

GENERAL INTRODUCTION

ASAD/08.05.2013/dk

The GLOBAL EQUESTRIAN FORUM ® is a new initiative of the AACHEN SCHOOL OF EQUESTRIAN ART AND DESIGN (ASAD), founded and organised in cooperation with various Partner Institutions, and Heavyweight Personalities both sides stand for it - including the Members of the COMITE D'HONNEUR and the ADVISORY GROUP of this **FORUM**. The organisers are very proud and appreciate the strong support of both Groups.

This Forum is not considered to be a so-called "**new modern (?) Equestrian Fast Food**". Equestrian Sports are Olympic Sports since more than 3.600 years. They are much more than just Entertainment: The bests are fighting for Honour and Medals!

Horses in our Society and Equestrian Sports have a 5.000 to 6.000 years tradition. The Horse dominates the History of Civilization, and we still are profiting of the cultural heritage of the Horse.

This **FORUM** is expected to become a kind of "**MINI-DAVOS**" for Equestrian Sports.

So we are persecuting the following

OBJECTIVES OF THE FORUM

- **To follow and celebrate the Values of the IOC: Respect, Excellence, Friendship**
- **Intercultural Exchange and Exchange of World-Wide Experience**
- **To promote the Understanding and Respect for the Dignity of Animals**
- **To bring in and integrate Children and Youngsters early into Equestrian Sports**
- **To promote Science and Scientific Studies within Equestrian Sports – including Historical Studies**

- **And to cultivate "Continuous Education" like Architects, Engineers, Medical Doctors are used to do since decades**
- **To credibly fight for Ethics, Welfare of the Horse and Fair-play in Equestrian Sports**
- **The Horse in Hippo-Therapy**
- **International Networking and Creation of New Friendships - Promotion of Multi-Linguality and growth of the International Equestrian Family**
- **Creation of New Equestrian Activities and Formats and to learn about new Interdisciplinary Questions**
- **Support of the Globalisation of Equestrian Sports**
- **Contribution to a growing Image of Equestrian Sports**
- **Media Management for Equestrian Events**
- **Worldwide Attendance and Audience and annual Date of the GLOBAL EQUESTRIAN FORUM in winter**