

CAMPAIGN UPDATE

MARK SAMUEL

FEI PRESIDENTIAL CAMPAIGN 2026

Dear National Federation Colleagues,

As the FEI Presidential election approaches, I have been reflecting deeply on the invaluable conversations I have shared with National Federations during my travels over recent months. Having the opportunity to meet so many of you in person—and to hear your perspectives, aspirations, and concerns for the future of equestrian sport—has been a genuine privilege and an educational gift.

Those conversations have reinforced something I have long believed. The FEI is strongest when it listens to and draws on the experience of its National Federations. If I am elected President, that dialogue will continue, and the conversations that I have already had will allow me to hit the ground running. I want every Federation, large or small, established or developing, to know that its voice matters.

As you consider your vote, I would like to share what I believe I would bring to the role, and the priorities that would guide me as President.

What I would bring to the Presidency

My approach would be grounded in leadership, integrity, transparency and fiscal responsibility, with the welfare of the horse at the heart of our decisions and the safety and dignity of everyone in our sport taken seriously.

I would bring:

• A lifetime in equestrian sport. I have been, and remain, an athlete, owner, volunteer, and breeder, giving me first-hand experience of the responsibilities we carry for our horses and the realities faced by those competing in our sport.

• Deep FEI experience. I have represented Canada at the FEI level for more than 16 years, including 12 years as Chair of Group IV. I have served three terms on the FEI Board, seven years as FEI Vice President, chaired the FEI Officials Working Group twice, and served on the Pan American Equestrian Confederation (PAEC) Board.

• More than four decades of business leadership. My career in senior leadership at Samuel Son & Co. has taught me the importance of financial discipline, strategic planning, talent identification and development, clear decision-making, sustainability, accountability, and building organizations that can prosper over the long term.

• A lifelong commitment to service. From founding and chairing Jump Canada, including establishing a youth bursary, to co-founding the Caribbean Equine Relief Fund, I have always believed that leadership in our sport is ultimately about service. Most importantly, I have a proven track record of delivering on my commitments. Words are great. Actions speak louder.

LISTENING TOUR

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



My Listening Tour has included visits to Canada, Dominican Republic, Germany, Greece, Ireland, Italy, Japan, Kazakhstan, Morocco, Senegal, South Africa, Switzerland, the United Arab Emirates and the United States.

My priorities

If elected, my first responsibility will be to protect what is strongest about the FEI while addressing the challenges that National Federations and our wider community have raised with me.

"Horse & People First" Philosophy. We must continue to strengthen welfare standards, veterinary research, leadership, and consistent enforcement while protecting every athlete's right to safety, dignity, and respect.

Strong National Federations. A strong FEI depends on strong Federations. I will protect the "one country, one vote" principle, strengthen solidarity, and ensure that both developing and championship-level Federations are properly heard and included in decision making.

The Future of Our Sport. We must secure our place in the Olympic and Paralympic movement beyond LA 2028 and Brisbane 2032 while creating better pathways for the next generation of athletes. We must broaden our commercial base delivering sustainability and greater opportunities for all.

Costs and Accessibility. The rising cost of our sport is a concern across many regions. I want the FEI to examine where practical changes can reduce barriers to participation and make our sport more sustainable.

Supporting Officials. Officials are fundamental to fair, safe and consistent sport. I want to expand development and mentoring opportunities, increase rotation across disciplines, and improve access to travel funding and international experience. I will be the champion for change in this area.

Protecting Our Social License. We must continue to demonstrate, through our actions as well as our words, that horse welfare comes first and that equestrian sport deserves the trust and support of the wider public.

TESTIMONIAL

FROM

SOENKE LAUTERBACH

FORMER FEI DEPUTY GROUP CHAIR – EUROPEAN EQUESTRIAN FEDERATION

"Years of working together have allowed me to see not only what Mark stands for, but how he works – with integrity, energy, respect, and a clear focus on results. Based on my personal experience, I believe Mark brings the leadership, judgement, and ability to deliver that the role of FEI President requires."

Soenke Lauterbach
Former FEI Deputy Group Chair – European Equestrian Federation

---

My commitment to you

Throughout this campaign, I have tried to demonstrate the kind of President I would be – accessible, prepared to listen, and willing to put in the work. No candidate has worked harder to make themselves available to our global community.

I do not view the Presidency simply as an executive position. I see it as an opportunity to serve a sport and community that have been part of my entire life. To dedicate myself fully to our community, I will maintain a residence near FEI headquarters to remain closely engaged with our day-to-day and strategic work, and I will serve without taking a salary.

It would be a profound honor to serve as your next President and to work with every National Federation to build on the FEI's strengths and to tackle, together, the challenges and opportunities ahead.

Yours truly,
Mark Samuel
mark@samuel4fei.com
www.samuel4fei.com





Left: Attending the Youth Olympic Games in Dakar, Senegal.
Right: A presentation ceremony at the FEI Jumping World Cup Eurasian League Final held November 18 to 22, 2026, in Astana, Kazakhstan.



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