



FIP
MAGAZINE
by ClickPolo

A PROMISING YEAR AHEAD



2025 is a landmark year for international polo, with major tournaments showcasing the sport's growing global presence. From the Women's World Polo Championship in Punta Ala, Italy, to the European Championship in Poland, and the Arena World Polo Championship in Virginia, USA, the upcoming calendar promises thrilling competition as well as global development initiatives, and the continued commitment to growth and integrity worldwide.

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January 2025



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CHARTING THE FUTURE OF POLO: A YEAR OF PROGRESS AND AMBITION

BY PIERO DILLIER
FIP PRESIDENT

📷 Guadalupe Aizaga

The past year has been pivotal for the Federation of International Polo as we continue to strengthen the sport's global presence and embrace new growth opportunities. Underpinning our efforts has been the commitment to ensuring transparency, innovation, and collaboration across all levels of polo. This mission drives us forward as we prepare for an exciting year ahead.

Looking to 2025, FIP is set to deliver an ambitious championship calendar, featuring the Women's World Polo Championship in Italy, the European Championship in Poland, and the Arena Polo World Championship in the United States. These events showcase the diversity and vibrancy of our sport, reinforcing our commitment to high-level competition and fostering the growth of polo worldwide. I extend my gratitude to the hosting associations for their dedication and hard work in preparing for these monumental events.

On the operational front, significant progress has been made in key areas. Our ongoing collaboration with the World Anti-Doping Agency (WADA) ensures that the highest standards of fairness and integrity are upheld, and the launch of a dedicated anti-doping section on our website marks a step forward in transparency. Additionally, the successful execution of the Ambassador Cup series in 2024—from Punta del Este to California, Paraguay, and Buenos Aires—has highlighted the strength of our network and the unwavering passion of our polo community.

I would like to thank all our members, Ambassadors, and the Council of Administration for their unwavering support and hard work. The road ahead is filled with opportunity, and I look forward to working together as we continue to elevate the sport of polo for future generations.



HIGHLIGHTS FROM FIP'S GLOBAL VISION

by **CLICKPOLO**

The Federation of International Polo begins 2025 with a renewed sense of purpose and direction, following its Annual General Assembly held in Buenos Aires, Argentina. This gathering brought together representatives from 28 National Polo Associations, a testament to FIP's role as a unifying force for the global polo community. From setting priorities for the year ahead to fostering collaboration across borders, the Assembly underscored the shared commitment to polo's growth and evolution worldwide.

The Assembly was not just a meeting—it was a milestone. With nearly 90% of the voting power present, key decisions were made to lay the groundwork for upcoming championships, including the Women's World Polo Championship in Italy, the European Championship in Poland, and the Arena Polo World Championship in the United States. These events will not only showcase the best players in the sport but also serve as platforms to celebrate the cultural richness and diversity of polo worldwide.

FIP's leadership also highlighted critical advancements off the field. The introduction of a dedicated anti-doping section on its website and strengthened partnerships with organizations like WADA signal a firm commitment to fairness and transparency. Meanwhile, programs like the Ambassador Cups and tools such as the Polo Plan app ensure that FIP continues to connect and support its member associations effectively.

As 2025 unfolds, it's clear that the foundations laid during the General Assembly will guide polo into a vibrant future.

Mundo



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A RECAP OF THE 2024 FIP GENERAL ASSEMBLY



The Federation of International Polo held its Annual General Assembly in December 2024 in Buenos Aires, Argentina. Representatives from 28 National Polo Associations and Federations participated, either in person or virtually, underscoring the global reach and inclusivity of the event. With 87.89% of total voting power present, the quorum reflected the enduring commitment of FIP's members to the advancement of polo worldwide.

The assembly began with a moment of silence in memory of three remarkable figures—Peter Abisheganaden, Glen Holden, and Patrick Guerrand-Hermès—whose contributions to polo continue to inspire. FIP President Piero Dillier thanked the Argentine Polo Association (AAP) and its president, Delfín Uranga, for hosting the event, emphasizing Argentina's central role in the polo world. ►







One of the significant outcomes of the assembly was the unanimous re-election of Mr. Piero Dillier as FIP President for the 2025-2026 term. Under his leadership, FIP has focused on key priorities, including global outreach, improved communication strategies, and collaboration with international organizations such as the International Olympic Committee (IOC) and the World Anti-Doping Agency (WADA). The establishment of a dedicated section on anti-doping on FIP's website was highlighted as a milestone in ensuring transparency and adherence to international standards. ►

The assembly also reviewed FIP's financial performance, approving the fiscal year 2023/24 budget while addressing extraordinary expenses related to legal cases. Despite challenges, the organization reported a positive outlook for the coming year, with plans to invest in tournaments, anti-doping measures, and global development programs.

The meeting outlined FIP's 2025 championship calendar, including the Women's World Polo Championship in Italy, the European Championship in Poland, and the Arena Polo World Championship in the United States. While these events were acknowledged, detailed discussions were left for specialized presentations.



Another focal point was the Ambassador Program. Several Ambassadors were reappointed for another four-year term, while new appointees were welcomed, including representatives from Argentina, Australia, and Costa Rica. The role of Ambassadors as bridges between FIP and the global polo community was praised.

A historic moment came with the recognition of the Polish Polo Association as a full member, highlighting Poland's growing contribution to European polo. Efforts to integrate Romania into FIP as a corresponding member were also discussed, reflecting the organization's dedication to expanding its reach. ►

 Guadalupe Aizaga







On the marketing front, FIP announced its partnership with CLICKPOLO to manage social media and produce the FIP Magazine, ensuring a unified communication strategy. The assembly also showcased a new app, Polo Plan, designed to help National Polo Associations engage with their members and facilitate international collaboration.

Among other highlights was the ongoing collaboration with WADA. FIP presented its 2025 anti-doping testing program, which includes in-competition and

out-of-competition testing and educational resources. This initiative underscores FIP's commitment to maintaining a fair and transparent sporting environment.

The assembly concluded with discussions on future projects, including the potential hosting of a Military Polo Tournament in France in 2026 and continued exploration of transgender policies in line with IOC guidelines to ensure inclusivity and fairness in the sport. ■

 **Guadalupe Aizaga**





ASSEMBLY SNAPS

📷 Guadalupe Aizaga







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ASSEMBLY SNAPS

📷 Guadalupe Aizaga







FIP'S GLOBAL POLO CALENDAR FOR 2025

The Federation of International Polo is preparing for an exhilarating year in 2025, featuring some of the most prestigious tournaments and playoffs across the world. This year's calendar reflects the global reach of polo, showcasing the sport's ability to unite players, teams, and fans from diverse cultures.

The FIP II Women's World Polo Championship, hosted by the picturesque Punta Ala Polo Club in Italy from June 20 to 28, 2025. Teams from Argentina, Italy, the USA, Brazil, Germany, and Australia will compete for the coveted title. The event holds special significance as it highlights Italy's commitment to polo, as emphasized by Alessandro Giachetti and Italian Ambassador Fabrizio Lucentini during the tournament's announcement.

As the summer progresses, Europe will take center stage with the FIP XV European Championship, which will take place between August 27 and September 7 at the Sowieniec Polo Club in Poland. This championship is set to feature some of the continent's best teams, with players representing countries such as Germany, Spain, Italy, and Switzerland, among others. The competition will showcase the depth of talent and sportsmanship that Europe offers in the sport of polo. ►







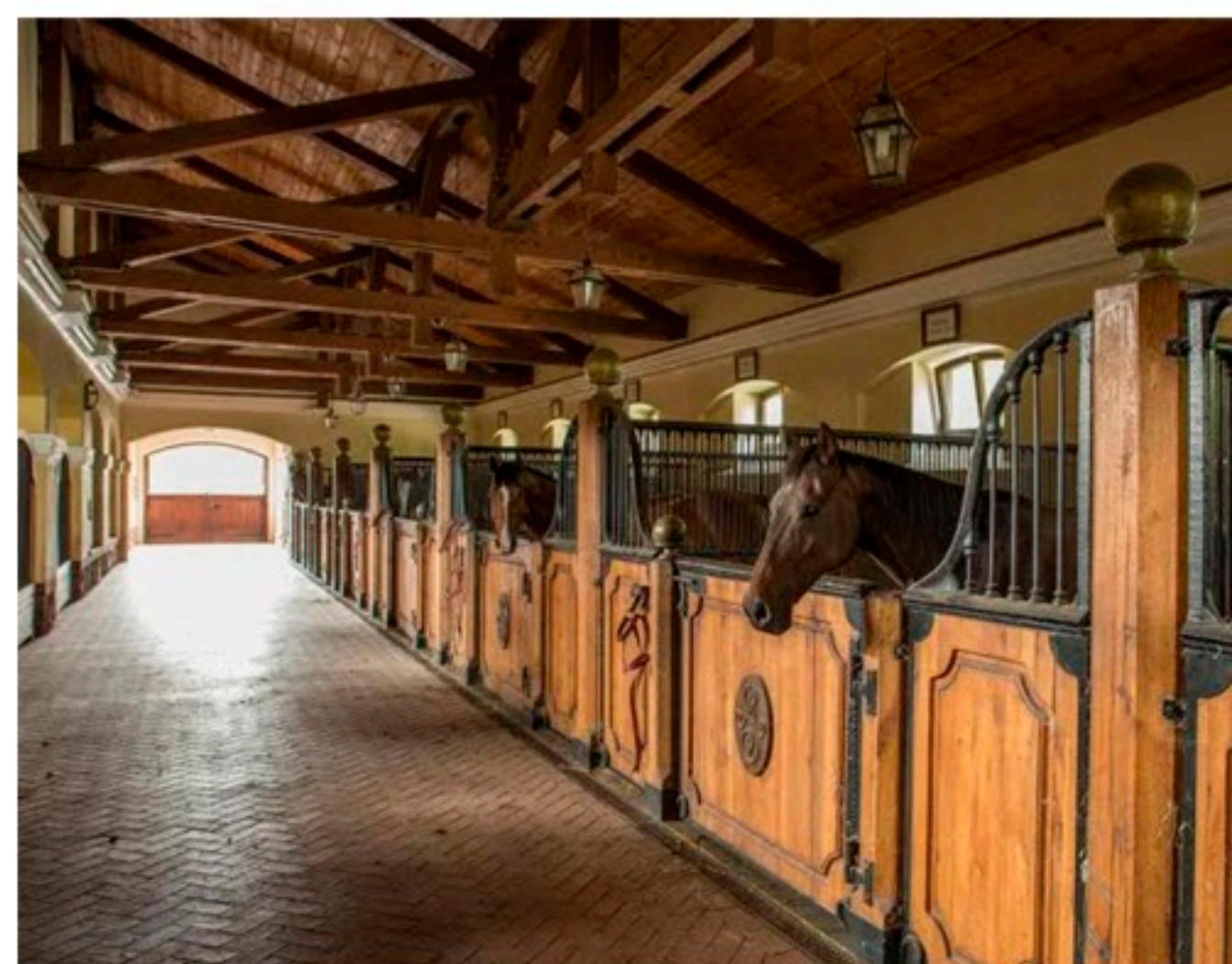


Later in the year, the FIP II Arena Polo World Championship will be hosted in the United States from October 5 to October 12. The event will take place across two renowned venues: the Roseland Polo Club in Crozet, Virginia, and Virginia Polo Inc., located in Charlottesville. The championship will begin with regional playoffs that promise intense competition. These playoffs, held in different corners of the globe, will determine the teams that will compete for the championship in October. The Zone E playoff is set to take place in April, at Saudi Arabia, either in Al-Ula or Riyadh, as the host. In May, Mexico's Tierra Tropical Polo Club will welcome teams from the Zone A playoff. France will host the Zone C playoff in July, while the Zone B playoff's date and location are yet to be confirmed. As the reigning champion, France will advance directly to the finals as well as the USA as the Host Nation.

The year will conclude with polo as a featured sport in the South East Asian Games in December, a testament to the sport's growing popularity in the region. This inclusion highlights FIP's ongoing efforts to bring polo to new audiences and foster development in emerging markets. ►



Alessandro Giachetti, Head of the Polo Department of the Italian Equestrian Sports Federation, has played a pivotal role in the development and promotion of polo in Italy. With decades of experience in the sport, he has been instrumental in organizing key events that have elevated Italy's presence on the international polo stage. From the establishment of initiatives like the Italia Polo Challenge to his focus on fostering youth participation through Pony Club programs, Giachetti's efforts have laid the groundwork for the sport's continued growth in his country. ■



 Courtesy of Sotheby's International Realty





Alessandro Giachetti on Hosting the FIP II Women's World Polo Championship in Italy

In 2025, Italy will proudly host the FIP II Women's World Polo Championship at the stunning Punta Ala Polo Club in Tuscany. Scheduled from June 20th to 28th, the championship will feature six participating teams: Argentina (defending champions), Italy (hosts), USA, Brazil, Germany, and Australia. This marks a significant milestone for Italian polo, further cementing its position as a key player in the global polo community.

During a recent presentation for the championship, Mr. Giachetti was joined by the Italian Ambassador to Argentina, Fabrizio Lucentini, who emphasized the Italian government's strong support for sports and the importance of polo as a vehicle for cultural and international exchange. Together, they showcased Italy's commitment to delivering a world-class event, blending tradition, innovation, and the unique charm of "Made in Italy." ►







📷 Guadalupe Aizaga

Alessandro, how would you describe the current state of polo in Italy?

We have many tournaments, and arena polo is growing significantly. The federation has a project to develop polo through arena polo. We have a circuit called the Italia Polo Challenge, which consists of three stages: one on snow in

Courmayeur, one in Rome during the historic Piazza di Siena show jumping event, which has been held for almost 100 years, and another stage in Sardinia, in Porto Cervo. In 2025 we will also host the II FIP Women's World Polo Championship. At the end of the season, in September, we hold the Italian Championship, which this year featured



nine teams—a record for the tournament. Polo in Italy is doing well, and it feels like it has the potential to grow even more.

What does polo in Italy need to achieve greater growth?

It needs stronger foundations: schools

and youth players. We are working on this with the federation. Two years ago, we started introducing polo to Pony Clubs, bringing in Polo Pony. We now have nearly 200 kids playing Polo Pony with smaller mallets and rubber balls. This is important because it creates the foundation for the sport's development. ►

2025 promises to be a big year for Italian polo. Can you elaborate on what's ahead?

Yes, 2025 will be very exciting, with many international tournaments in which Italy will participate. There is the European Championship in Poland, the playoff for the Arena Polo World Cup in France, and the Arena Polo World Cup itself in the United States. The most important event for us is hosting the Women's World Polo Championship in Punta Ala. It will take place at Gaia Bulgari's club, which has built a brand-new field. The club is spectacular, located in Tuscany near the sea—an incredible location.

You've already organized important tournaments as the leader of the Italian Federation. Is this World Championship the biggest challenge so far?

Yes, the World Championship is the greatest endeavor in the history of Italian polo. In the past, we hosted the World Playoffs in 2011, two World Cups (Mixed and Women's) in Villa a Sesta in 2018, another Women's European Championship in 2021 in Milan, and another last year, in 2023, in Punta Alta. So, this will be the fifth major FIP event hosted in Italy. We are ready to do our part.

How do you feel about the upcoming Women's World Polo Championship? Nervousness, excitement, anxiety?

All of that combined! Fortunately, we have strong support from the Italian government. For example, during today's FIP meeting, the Italian ambassador to Buenos Aires was

present. We are working on a project with the Italian Ministry of Foreign Affairs to promote "Made in Italy" around the world. As part of this, we will showcase an art exhibit with six artists from the six countries participating in the World Championship. The artwork will be displayed at the embassies of these five nations in the months leading up to the event. This project will run from January to June, culminating in the World Championship.

 Guadalupe Aizaga





A New Chapter for European Polo: Sowienec Polo Club to Host FIP XV European Championship

📷 Guadalupe Aizaga



The FIP XV European Championship 2025 will take center stage at Poland's Sowienec Polo Club from August 27th to September 7th, marking a significant milestone for Polish polo. Situated between Berlin and Warsaw, the club's prime location and world-class facilities make it an ideal venue for one of Europe's most prestigious tournaments.

Under the leadership of Mateusz Świtalski, the Sowienec Polo Club will welcome this year teams from Poland, Germany, Switzerland, Spain, Italy, and Azerbaijan, among others.

For Świtalski, hosting the championship is both a professional honor and a personal triumph, reflecting years of investment in the club's fields and infrastructure. "It's a huge honor to have the FIP European Championship at Sowienec. It's one of the most important and prestigious tournaments in Europe," he shared.

Mateusz, can you tell us about Sowienec Polo Club?

Sowienec Polo Club is located in Poland, situated between Berlin and Warsaw. It takes about two and a half hours to travel from either city, so it's in a fairly central location within Europe. We have two polo fields, a full-size arena, 60 stables, and plenty of paddocks. Each season, we organize four to five tournaments at around the 6-goal level. In addition to hosting events, we often travel across Europe to play in Germany, France, and occasionally Austria. It's a busy schedule during the European season.

In 2025, Sowienec will face one of its biggest challenges as the host of the European Championship. What does this mean for you?

Yes, we managed to organize everything with FIP, and we've been chosen as the host for the 2025 FIP European Championship. We're expecting around 10 teams to compete between the end of August and the beginning of September. It will be a lot of polo and, hopefully, a lot of fun. It's the highlight of the season for us, and we're thrilled to welcome everyone to Sowienec.

What does hosting such a prestigious event mean for your club, especially considering its history?

The club is about 13 or 14 years old, and we've invested a lot in its development over the years—improving the quality of the fields, the arena, and the facilities. The fields are now at a very good standard for European polo. Hosting the European Championship is a huge honor for us. It's one of the most prestigious tournaments in Europe, typically hosted by the best clubs. To have it in Sowienec is something we're very proud of, and it's a significant achievement for polo in Poland.

Will you be playing in the European Championship?

Yes, I'll most likely be playing for the Polish national team. We're in the process of finalizing the team and organizing the horses, so it's quite intense. But it's going to be an incredible experience and a lot of fun.

FIP's Support for Global Development through the IOC Development Fund



al Polo the in 2024



In 2024, the Federation of International Polo (FIP) demonstrated its unwavering commitment to the growth and promotion of polo worldwide through contributions made possible by the IOC Development Fund. With a total of USD 32,000 allocated to various initiatives, FIP supported numerous events and programs across multiple countries, fostering inclusivity and skill development in the sport.

The IOC Development Fund, which channels resources to bolster youth participation and improve training for players, umpires, and coaches, allowed FIP to make significant strides in advancing its mission.

New Zealand: The South Island SUPA (Schools and University Polo) initiative organized three youth tournaments and an Open Day to introduce young players to the sport. With over 50 participants, the program showcased polo's accessibility, promoting camaraderie and safety. (Contribution: USD 3,000)

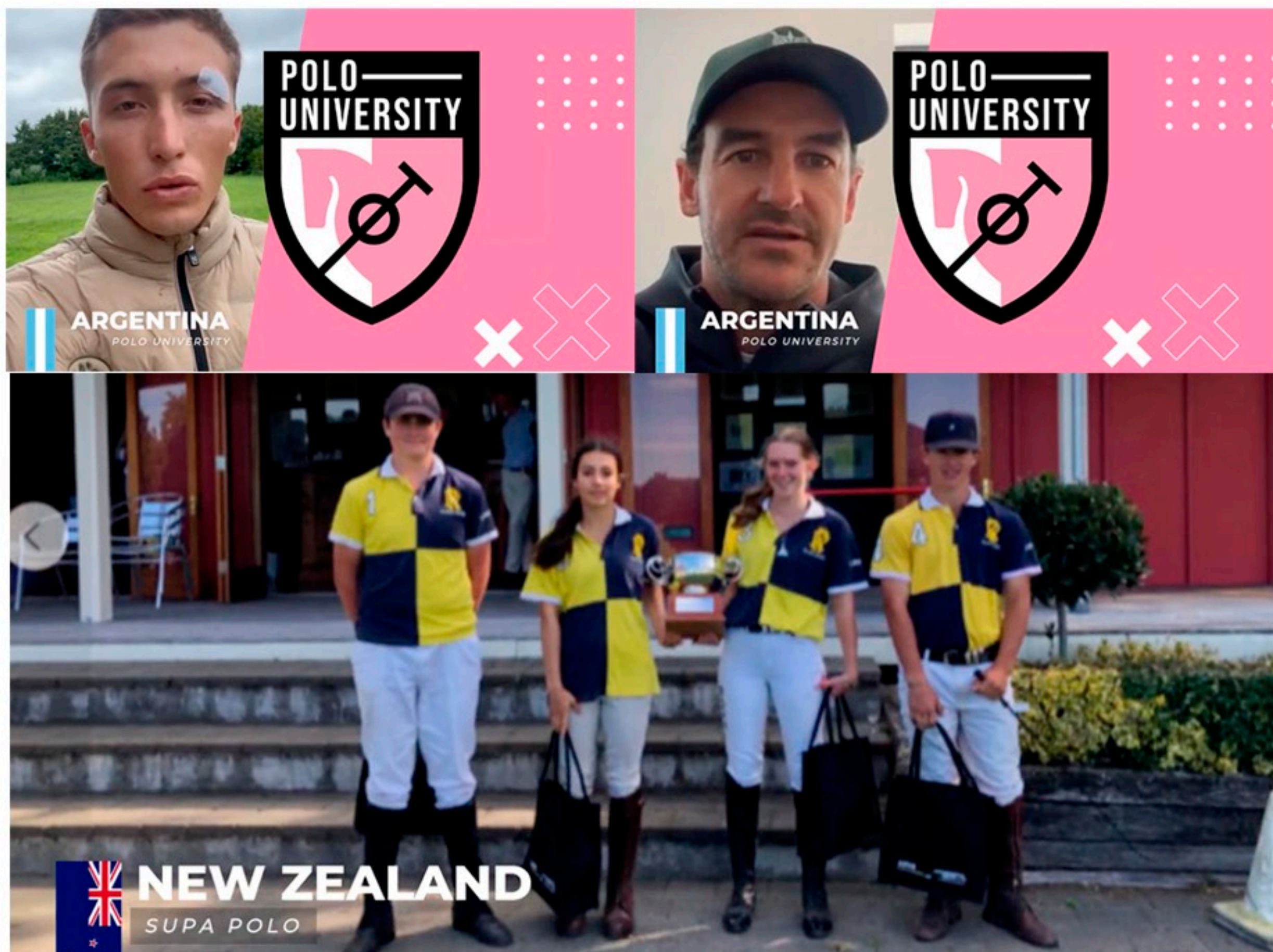
Netherlands: A two-day clinic hosted by Polo Club Midden Nederland brought together 36 participants. With the support of professional coaches and assisting players, the program focused on fundamental skills such as riding, hitting techniques, and mini-chukkas. This event also saw a surge in interest for follow-up lessons, reflecting its success. (Contribution: USD 3,000) ►

Argentina: At the Coronel Suárez Polo Club, an international junior tournament featured 32 young players from Argentina and Europe. The program combined competitive matches with educational sessions on horsemanship and sportsmanship, fostering cultural exchange and lasting friendships. (Contribution: USD 3,000)

The AAP Polo Camp also offered a comprehensive training program, blending theoretical courses with hands-on polo practice from March to December. Over 240 participants, spanning continents and diverse age groups, benefited from this initiative. (Contribution: USD 4,000)

Germany: The 18th FIP Polo Jugend Camp provided a tailored experience for young players, offering personalized coaching sessions, fitness training, and theoretical classes. The event culminated in a beginner and advanced tournament, showcasing the participants' growth. (Contribution: USD 3,000)

Uruguay: At the Rio Negro Polo Club, children aged 6 to 12 engaged in a three-day clinic led by high-goal players. The clinic emphasized foundational skills, horse care, and the social aspects of polo, bringing together families and fostering community involvement. (Contribution: USD 3,000)





Other notable programs supported in Ireland, Spain, and Chile further illustrated FIP's dedication to nurturing talent and expanding polo's reach globally. (Total Contributions: USD 3,000 each for Ireland and Spain, with Chile's report pending.)

The IOC Development Fund is a global initiative to promote sports at grassroots and elite levels. The Federation of International Polo receives annual support from the Association of IOC Recognized International Sports Federations (ARISF) and the International Olympic Committee (IOC). This funding is primarily dedicated to supporting programs that introduce new players to polo, train umpires, and coaches, and foster inclusivity regardless of gender or nationality. ►





URUGUAY

ENCUENTRO DE POLO DE MENORES

The program's long-term objective is to create sustainable growth in polo worldwide by investing in educational initiatives and promoting youth participation. By providing funding and guidance, FIP ensures that polo continues to thrive across diverse regions, empowering young players and creating stronger polo communities.

Through this initiative, FIP is fulfilling its mission of developing polo on a global scale, proving that the sport is not only about competition but also about building friendships, nurturing talent, and inspiring the next generation. ■



IRELAND

SUPPORT DEVELOPMENT OF POLO FOR CHILDREN AND WOMEN



 **URUGUAY**

ENCUENTRO DE POLO DE MENORES



AMBASSADORS CUP: A Celebration of Polo and Global Unity

Between December 2023 and December 2024, the Federation of International Polo (FIP) proudly hosted the Ambassadors Cup at four prestigious locations across the Americas. These tournaments highlighted the essence of polo as a sport of camaraderie, cultural exchange, and sportsmanship while fostering global connections within the polo community.

La Ensenada Polo Club – Buenos Aires, Argentina (December 2023) The Ambassadors Cup kicked off in Buenos Aires, a city with a deep-rooted polo tradition. Held at La Ensenada Polo Club, the tournament brought together international players to enjoy Argentina's renowned polo culture.

Santa Cruz Polo Club – Punta del Este, Uruguay (January 2024) In January, the tournament moved to the stunning coastal city of Punta del Este. Hosted at Santa Cruz Polo Club, the event blended high-quality polo with the charm of Uruguay's vibrant summer season.

Wine Country Polo Club – California, United States (June 2024) The June edition was held in California at the Wine Country Polo Club. Surrounded by scenic vineyards, this tournament epitomized the harmonious blend of sport and nature, welcoming players from across the globe.

Los Baguales Polo Club – Asunción, Paraguay (August 2024) The final stop of the Ambassadors Cup was in Asunción, Paraguay, at Los Baguales Polo Club. This event celebrated the rich polo culture of South America, with players enjoying competitive matches and the warmth of Paraguayan hospitality.

Under the guidance of Ricardo Mihanovich, Chair of the Ambassador Cup Committee, these tournaments achieved their main objective: bringing together polo players from various countries to strengthen bonds, exchange ideas on the development of FIP, and enjoy the sport they all cherish.

FIP Ambassadors play a pivotal role in the success of these tournaments. Acting as a bridge between the Federation and the world of polo, they provide essential support—ranging from organizing events to facilitating resources like horses. Their dedication ensures that every Ambassadors Cup is a resounding success. ►









As always, the Ambassadors Cup served as a remarkable gathering of polo enthusiasts, fostering unity and mutual respect among players and teams from diverse backgrounds. The tournament emphasized shared values of sportsmanship, collaboration, and the love of the game, leaving participants with unforgettable memories and lifelong friendships. ■

In Memory of Three Visionaries Who Shaped the World of Polo

In 2024, the polo community said goodbye to three exceptional figures whose dedication, leadership, and passion for the sport left an indelible mark on its history. Their contributions went beyond the field, shaping the very fabric of modern polo and inspiring future generations. As we remember them, we celebrate the lives and legacies of Peter Abisheganaden, Glen Holden, and Patrick Guerrand-Hermès.

Peter Abisheganaden, who passed away on February 8, 2024, was an advocate of youth, women's, and international polo in Southeast Asia. Serving as FIP's Sub-Director for Zone D, he was instrumental in fostering polo across Malaysia, Thailand, Singapore, and beyond. A pivotal organizer, Peter played a key role in the 2011 FIP World Polo Championship Playoff in Malaysia and officiated as FIP's Tournament Director for events hosted in China. His commitment to expanding polo's reach and inclusivity stands as a testament to his vision for the sport.







On April 18, 2024, the polo world lost Glen Holden, a founding member of FIP and its president from 1997 to 2005. Alongside Marcos Uranga, Glen co-created the FIP World Polo Championships, a milestone in polo history that continues to unite players from across the globe. His contributions extended to the Santa Barbara Polo Club, where his leadership and financial support ensured its stability during challenging times. Inducted into the Museum of Polo and Hall of Fame in 2002, Glen Holden's legacy is one of innovation, resilience, and a deep love for polo.

Patrick Guerrand-Hermès, who passed away on August 13, 2024, was a visionary leader who served as FIP President from 2007 to 2009. The founder of the Polo Club du Domaine de Chantilly, he created a venue that became home to the prestigious Open de France and the 2004 FIP World Polo Championship. His commitment to fostering polo extended to Morocco, where he established the PGH La Palmeraie Polo Club in 2010. Patrick's dedication to sportsmanship and excellence was also evident in his creation of the Lionel Guerrand-Hermès Trophy, an annual award honoring a young rider who exemplifies the ideals of horsemanship and integrity. ►







Each of these extraordinary men brought a unique vision and unwavering dedication to polo, shaping it into the sport we know and love today. Their contributions were not just to the game itself but to the global community it fosters—a community built on respect, camaraderie, and a shared passion for excellence.

As we remember Peter Abisheganaden, Glen Holden, and Patrick Guerrand-Hermès, we honor their lasting impact on polo and the inspiration they leave behind. Their legacies will continue to guide and uplift the sport for generations to come. ■



FIP's Commitment to Antidoping Standards

The Federation of International Polo remains steadfast in its commitment to upholding international anti-doping standards. In 2024, FIP undertook significant steps to align with the World Antidoping Agency (WADA) by responding to the Code Compliance Questionnaire (CCQ). This tool evaluates compliance with the World Antidoping Code and highlights areas such as testing, results management, education programs, and the protection of personal information.

As part of its compliance efforts, FIP implemented corrective actions outlined by WADA. These include the introduction of a biological passport system for athletes, in partnership with the WADA-approved Laboratorio Antidopaje de Catalunya. This ensures the monitoring and evaluation of any suspicious cases through the Adams system. Additionally, FIP has reinforced the importance of athlete whereabouts to enable out-of-competition testing, a critical element of WADA's strategy to maintain fair play.

To further enhance transparency and education, FIP launched an online platform providing resources on Therapeutic Use Exemptions (TUE) in both English and Spanish, alongside an educational program for athletes, personnel, and coaches through the ADEL WADA system.

By embracing these initiatives, FIP continues to foster a culture of integrity and fairness within the polo community, underscoring its dedication to safeguarding the sport and its athletes.

For more information, **visit www.fippolo.com/antidopingmatters.**

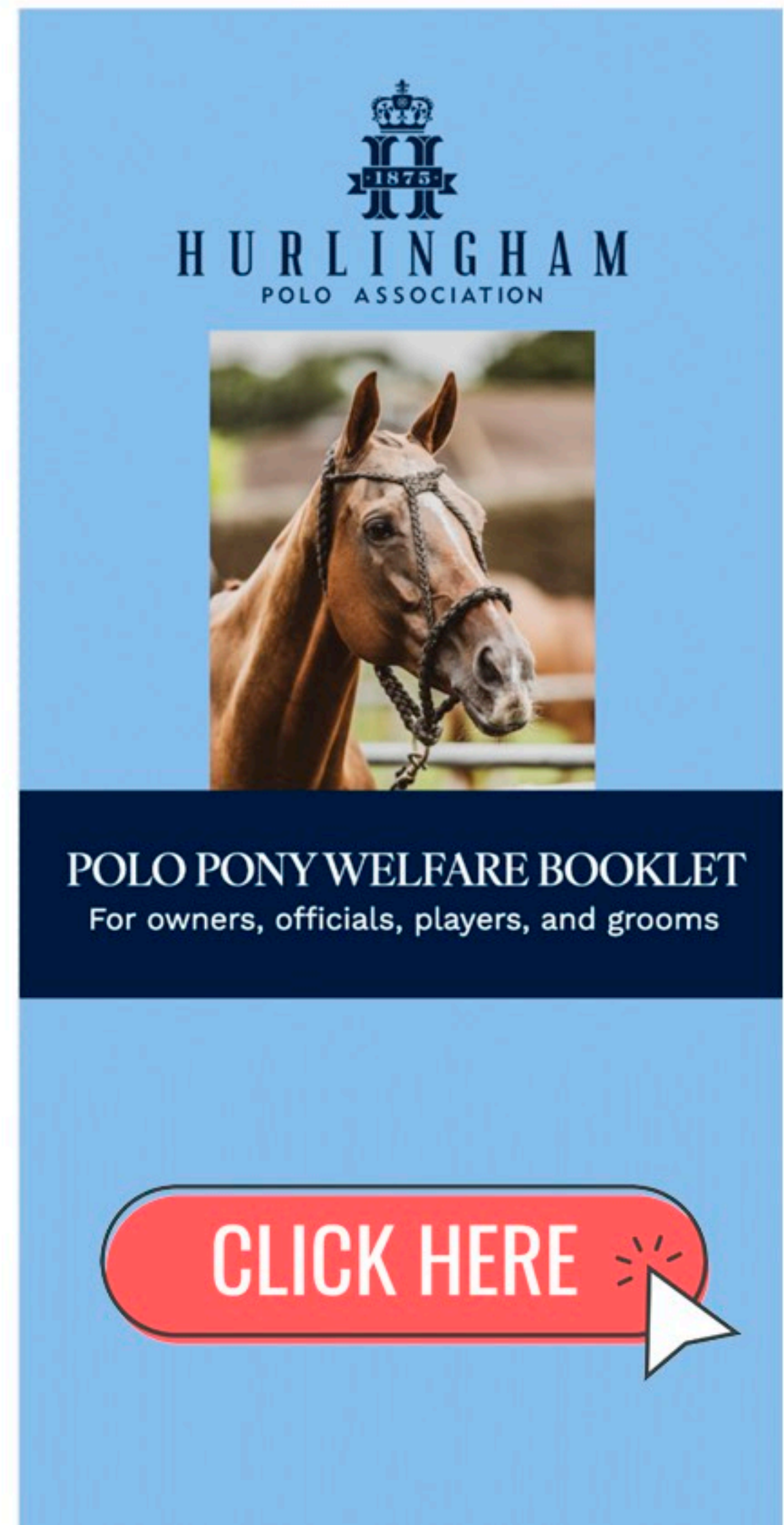
Ensuring the Well-Being of Polo Ponies: The HPA Welfare Booklet



The Federation of International Polo is deeply committed to promoting animal welfare across the sport of polo. As part of this commitment, FIP highlights the Hurlingham Polo Association (HPA) Welfare Booklet as an outstanding example of how to uphold and advance the well-being of polo ponies through best practices and shared knowledge. A cornerstone of this effort is the HPA's Welfare Booklet, a comprehensive guide designed to support owners, trainers, players, and grooms in providing optimal care throughout the year.

First published in 2002 and updated regularly, the Welfare Booklet sets the benchmark for pony welfare within the sport, outlining the expectations for HPA members and their teams. This valuable resource is distributed annually with the membership pack and is available in both English and Spanish, ensuring its accessibility to the wider polo community.

For those interested in exploring the English and Spanish versions, it can be accessed via the following link:
<https://hpa-polo.co.uk/welfare-booklet/>





Introducing Polo Plan

At the recent General Assembly of the Federation of International Polo, the innovative digital application Polo Plan was introduced to the global polo community. Polo Plan is designed as a comprehensive platform to streamline communication and organization across players, clubs, national associations, and service providers.

The app offers tools tailored to the unique needs of the sport, centralizing information such as tournament schedules, rules, and registration processes. By providing a modern, user-friendly solution, Polo Plan seeks to enhance the efficiency and connectivity of the polo world while driving the sport's global growth.

What is Polo Plan?

Polo Plan is a digital app created to meet the specific needs of the global polo community. Its main goal is to become a meeting point for players, clubs, national associations, brands, and service providers, facilitating communication, organization, and the promotion of the sport. With an intuitive interface and

specific tools, Polo Plan aims to modernize and professionalize how interactions occur within the industry, creating a unique space where all polo stakeholders can connect efficiently.

How does Polo Plan benefit national associations?

Polo Plan is designed to be a useful and accessible tool for national associations, providing them with a platform to enhance their reach and optimize their connection with players and clubs. The app allows associations to share tournament calendars, rules, and registration requirements, centralizing all relevant information in one place. This not only improves internal communication but also captures the attention of international players seeking opportunities in their regions. Additionally, by offering a direct channel to the polo community, associations can position themselves better globally and collaborate more easily with other industry stakeholders.

What is the cost for national associations?





Polo Plan is completely free for national associations. This approach reflects our commitment to the development of the sport, recognizing that associations are fundamental pillars in the promotion and organization of polo. Our goal is to provide them with a tool that allows them to be more visible and better connected with players and clubs, without adding financial burdens. We want associations to see Polo Plan as a strategic ally in strengthening their role within the global polo community.

What impact can Polo Plan have on the global growth of polo?

Polo Plan has the potential to transform the way polo is organized and promoted worldwide. By bringing all key stakeholders together on a single

platform, the app can encourage participation in international tournaments, facilitate access to essential services like veterinarians, farriers, and trainers, and increase the visibility of clubs and associations. This approach not only benefits individual users but also drives the growth of the sport by making it more accessible, organized, and attractive to new sponsors and investors.

What results has Polo Plan achieved so far?

Since its launch, Polo Plan has reached over 2,000 active users, with profiles of players, clubs, providers, and associations from key polo countries. The app has also had a strong presence at the most important events ►



of the high-goal season in Argentina, including tournaments like the Triple Crown. This visibility has not only increased brand recognition but also allowed us to connect with key industry players. These initial achievements reinforce the idea that Polo Plan has the potential to become the go-to tool for the polo community.

How can a national association join Polo Plan?

The process to join Polo Plan is simple and completely free. Associations only need to create a profile on the app, giving them access to a variety of tools designed to make their work easier. From publishing calendars and rules to promoting their events, the app is designed for associations to interact effectively with players and clubs. Additionally, the Polo Plan team is always available to assist at any stage of the process, ensuring associations make the most of the platform.

What did we aim to achieve with your presentation at the General Assembly of the Federation of International Polo?

During our presentation at the General Assembly, our goal was to show how

Polo Plan can be a key tool for national associations and the global growth of polo. We aimed to present the app's benefits, highlighting its ability to centralize information, improve communication, and foster collaboration among associations, players, and clubs. We also shared our vision for the future, where Polo Plan acts as a catalyst for the sport's development in new regions and markets, ensuring polo continues to expand internationally.

What is Polo Plan's vision for the future?

Polo Plan aims to become the go-to platform for everything related to polo, establishing itself as a centralized space where all the sport's stakeholders can interact and collaborate. Our vision includes not only expanding the app to more markets but also developing new features to support tournament organization, connection between players and associations, and the promotion of essential industry services. We believe that by working together, we can take polo to new heights, making it more accessible, professional, and global. ■



See you
on the next issue