

HIS & HERS

Christophe Ameeuw

Keeps Raising the Grand Prix Bar

with LA Sokolowski-Pomeroy, equinista

Pioneer and visionary, Christophe Ameeuw, CEO of international show jumping organizers EEM World, and founder of the Longines Masters Series Paris-Hong Kong-New York, says hosting equestrian sports on the world's finest stages and keeping them in the international spotlight is his everyday motivation. His dream began in 1997, with the founding of the Ecuries d'Ecaussinnes and creation of a stable renowned for its high standards in breeding and training and innovative approach to leasing sport horses. In 2004, he paired with the Pessoa family to relaunch the Jumping de Bruxelles (known as the Audi Masters) and in 2009, created EEM World, turning his equestrian and marketing expertise to salvage the Jumping de Paris, build a partnership with a luxury fashion house, and launch the Gucci Paris Masters, which today welcomes up to 50,000 visitors to four days of sporting action and entertainment. Now, with a new Longines venue (New York) planned and the launch of EEM.TV to offer free of charge, minute-by-minute action at the Longines Masters and Riders Masters Cup, we caught up with this globe-trotting rock star to ask how he keeps it all in stride.

HERS: What never got the chance to be included on your résumé?

HIS: Inventor and seller of water jumps for Show Jumping.

HERS: How old were you when you got your first paying job? What was it?

HIS: Barman at 15 years old.

HERS: On a scale of one to 10, how weird are you?

HIS: I hope the maximum!

HERS: Give me an example of a time when you solved a difficult problem.

HIS: I could mention the lost container in the Indian Ocean with the grandstands of Hong Kong a week before the event, or the terrorist attacks of Paris just before the 2015 edition of our Paris event, or even when 50 truckloads of sand/footing of our competition ring were stolen the night before it was to be installed, but event management is about managing a succession of dozens of problems that we need to solve on a daily basis with anticipation and reactivity.

HERS: What's your superpower or spirit animal?

HIS: Isidore my dog. Like me, wild and weird with the same hairstyle.

HERS: What is your favorite quote?

HIS: "They did not know it was impossible so they did it." - Mark Twain

HERS: If we're sitting here a year from now celebrating what a great 12 months it's been, what do you hope you achieved?

HIS: My biggest accomplishment will be the success of the American leg of our Longines Masters Series in New York for its first year and many more to come.

HERS: What motivates you to get out of bed in the morning?

HIS: It is not difficult to get me out of bed because I don't sleep!

HERS: What would the closest person in your life say if I asked what characteristic they totally dig about you, and which one drives them insane?

HIS: Creative energy and strength. Obsessive and bad tempered

HERS: If I were to ask your friends, 'Give me three adjectives that best describe you', what would I hear?

HIS: Hyperactive. Passionate. Authentic.

HERS: Tell me something that's true that almost nobody agrees with you on.

HIS: That I love to live in my wonderful village of Ecaussinnes in Belgium. I travel the world and it is the only place I call "home."

HERS: What was the last costume you wore?

HIS: My last costume? A carrot costume!

HERS: If you worked outside the horse world what would you be doing?

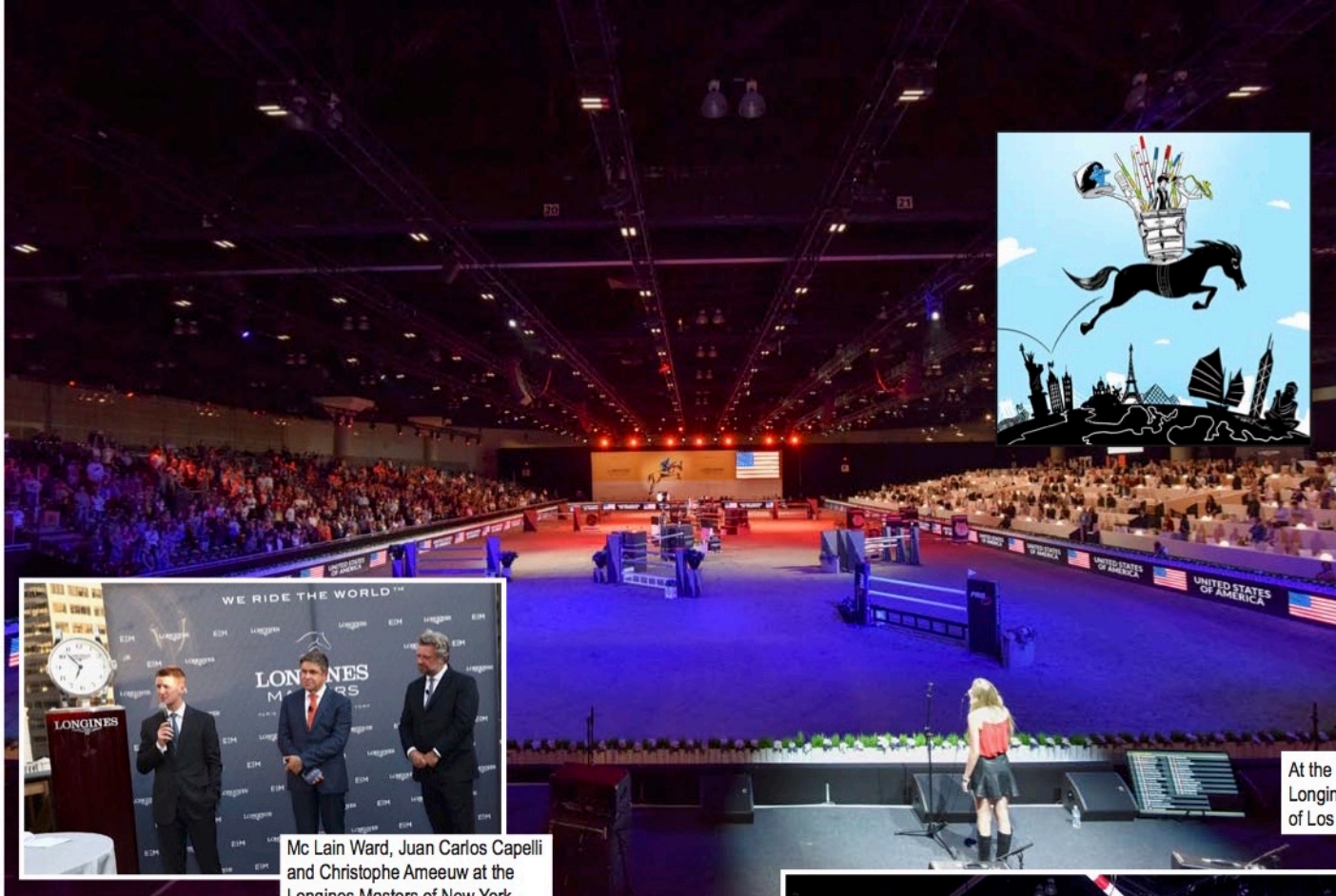
HIS: For nothing in the world would I change my job! It combines everything I love: horses, sport, show, communications, artistic, image, and gives me the opportunity to meet incredible people from around the world. But if I had to say one thing, I sure wouldn't mind being a rock star!

HERS: Tell me about a time when you almost gave up, how you felt about that and what you did instead of giving up?

HIS: I never give up! The only times I had to give up was because I made choices. I always say that to choose is to renounce. Time and experience show me that some of them were the right ones.

HERS: What would you do in the event of a zombie apocalypse?

HIS: I would wear my carrot costume.



Mc Lain Ward, Juan Carlos Capelli and Christophe Ameeuw at the Longines Masters of New York launch event.

At the Longines Masters of Los Angeles



Prestige Village Ambiance

Learn more about Christophe and the Longines Masters Series Paris-Hong Kong-New York at eemworld.com. Equinista (fashionista + equestrienne) L.A. Sokolowski-Pomeroy is a 2017 AHP Spirit Award and 4x AHP Equine Media Award-winning journalist committed to bringing readers the horse world's most forward-thinking individuals and trends. Share your suggestions at latheequinista@gmail.com.

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