



CSIO-NEWS 2. BULLETIN March 24, 2009

Longines extends agreement with CSIO Switzerland as Patronage Sponsor

„The CSIO St. Gallen fits into our concept“

By Peter Wyrsh

The partnership between the Swiss watch brand Longines, a company of The Swatch Group Ltd., and the CSIO Switzerland will be continued. Longines has extended the agreement as a patronage sponsor to CSIO St. Gallen for another 2 years and also signed an option for three more years. This is a guarantee for the organizer of St. Gallen to maintain the high standard also in the future.

In Zurich, on March 18, 2009, Nayla Hayek, a passionate horse breeder and a member of the board of Swatch Group as well as Peter Stoessel, President of the CSIO Switzerland, have duly signed the new contract.

Which were the reasons for the extension of the partnership and being the patronage sponsor of the CSIO Switzerland?

Nayla Hayek: „Longines and the CSIO St. Gallen have got together as partners. The co-operation, which is lasting for 8 years already, has proven to be a success. The CSIO St. Gallen fits into our corporate concept and this event matches with our high quality demands; we became family. The event has a high priority in our company and is highly enjoyed by our clients.“

Why was the agreement extended for another 2 years?

Nayla Hayek: „We keep to the guidelines of the FEI and go with its rhythm. The International Equestrian Federation has guaranteed top show jumping sport in the top-level-league for the next two years. The FEI is still looking for a long-term sponsor for this series. If such a sponsor will be found and if our partnership with the CSIO St. Gallen is developing like in the past, we are interested and willing to further partner up as the patronage sponsor.“

Why is Longines appearing as title sponsor in general and why in particular in St. Gallen?

Nayla Hayek: „We are interested in the nations cup top series, where the world's best riders and horses are competing. Our demands are high. Except in Aachen, where another watch brand is involved, we are also the main sponsors of the events in La Baule, Rome, Rotterdam, Falsterbo, Hickstead and Dublin. We always identify

ourselves with the top events all over the world. The CSIO St. Gallen has a very special status. The stadium Gruendenmoos is a very beautiful location, the organization of the event is outstanding and the event is highly recognized in the region. With the organizing committee of St. Gallen, we are therefore bundling a special sponsoring package

What is the reason for this?

Nayla Hayek: „Longines is a very traditional Swiss watch brand. We are a Swiss enterprise and Switzerland is our home and „elegance is an attitude“. We identify with the CSIO St. Gallen and its organizers, who always manage to combine top sport, a unique ambience and culinary delicacies. All this is highly appreciated by our customers. The CSIO is a top event, fascinating holding people together and enabling to generate and maintain excellent customer relations. This year, we shall invite customers from the Middle East. We want them to spend an extraordinary, memorable and unforgettable day.“

Isn't this partnership also based on a passion?

Nayla Hayek: „Of course it is. My family's roots are in the eastern part of Switzerland; my mother was born in Arbon. My brother did his studies in St. Gallen and one of my uncles was living in St. Gallen. Apart from that, horses and equestrian sports have always fascinated me since I was a child.“

What is your relationship with horses?

Nayla Hayek: „Horses are part of my life. I enjoy having horses around me. Unfortunately I do not find the time anymore to ride myself. Earlier times I did hold a national show jumping license and was competing up to MII classes and was ranked in national top events like Aarau and Brugg. When I was 9 years old I did buy my first pony from my own money and since then I am suffering from the „horse virus“. I am breeding Arabian Horses in Schleinikon (district of Dielsdorf), the smallest municipality of the canton of Zurich. I am breeding Straight Egyptian Arabian Horses. Arabians are family horses with an outstanding stamina that are very much focused on human beings. Through my breeding activities, I got in contact with Peter Stoessel who is also a breeder of purebred Arabian Horses.“

Back to your sponsorship. Longines is supporting top show-jumping events not only with money...

Nayla Hayek: „It is always giving and taking. We do not only pay the prize money for the Longines-Grand-Prix and an additional sponsoring amount but also further invest in the events. We present our products and allocate the necessary staff. For us it is important to maintain a serious and honest partnership on the highest possible level for all respective areas. Only such a partnership can last long. If we manage to generate emotions, there is also motivation and enthusiasm. It is the same with a watch. It must arouse emotions and meet demands. Wheels must fit into one another.“

