



**SECRETARY GENERAL
COMMISSIONS AND COUNCIL MEETINGS**

Promoting, Communication and Marketing Commission and CMTV Department

9 May 2026

Online

Present:

Gulnora Saidova

Donald Anthony

Clerebold Chan

Abdulla Alsunaid

Carl Borack

Garcia Angel

Badr Doaa

Atila Prosits

Omar Benadouda

Wo Qiu Yan

FIE Secretary General

Representative of COMEX in the Commission

President of the PCM Commission

Member of the Commission

Member of the Commission

Member of the Commission

Member of the Commission

Member of the Commission

Member of the Commission

Member of the Commission

Absent:

Chaouachi Mohamed Soufiane

Guyart Brice

The President of the Commission made the remarks below:

- Supervisors in FIE competitions should inform the PCM Commission if there are no banners at the venues.
- Have at least one member of the FIE CMTC department on-site of certain FIE Competitions (to be defined) to supervise
- Contact all LOCs of FIE Competitions to allow at least one photographer authorized by the FIE, for the coverage of the events.
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Identify primary goals

1) Have a director / supervisor to coordinate LOCs in promotion projects

At this point, the Secretary General informed the members of the Commission that an agreement is discussed with Warner Bros and they will contribute/assist with promotion of FIE events. The proposals from Warner Bros will be shared with the PCM Commission for feedback.

She also commented that the only contract the FIE has is with CCTV until 2027.

2) Start TV productions and maybe have a company to standardise these productions the FIE would like to realise

The president of the Commission, proposed that the FIE invites one representative from the LA28 OCOG, to attend the Hong Kong World Championships in 2026, to have an idea of what are FIE's requirements.

Donald Anthony and Carl Borack could provide the names of LA28 representatives. They were also asked to propose the kind of events that could be organised in cooperation with LA28 for the promotion of fencing in the context of the next edition of the Olympic Games.

Carl Borack suggested the use of LA28 social media for promotion purposes. Also, visiting schools in USA to familiarise kids with the sport of fencing.

Secretary General informed the members that the FIE is already examining CV's for the post of FIE Marketing Manager.

3) Creation of logo for FIE competitions

The FIE is currently working in the design of a logo for Grand Prix. A logo for World Cups will also be produced.

Zhen Ma will share the proposal on the logo for Grand Prix with the PM Commission for its feedback.

4) Create a system to identify/elect the best athlete/coach/referee

5) FIE site

The members of the Commission are invited to share their ideas for the development of the FIE site. One member of the Commission to be involved in this project should be communicated to the Secretary General, by next week.

6) Promotion projects

Donald Anthony commented on the importance to organise marketing and promotion events.

The following proposals were mentioned:

- 1) Bring celebrities to FIE events
- 2) Follow the F1 promotion standard
- 3) Begin promotion as of the qualification period
- 4) Organise event in the context of the FIE Congress
- 5) Organise a conference in between FIE competitions
- 6) Organise press conferences in Grand Prix host cities, inviting media to meet fencers.
- 7) Organise creative opening ceremonies of FIE competitions.

It would be good if the FIE could start organising/hosting promotion events as of 2026, however it is questionable if there exists the man power and resources to be able to reach this goal.

By the end of 2025, the PCM Commission should identify the kind of promotion events and how many per year would be a realistic goal for the next years.
