

HUBLOT POLO GOLD CUP GSTAAD

22-25 AUGUST 2019

POLOGSTAAD.CH



GSTAAD PALACE
SWITZERLAND



BANQUE
ERIC STURDZA

CLINIQUE
LA PRAIRIE

SWITZERLAND





Contents

THE HUBLOT POLO GOLD CUP	4
WELCOME TO GSTAAD	6
CÉDRIC SCHWERI	7
THE TEAMS	9
PROGRAM	11
THE RULES OF POLO	12
PARTNERS	14
PRATICAL INFORMATION	15



The Hublot Polo Gold Cup

Standing aside major European clubs with multiple canchas (polo fields), the Hublot Polo Gold Cup sets itself apart by offering a top-level tournament in a unique and prestigious setting. The four invited teams have confirmed their participation and will feature notable players and captains.

The venue is simply breathtaking: a lush green valley nestled at 1,000 meters altitude in Saanen, the only place flat enough in Gstaad to accommodate a small airport...and a polo field. Besides the famous tribal polo tournament played at Shandur Pass in the Hindu Kush in northern Pakistan at 3,719 meters above sea level, Gstaad offers the top summer polo tournament of the year: The Hublot Polo Gold Cup. Taking place **from August 22nd to August 25th**, it will be the 24th edition of the event. It's a tournament with a special atmosphere, where games are played backgrounded by the take-offs and landings of private jets, in a standard field easily observed by the public.

The village is well deserving of a trip between games.

The village, magnificently decorated, features prestigious exhibitors like Ferrari, the sponsors of the four teams, among many others. Receptions for lunches and the evening gala takes place in the magnificent VIP area where luxury meets refinement.

On the field, four teams will fight for the four Hublot watches designated to the players of the team who will come out on top after the three games: the qualifier on Thursday, the semifinal on Saturday and the finals on Sunday. Last year, Swiss restaurant owner and CEO Cedric Schweri won the coveted title for the second time in a row. He is back this year as a fan favorite and with fevered motivation to pull off a "hat-trick" (three consecutive victories) with the team **Banque Eric Sturdza**. In an attempt to reach his goal he is returning with Brazilian brothers Olavo and Joao Novaes (6 and 5 handicap), former winners of the Open de France de Chantilly. The threat comes from the American captain, Maximilian Elser, who is striving to take the colors from the title partner, **Hublot**, to the top of the podium. Elser has called upon a "big handicap", Argentinian Julio Novillo Astrada, who is a 7-goaler.



His family is famous in Argentina as his cousins have notably grasped the tournament coveted by professionals: the Argentinean Open.

Liechtenstein will be represented at this Gold Cup by Gerardo Cosentino, who will don the colors of **Gstaad Palace**. It counts in particular on the handicap of 6 Argentinian Franco Gai. The duo of Swiss captains faithful to Gstaad, Piero Dillier and Andreas Bihrer, will wear the colors of **Clinique La Prairie**.

A very successful team, a trio of Argentinians, includes Bautista Beguerie (H 4) Juan Manuel Gonzalez (H 4) and especially the distinguished Lucas Labat (H 6) around which the team will organize. With all teams of such high caliber, the winner of this year's tournament is difficult for even the most enthused polo fan to guess.

The Hublot Polo Gold Cup in few numbers

- * **1995** : Creation of the Polo Club Gstaad
 - * **1996** : First tournament organised in Gstaad
 - * **2006** : Pierre Genecand becomes President of the Polo Club Gstaad
 - * **2008** : Hublot joins force as Title Sponsor. The Hublot Polo Gold Cup is born.
 - * **2015** : 20th anniversary of the tournament
 - * **2019** : First press presentation at La Clinique La Prairie, Hublot extends its partnership for three years.
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- **1400** VIP lunches served in the VIP marquee
 - **6000** spectators on site
 - **120** polo horses stabled in Gstaad for the event
 - **500** people attend the traditional Gala on Saturday Night each year
 - A **15-members** Organising Committee
 - **70** volunteers over the **4** days of competition

Welcome to Gstaad



Gstaad is a small village located at 1,050 metres (3,445 feet) above sea level in the majestic Swiss Alps. More precisely, it is in the Alemannic canton of Bern and the municipality of Saanen. It is a well-known ski resort, and its beautiful location and wooden chalets attract high society and international jet setters year round.

The history of Gstaad is deeply rooted in the region and its authenticity is one of its hallmarks. The local population is very proud to maintain its traditions, including the harsh living conditions in the mountains as well as traditional trades and customs. During the holidays, the village becomes the home of celebrities looking for a quiet place; they enjoy the fabulous alpine ski resort and the magnificent panorama.

Renowned for its walking and hiking trails which vary in degree of difficulty, Gstaad is also known for its ski and crosscountry slopes and winter hiking trails. Situated in the Berner Oberland, Gstaad is quite an important ski area in the Alps (220 km of slopes).

The village centre features a picturesque promenade bounded by numerous shops, restaurants, art galleries, and hotels. Designer labels including Louis Vuitton, Hermès, Chopard, Brunello Cucinelli, Prada, Moncler, Ralph Lauren, all have stores in Gstaad. Many smaller boutiques stock labels such as Chloe, Dolce & Gabbana, Tod's, Burberry, Dior, Oscar de la Renta, and Marc Jacobs.



Cédric Schveri en route for a hat trick

A polo enthusiast since he hit his first ball, Cedric Schveri is a true fanatic of the sport. But what he loves even more is sharing his passion with as many people as possible through the Legacy Polo Club near Zurich and its subsidiary in Argentina. The 41-year-old Swiss national, who owns five restaurants, has made hospitality his trademark.

Cedric Schveri, the current title holder, is a regular at the Hublot Polo Gold Cup Gstaad. This year he will participate for the seventh time.

"I find the atmosphere and organization incredible. Besides, it's really nice to play in my country," said Schveri.

After five years without success, he finally won the coveted title in 2017 and then repeated the feat last year, riding for Banque Eric Sturza. It was a great achievement, particularly against such a tough opponent. The Swiss player did not always have his sights set on polo. When he was a child, he tried his hand at dressage and then show jumping. After a ten-year break from riding horses he discovered polo by accident in Mexico, where he runs a restaurant. *"One of my clients owns a local polo club. He told me that he had a problem because he didn't have enough qualified riders to maintain his polo horses during the low season. So, I offered to take care of his horses for a while. The first time I found myself on a horse, a friend of mine told me that I had forgotten something: the mallet! But I had no idea what to do with it. He then introduced me to using it and I spent afternoons in the 35-degree heat trying to hit the ball,"* he said.

As for many players, what started as an experiment quickly became a passion and before he knew it, Schveri had a string of horses and was playing tournaments in Mexico and Switzerland. Though he quickly encountered some difficulties. Said Schveri: *"When I started playing in Switzerland, I had about ten horses, I needed a pro and it ended up costing me a lot. So, I started thinking about how to make my polo playing less expensive and I found a solution, which is to share the costs with others."*

The businessman brought together some friends to start a club: the Legacy Polo Club near Zurich. *"Each member of the club contributes, putting money towards renting the field, the stables, and other facilities. This has allowed me to reduce my own costs to the point where it no longer seems excessive to play in Europe."* The primary goal of his club is much more monumental than reducing costs. What Schveri really dreams

of is developing and modernizing the sport in Switzerland by supporting a whole new generation of polo players capable of playing in the biggest tournaments and competing at the professional level in Argentina.

The Swiss entrepreneur was also keen to share the experience of Argentinean polo in a spirit of conviviality, creating a club called Rancho Tinto. *"If you like playing polo, you can't settle for just playing for four months of the year. I wanted to offer the polo experience 365 days a year. With the Swiss club license, you have access to lessons during the season in Argentina. 50% of members take advantage of a week or two in Argentina to train and play. But we also offer a full reception program with good food, wine and cultural activities,"* he said.

Once again, the goal is to be able to play in Argentina without excessive costs, allowing investors to contribute towards projects to support young players or NGOs such as the WaterKiosk Foundation, which fights for access to drinking water. Schveri said, *"I actually didn't found Waterkiosk, I just participated in it. In 2016, I started my own foundation, 'Polo mit Herz', together with Thomas Fedier from WT Wealth Management. The foundation's aim is to help make the wishes of kids with cancer come true or just provide them with the daily supplies which make their life easier!"*

For Schveri, creating, developing and giving back is a way of life.

In addition to polo, his other passion is gastronomy (the study of food and culture). He also owns a restaurant in Cancun and four in Zurich.

"My whole education was based on gastronomy and I learned with the chef at La Savoie before training as a sommelier. I then gained a Bachelor's degree in hotel management. Today, my core business is everything relating to hospitality. In Zurich and Argentina, we offer not only polo, but also different events where we cook ourselves. Everything is linked and it always ends with food, sports and drinks. It's a good life but it takes a lot of work. Sometimes I think it would be easier to work in the stock market, but I like what I do," said Schveri.

In 2019 he will open his fifth restaurant in Zurich and the vegetables served there will be grown on the roof of the building. It's true that Cedric Schveri is a tireless visionary.



The Teams



TEAM HUBLOT

Marco Maximilian ELSER	USA	HCP	0	Captain
Marcos ANTINORI	IT/ARG	HCP	3	
Nicolas ANTINORI	IT/ARG	HCP	4	
Julio NOVILLO ASTRADA	ARG	HCP	7	
Total		HCP	14	



TEAM BANQUE ERIC STURDZA

Cédric SCHWERI	CH	HCP	0	Captain
Joao NOVAES	BRA	HCP	5	
Olavo NOVAES	BRA	HCP	6	
Thomas ASTELARRA	ARG	HCP	3	
Total		HCP	14	



TEAM GSTAAD PALACE

Gerardo COSENTINO	LIE	HCP	0	Captain
Carlos GENES	ARG	HCP	3	
Santiago SCHWEITZER	ARG	HCP	5	
Franco GAI	ARG	HCP	6	
Total		HCP	14	



TEAM CLINIQUE LA PRAIRIE

Piero DILLIER	CH	HCP	0	Captain
Andreas BIHRER	CH	HCP	0	Captain
Bautista BEGUERIE	ARG	HCP	4	
Juan Manuel GONZALEZ	ARG	HCP	4	
Lucas LABAT	ARG	HCP	6	
Total		HCP	14	



Program

Thursday, August 22TH

11:00 The polo village opens

13:30 1st Qualifying match

15:00 2nd Qualifying match

Friday, August 23TH

16:00 : Players Parade through Gstaad

Saturday, August 24TH

11:00 : The polo village opens

11:30 : The VIP tent opens for Lunch

13:30 : 1st Semi-final match

15:00 : 2nd Semi-final match

20:00 : Gala night in the VIP tent

Sunday, August 25TH

11:00 : The polo village opens

11:30 : The VIP tent opens for Lunch

13:30 : Match for 3rd and 4th place

15:00 : Final

16:30 : Prize giving ceremony

The Rules of Polo

The earliest official rules of polo originate from England, where they were first established by the Hurlingham Polo Club, founded in 1876. Three years later, the Americans, who had actually discovered the sport of polo for themselves, and had founded the Westchester Polo Club in Newport, Rhode Island, asked the British to write a definitive version of the Hurlingham Rules and to draw up corresponding club rules. These are still valid to this day. The Americans themselves devised the handicap system, which was also adopted by Britain and India in 1910.

Ball
The size of a polo ball shall should not exceed 3.5 inches (80mm) in diameter, and the weight shall be within 4.25 to 4.75 ounces (120-125g). Usually made of wood, painted in white, although occasionally it is painted orange. A cricket ball painted in white was the initial ball, which was soon replaced by one manufactured with hard rubber. Eventually, willow wood was used and it became the gold standard. Improvements in plastic technologies are now challenging the willow's supremacy, as they are cheaper and less prone to breakage.

Chukka/Chukkers
Depending on the organization of the tournament, a polo match consists of four, five or six time units known as chukkas. In Europe, a match normally consists of four chukkas, each lasting 7.5 minutes. The last chukka of the game lasts exactly seven minutes. A pony can be played in no more than two chukkas in any one match, and not in consecutive chukkas. This means that ponies are changed between chukkas. At half-time (generally after two chukkas), there is a five-minute break, during which the public are asked to walk on to the field and «tread in» the divots of turf carved up by the ponies' hooves.

Direction of play
The game has one curious tradition, which always confuses newcomers to polo.

Whenever a goal is scored, the direction of play switches. The rule traces its origin to the hotter climes of the empire on which the sun never set. Playing against a low and dazzling sun put one team at a decisive disadvantage. The rule also prevents excessive damage to the turf at the weaker team's goal mouth due to one-way play.

Equipment and tack
Each player carries a mallet around 150 cm long (lengths and weights vary according to pony height and player preference, and mallets of any elasticity - or 'whippiness' - and hence striking power are allowed). The mallet handle is bamboo cane, with a tapered 'cigar' head, commonly of Argentine tipuana blanca wood. The handle is fitted with a fabric sling, which is wrapped round the hand for stability during tapping. All players must wear a helmet, preferably with face guard. Leather knee guards are also required. The legs of the ponies themselves are protected from blows and flying balls by soft bandages. Their tails are tied to prevent entanglement with the mallet. Light saddles without knee rolls are used; tack consists of a double rein preventing loss of control if a rein snaps, and helping the pony maintain balance. The breast girth and standing martingale prevent the saddle from slipping and guarantee support for the rider during sudden changes in direction or abrupt stopping.

Field
Polo can be played on practically any level field of sufficient size. The ground must be firm and constantly maintained (not too moist, too deep or too hard and hence, once again, too slippery). The official international dimensions of a polo field marked out with lines and distance markers (30, 40 and 60 yards to the goal) are 160 meters wide by 200 meters long. However, match organizers are increasingly allowing play on smaller fields. The advantage is that it is easier for spectators to watch. The drawback is slower play, with shorter passes. Polo on snow is always played on smaller fields, as the physical strain of playing winter polo, mostly at higher altitudes, is even greater for the ponies than in summer polo on grass. The goal has uprights but no crossbar, and is 7.3 meters wide.

Handicap
Depending on aptitude, each polo player plays with a handicap ranging from -2 to +10. 13 While the entry level of -2 denotes a beginner, very few players in the world hold the highest possible handicap of +10, and most of these are Argentinians. Around 90 per cent of all polo players have handicaps in the range 0 to +2. The national polo associations review and assign individual players' handicaps annually, according to success in the tournaments. When a team is put together, the handicaps of the four individual players are added up to give the team handicap. Tournament

are advertised in various classes of play (low-, medium- or highgoal), and the team handicaps of the registering teams must correspond to these. If teams of different team handicaps play against each other, the difference is made up by allocating the appropriate number of goals to one team.

Line of the ball

The fundamental and most important rule of the sport of polo is known as «Right of Way» (ROW). Whenever the ball is in play, a right of way exists and is always deemed to be held by the player who is established on, or at the closest angle to, the Line of the Ball (LOB = the extended path along which the ball has travelled, or is travelling). No other player may enter or cross this ROW. Players may not position or check their ponies over the line if this poses the slightest risk of collision with the player who currently has ROW. The player with ROW can only lose ROW by being «ridden off» or «hooked». «Hooking» means using the stick to prevent the other player from retrieving or striking the ball. This is done by blocking the opponent's stick during a swing or while the other player is tapping or dribbling the ball. It is forbidden to hook over the body of the opponent's pony. «Riding off» means trying to force an opponent, who is riding parallel, off course by a kind of body check, so that the player can no longer hit the ball. Riding off is allowed, provided it takes place parallel, and not at an angle, to the player who has ROW.

Petisero

The Petisero is to the polo horse what the groom is to the sport horse: his trainer, his everyday companion, his physical trainer.

Players

The number of players on each team has changed through the years of evolution of modern polo. In the first visit (1863) to Calcutta by a Manipuri team, the matches were 5-a-side. In the first game in England, there were 8 players on each side. This was not deemed practical; therefore, the players were reduced to 5, one being goal keeper. This position was abolished in 1882. The Hurlingham Champions Cup was played by four players on each team as of 1883. In Argentina, the game's code was not implemented until 1892, so all matches were 4-a-side with a few exceptions in the 1870's. In the United States, there were tournaments in the 1890's for teams sometimes formed by three, sometimes two, players. Nowadays, almost every match is played with 4 players on each side of the field.

Polo pony

The present-day polo pony (height 14.5-16 hands, or 155-160 cm) far exceeds pony height. It traces its pedigree back to the crossing of the original Himalayan mountain ponies (13 hands or less - 125-135 cm), the Manipuris of Assam, with English or American thoroughbreds, Arabians and others, especially South American stud horses. The Argentinian polo breed still dominates. These tough little horses are masters of the sudden burst of speed. Brave and pugnacious, they are second to none in agility and alertness.

Tapping techniques

In principle, the ball is tapped on the right side of the pony, known as the «offside». Tapping takes place in a forward (offside forehand) or backward (offside backhand) direction. For a

«nearside» play, which takes place on the pony's left side, the player has to twist in the saddle and, holding the stick in his right hand, bring it to the other side of the pony. Nearside forehand and nearside backhand are the corresponding forward and backward plays. «Under the neck» refers to strokes performed in front of, or under the neck of, the pony. Among the trickiest manoeuvres are «round-the-tail» strokes, performed to the rear of the horse.

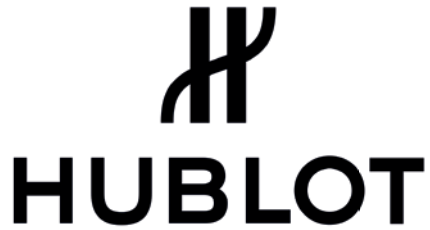
Teams

Each team consists of four players. Number 3 is the captain, who organizes the match. Number 4, also known as 'back', is responsible for defense, while the other two are attackers. If a team is fielded with more than four players and billed as 'sharing', two players (usually with the same handicap) alternate in one position.

Yards

Polo reference unit. The penalties, depending on the location and the severity of the fault committed, is at 60, 40 or 30 yards. A corner (field side) is shot as a penalty, 60 yards in front of where the ball came out. At a throw-in, the first striker must stand at least 30 yards from the opponent's back.

Partners



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Practical Informations

Website - Press Section

www.polo-gstaad.ch

Online : press releases, press kits, photos, campaign visuals, credential application forms...

Press Service

The entire Press Service team will welcome you to the event in the press room. This space will be arranged to allow you to work in the best conditions: wifi, programs, press kits, match results, photos _ will be at your disposal.

Web & Social Media

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Download some photos of the 2018 edition of the Hublot Polo Gold Cup Gstaad : <https://we.tl/t-7caTakUxyB>

Press informations and all the results are online on www.polo-gstaad.ch

