

Dear National Federation Colleagues,

Thank you for your support and interest in my FEI Presidential campaign. Since I last wrote to you, I've had the opportunity to meet with many more of you in person. In fact, I've just returned from the Youth Olympic Games in Dakar, Senegal, where the next generation of equestrian athletes represented our sport both ably and proudly. It was truly inspiring! Our youth are our future and our ambassadors.

One question that has frequently been raised is how we can ensure that our national federations (NFs) and the FEI remain strong on a sustainable basis.

The FEI is on sound financial footing, thanks to the strong governance and financial acumen of outgoing President Ingmar de Vos. However, our sport faces pressing challenges, including rising costs, accessibility issues, equine welfare concerns, and the need to maintain its social license to operate.

I believe that the solution lies in a healthy ecosystem of both large and small federations, which requires continuous dialogue, inclusivity, regional involvement and, most importantly, solidarity. Having served as Chair of FEI Group IV for 12 years, I have witnessed first-hand the transformative value of our solidarity initiatives.

Should I be elected president, I will:

Encourage Solidarity

- **Focus on NF Needs:** Support governance, succession planning, membership growth, coach and officials' development, sustainability, and digital tools.
- **Funding & Models:** Keep the FEI Solidarity Program fully funded. Develop additional funding sources to extend its reach, including regional development initiatives and additional Regional Development Officers.

Ensure a Stronger, More Resilient FEI

- **Strategic Growth:** Work with FEI leadership to deliver and expand upon the current strategic plan. Bring the voice of the industry into the decision-making process.
- **Commercial Partnerships:** Complete and extend the Top Partner sponsorship with Longines, cultivate new commercial partners, and explore various branded series across disciplines to boost sponsorship, incorporate equine welfare initiatives, and support sporting excellence.
- **Cost & Sustainability Management:** Form working groups to address rising costs, regional fairness and access, and prepare for inevitable challenges such as climate change.

Support Championship-Level Federations

- **Calendar Review:** Examine calendar overcrowding, athlete/equine stress, and fan confusion caused by the rapid growth of international jumping events while also considering access and equity.
- **Nations Cup & Opportunity:** Improve visibility for traditional Nations Cup events and create clear pathways for young athletes and developing regions to access 2* and 3* events.
- **Democratic Governance:** Respect and consult championship-level NFs while fully protecting the "one country, one vote" democratic system.

READ MY MANIFESTO

I invite you to find out more about my vision for the future of our sport in my full Presidential manifesto.

This is offered in 8 languages.

English | Français | Español | Deutsch | Português | Русский | العربية | 简体中文

Testimonials

The number of colleagues who have offered to provide words of support has been touching. Some I have worked alongside as volunteers on various FEI committees while others I have had the privilege of competing both with and against. Here is a small sampling of those remarks:

TESTIMONIAL

FROM

MCLAIN WARD

TWO-TIME OLYMPIC TEAM GOLD MEDALLIST

"Equestrian sports could not find a better candidate for this crucial position. Our sport needs honest and knowledgeable leadership."

McLain Ward
Two-time Olympic team gold medalist

TESTIMONIAL

FROM

PEDRO CEBULKA

RINGMASTER AND GLOBAL GOODWILL AMBASSADOR

"Why do I think Mark Samuel would be ideal as our next FEI President? He has been a successful international five-star rider in numerous Nations' Cups and is still an active rider today. He is an experienced businessman who runs an international company. He is willing to listen to equestrians of all disciplines and implement improvements. I have known Mark for over 30 years, and I've seen his commitment in the ring as an athlete, as an FEI member, and as a generous supporter of charities. My vote would be for Mark."

Pedro Cebulka
Ringmaster and Global Goodwill Ambassador

TESTIMONIAL

FROM

EVE VAN DEN BOL

PRESIDENT, CARIBBEAN EQUINE RELIEF FUND

FORMER PRESIDENT, CAYMAN ISLANDS EQUESTRIAN FEDERATION

"I have worked alongside Mark Samuel since 2017, both within FEI Group IV and as a fellow co-founder of the Caribbean Equine Relief Fund (CERF), and I wholeheartedly support his candidacy for FEI President. Mark is a thoughtful, strategic leader who turns vision into results; CERF's work supporting equine disaster relief across the Caribbean would not have been possible without him. He brings the same dedication and collaborative spirit to everything he does, and I am confident he has the vision and expertise to lead the FEI."

Eve Van Den Bol
President, Caribbean Equine Relief Fund
Former President, Cayman Islands Equestrian Federation

LISTENING TOUR



Meeting National Federations across the world, hearing what matters in every region and carrying those priorities into the future of the FEI.

Engaging with you

Since the campaign began, I have travelled globally on what can be called a "listening tour," including recent visits to the Central American and Caribbean Games, Aachen World Championships, Mediterranean Games, Balkan Jumping Championships, the Asian Games, the World Cup regional final in South Africa, and the Youth Olympic Games in Dakar. I also attended the EEF General Assembly in Dublin and next plan to attend the CSI1*-W competition in Astana, Kazakhstan and the Endurance test event in Bulheeb, UAE.

I have invested my time and energy in backing up my words, making myself accessible to our NFs and stakeholders, and educating myself about regional priorities and concerns. These visits have provided valuable opportunities to hear directly from a wide range of federations about the challenges and opportunities facing our sport at every level. They will enable me to hit the ground running in December.

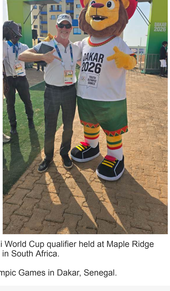
If elected your President, I am committed to continuing this engagement, ensuring that the experience and expertise of our federations helps to shape the FEI's future. By encouraging greater collaboration and knowledge-sharing across our global community, we can strengthen the sport internationally while upholding the high standards on which its success depends.

I look forward to working together to build a sustainable and prosperous future for our sport. If we have not yet had an opportunity to speak, please reach out to me at mark@samuel4fei.com to schedule a time to talk. The FEI is a Federation of Federations, and every voice matters.

Yours truly,
Mark Samuel
mark@samuel4fei.com







Top: The podium for the CSI-W Kromdraai World Cup qualifier held at Maple Ridge Equestrian Farm in South Africa.

Below: Attending the Youth Olympic Games in Dakar, Senegal.