency and impartiality is essential if we want to be respected.

I will work closely with a strong team of veterinarians, riders and specialists to keep improving the rules and making sure everyone complies with them.

The FEI must lead the way. Just like a CEO must lead by example.

PROTECTION OF THE IOC STATUS

ATHENS, GREECE 1896 · PARIS, FRANCE 1900 · ST. LOUIS, UNITED STATES 1904 · LONDON, UNITED KINGDOM 1908 · STOCKHOLM, SWEDEN 1912 · ANVERS, BELGIUM 1920 · PARIS, FRANCE 1924 · AMSTERDAM, NETHERLAND 1928 · LOS ANGELES, UNITED STATES 1932 · BERLIN, GERMANY 1936 · LONDON, UNITED KINGDOM 1948 · HELSINKI, FINLAND 1952 · MELBOURNE, AUSTRALIA 1956 · ROME, ITALY 1960 · TOKYO, JAPAN 1964 · MEXICO, MEXICO 1968 · MUNICH, RFA 1972 · MONTREAL, CANADA 1976 · MOSCOW, USSR 1980 · LOS ANGELES, UNITED STATES 1984 · SEOUL, SOUTH COREA 1988 · BARCELONA, SPAIN 1992 · ATLANTA, UNITED STATES 1996 · SYDNEY, AUSTRALIA 2000 · ATHENS, GREECE 2004 · BEIJING, CHINA 2008 · LONDON, UNITED KINGDOM 2012 · RIO DE JANEIRO, BRASIL 2016

In 2013, Equestrian Sports were downgraded from Category C to D in the classification of Olympic Sports* which means less income for the FEI.

The FEI cannot allow to be downgraded again. In December 2014 the IOC will review the standards of all Olympic sports. We have to be ready to face the challenge and protect our Olympic disciplines.

Aside from costs, the IOC also takes into consideration the general interest and mediatisation of the sports during and between Olympic Games. It appears clearly that urgent efforts on Equestrian Sports promotion on TV broadcasts need to be made.

(*source: L'Equipe blog, 2013)

MEDIA



LEARN FROM OTHERS WELL MEDIATISED SPORTS

11

Encourage the FEI to **create links** with and to learn from more mediatised sports. I personally have connections with the FIBA, the ATP and the PGA to name but a few powerful federations. Without renouncing tradition, Equestrian sports can learn a lot from their best practices.

Reformatting of our series and championships is mandatory if we want to attract the media's attention. Our classes are too long and need to be more thrilling. We need to come up with new formulas and adapt them to TV formats.

Greater efforts have to be made, including financial ones, into the **broadcasting** of our Major events, Continental and World Championships. The sport will gain from improved mediatisation of our flagship events.

PGA TOUR

ATP WORLD TOUR

FIBA

FEI CALENDAR



CURRENTLY THE FEI COMPETITION CALENDAR IS TOO BUSY AND CONFUSING

I will undertake a thorough restructuring of all 8 disciplines calendar. FEI Series and Championships need to be reviewed, simplified and clarified. The FEI has to **protect** and stage the **dates** of continental and world championships.

We have far too many series, sometimes conflicting. **Clarification and simplification** are essential for an improved visibility.

Event organisers are those subjected to taking maximum risks, especially financially, in organising events. The FEI has to provide them with better guidance and support. It is down to the governing bodies to regulate the sport and make sure the dates are protected.

FEI STRUCTURE

I consider the FEI to be the back of a horse. If every part is sound and working **properly**, the back of the horse will **rise in strength**. Stakeholders need to work more closely together towards growing the sport.

A GOVERNING BODY BETTER REPRESENTING ITS NATIONAL FEDERATIONS

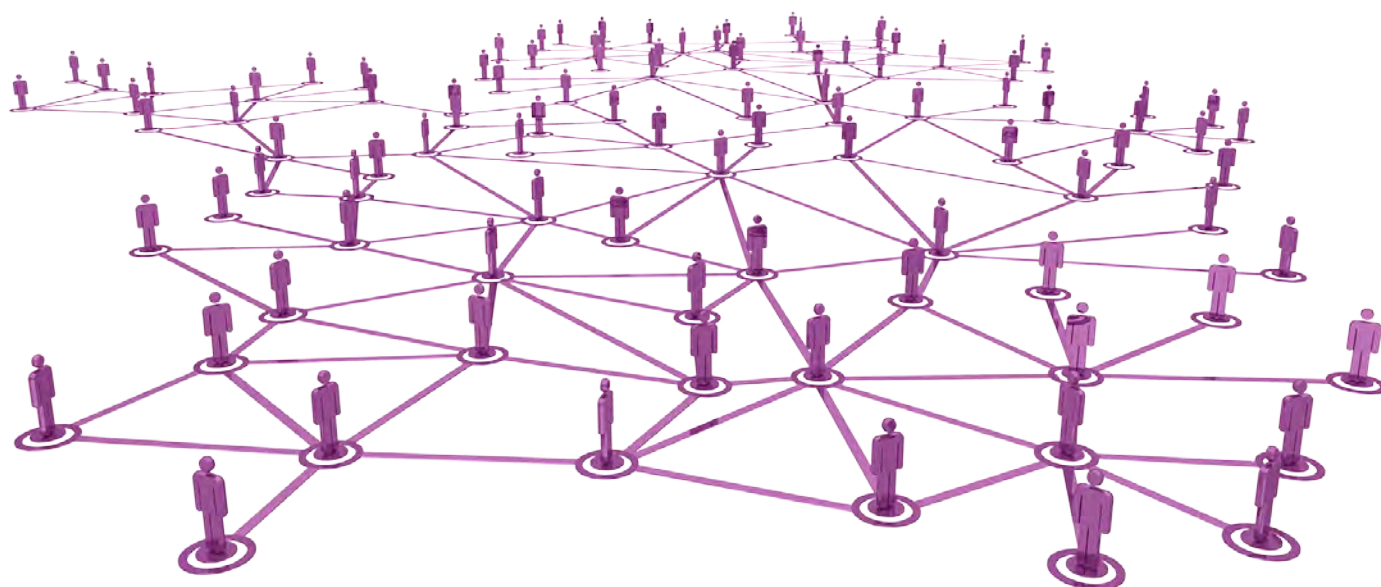
The FEI works for the sport and for its 132 member-nations. Not the other way around.

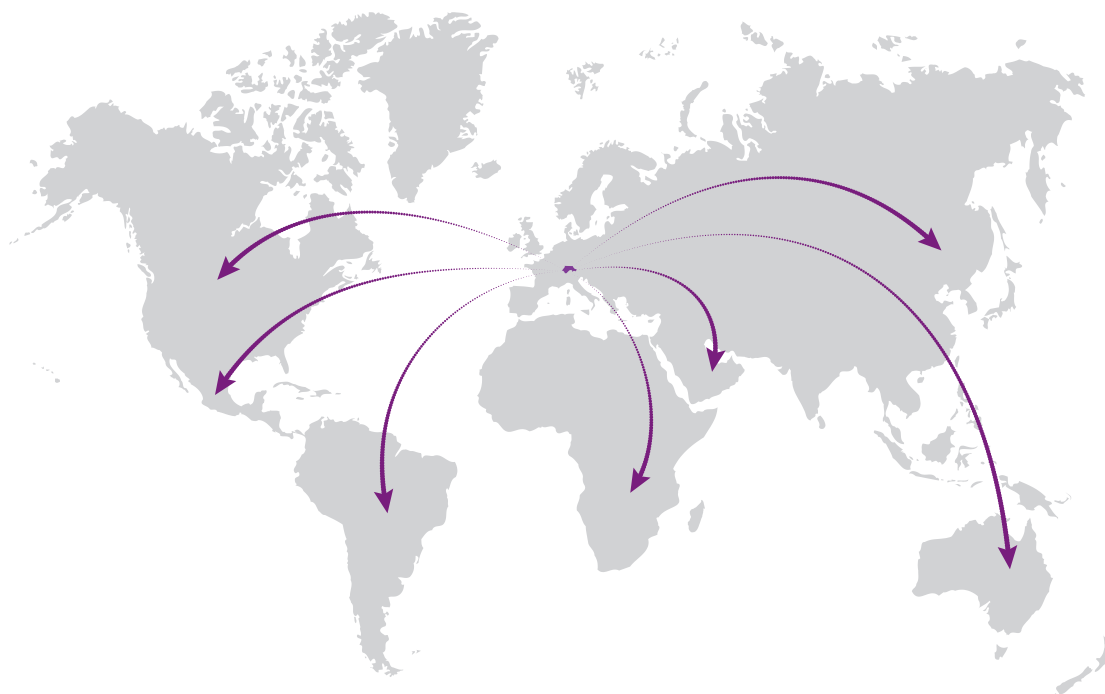
I would like to create of a Pool of Expertise where the FEI and National Federations would share their experience, best practices and discuss potential issues.

The FEI should provide Continental and World Championships with a team of highly skilled staff to help them organise the FEI's flagship events. Those championships are the windows on our sport. The Governing Body must guarantee a proper execution of all Games.

A greater representation of National Federations within the Bureau and/or FEI structures would prove very effective. This could be achieved by adding more members or by reducing the duration of the mandates. Positions could rotate more often.

Teamwork is an essential value to me. Individual skills and know-how need to be valued, appreciated and encouraged.





CONTINENTAL POWER

The communication between FEI and National Federations is somehow held back by the immensity of its current organisation and structure.

An **overhaul** is needed to insert another level of hierarchy by empowering the Continental Federations.

Continental Federations would then become **an effective relay** between the FEI and their respective National Federations. Continents would have to take on more responsibility in organising championships, sharing best practices and ensuring equal opportunities are given to National Federations to sending riders to the top-level competitions.

SUSTAINABILITY

Equestrian sports are a very important **industry** worldwide and the FEI must lead this industry towards **growth**.

Transparency of the FEI general budget is mandatory.

Seek out new sources of **income**. The FEI cannot live on private donations sought by individuals. A long-term plan is vital for the Governing Body.

Under the lead of the president who facilitates introductions, the Commercial department of the FEI must seek to conclude fruitful partnerships with the industry.

PRESIDENT'S ROLE

Being the FEI President is **not a one-man show**.

A President needs to work with **2 experienced Vice-Presidents**, an **excellent Secretary General** and a dedicated staff of skilled specialists.

A President has to provide the FEI with a free added value, with his inherent knowledge and expertise, his undivided time and making good use of his extensive network of **decision makers**. He needs to interest and facilitate access to sponsors and then work closely with the Commercial department to come up with tailor-made proposals.

Switzerland, my home nation, has a reputation of neutrality. This is how I see a President. He has to be impartial and neutral.

I will lead the FEI like a CEO towards success, without any personal interest.

I will not tolerate any potential conflict of interests within the governing body to ensure impartial governance.

Finally; I have always been and intend to remain 100% available to everybody. My doors will be open. I speak 5 languages and look forward to interact directly with every stakeholder.

The FEI President needs to lead by example.



THANK YOU FOR
YOUR CONSIDERATION
AND SUPPORT!

 Pierre E. Genecand





FOR THE SPORT AND ALL
NATIONAL FEDERATIONS

ENCOMPASSING
ALL STAKEHOLDERS

IN FAIRNESS
AND TRANSPARENCY



WATCH
THE VIDEO

FEI

FEDERATION
EQUESTRE
INTERNATIONALE

BOOK OF
INTENTIONS

November 2014



www.peg-candidate.com