



**MINUTES OF THE MEETING
OF THE PROMOTION AND PUBLICITY COMMISSION**

Lausanne, June 23& 24, 2007

Present:

Carl BORACK	President of the Promotion Commission
René ROCH	President of the FIE
Victor Sergio GROUPIERRE (ARG)	
Janda FRANTISEK (CZE)	
Abdel Monein Elhamy EL HUSSEINY (EGY)	
Velichka HRISTEVA (BUL)	
Florindo Eugenio Batista MORAIS (POR)	
Muhannad OTHMAN (IRQ)	
Myriam Leonor SUAREZ GONZALEZ (COL)	
Benny WENDT (AUT)	

Excused:

Saoud Bin Abdulrahman AL-THANI (QAT)	Vice-President & Representative of the Executive Committee
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Absent:

Bandar UTHMAN AL-SALEH (KSA)

Mathilde RICHEL

FIE Press Officer

I. STUDY OF THE PROPOSALS FOR THE 2007 CONGRESS SUBMITTED TO THE PROMOTION AND PUBLICITY COMMISSION

Fencing Federation of Belarus (BLR)

With the purpose to improve technical process of providing the competitions made by the Confederations and in order to ameliorate the methods of organizing and running the tournaments by Zonal Confederations, we propose to:

- delegate the right of running Zonal Confederations' tournaments to the Organizing Committees to be formed by Confederations themselves and Organizing member-federations – in compliance with basic requirements of IFF/FIE Rules and Regulations;

Opinion of the Promotion Commission: not in favour because the FIE Executive Committee was not in favour.

Fencing Federation of Brazil (BRA)

Proposal 2 (deferred from the 2005 Congress)

Reincorporate the bib as valid surface at foil.

Opinion of the Promotion Commission: wait for the decisions of the SEMI commission for the safety issues.

The commission also raised the questions of the impact on standardization and the Olympic masks being proposed to be used in Beijing. While referring this issue back to SEMI, the request was made that tests be made (w/o tremendous expense) with the different companies to test the bibs to insure with great certainty all concerns. Some commission members noted that every change presents a financial burden for some countries and that SEMI must be certain before asking for the change in rules.

Proposals from the FIE Executive Committee

Prop. 10) o.27 The final

The final, which is by direct elimination, shall consist of 4 fencers.

Executive Committee, motivation : standardisation of the presentation of competitions.

Opinion of the Promotion Commission: in favour.

Prop. 12) o.77.3 This supervisor is either :

- a member of a FIE Commission,
- a member of the FIE Executive Committee,
- **a member of a group of persons, appointed by the Executive Committee, available and experienced at organising competitions.**

He will be appointed by the Executive Committee of the FIE, at the suggestion of the FIE Bureau.

Executive Committee, motivation : compensate for the lack of observers in certain competitions, in particular junior.

Opinion of the Promotion Commission: not in favour because of the issue that not enough FIE elected members were being used as observers and some individuals were given too many assignments.

Fencing Federation of Cuba (CUB)

The objective of this proposal is an approach to the systems applied in the Olympic Games seeking equity, universality and an acknowledgement as the best for the best in the world.

With the goal to achieve what we are suggesting this is our request:

Individual competitions

- 4 Continental Championships (one per continent)

The Continental Championships will be held in the first half of January (...)

- 8 World Cup (one per category)

The world cup will start in the second half of January and will end in June (...)

- 6 Grand Prix (one per category)

"(...)The organizing countries for these events would only need 4 floors of different colors and one for the end; it would be in one day. The proposal is for July or August and it would be a magnificent show or the media".

Opinion of the Promotion Commission: decision which should be dealt by a special commission which has to be created (Mr Grouppierre).

Danish Fencing Federation (DEN)

The fencing federations of Iceland, Norway, Sweden, Finland, the Netherlands, and Denmark propose an adjustment of the counting for the world ranking list through the inclusion of points earned in satellites.

The official Open ranking of the FIE takes into account the best six results of the World Cup, or Grand Prix competitions or Satellite in which the fencer has participated, with a limit of no more than three from any one continent, plus the World Championships or Olympic Games and the Zonal Championships.

Opinion of the Promotion Commission: not in favour because the members do not think that it is a fair decision for the entire fencing family.

British Fencing Federation (GBR)

Opinion of the Promotion Commission: the dimensions of the labels and logos must be the same as for the Olympic Games.

Italian Fencing Federation (ITA)

After thinking about possible solutions regarding Olympic qualification for team competitions, after Beijing and before London 2012, I wish, while awaiting further details, to propose the following:

the possibility of organising relay team competitions by gender at the 2008 Junior World Championships in order to ascertain practical issues and for these then to be discussed as of January 2009.

Two athletes per weapon would participate in the team competition at 60 hits. This means, for the men's team: two foil fencers, two sabre fencers, two epee fencers, with the possibility of using a reserve.

For the women's team: two foil fencers, two sabre fencers, two epee fencers with the possibility of using a reserve.

Therefore, during the 2008 Junior World Championships, six medals could be awarded for the individual competitions and two medals for the team competitions, effectively shortening the competition by one day.

I hope that this proposal will provide the opportunity to discuss these issues and increase our sport's prospects.

Opinion of the Promotion Commission: not in favour because of concern that this will not help the smaller countries, and a secondary concern that this may be used as a test to later apply to the senior events which presented the concern of losing medals in the Olympic environment rather than gaining two more medals.

Fencing Federation of South Africa (RSA)

Opinion of the Promotion Commission: already dealt with the proposal of the Federation of Belarus.

Ukrainian Fencing Federation (UKR)

1. Publicity Code :

To add in Cf.2 c) as second proposition the following sentence :

A sports organisation as organiser of a sporting event may invite any kind of sponsor to support the event, as long as its activity is not in contradiction with the FIE rules and the Olympic Charter.

Motivation: to allow companies selling alcohol to be invited as sponsors.

Opinion of the Promotion Commission: in favour ; however, concern was mentioned for youth and youth drinking, particularly in those countries with age laws for drinking. Recommendation would be for adult competitions to accept alcohol related advertising with the caveat to use discretion in countries sensitive to drinking and drinking laws.

II. 2007-2008 CALENDAR

Regarding the nomination of the observers for the 2007-2008 season, the members of the commission reported that the same observers were always nominated, and that they should now be nominated in a way that allows everybody to participate in the process and witness the various tournaments. Note: Pres. Roch had noted concern for the quality of the observers and the commission recommended that a seminar be held for newly elected commission and COMEX members at the Congress shortly after their election.

III. AWARD CEREMONIES

Members of the commission pointed out the issue of spectators who do not stay to attend the medal ceremony. Members of the commission proposed as one possible suggestion to invite/hire a music band to perform after the medal ceremony in order to encourage spectators to stay after the finals and make an "event" out of the fencing/music experience.

IV. OBSERVERS REPORT

Members of the PP Commission noticed that they were not provided the observers report.

V. PROPOSITION OF THE PROMOTION COMMISSION TO DEVELOP THE IMAGE OF FENCING:

Regarding the visibility of fencing in the media, members of the commission pointed out the sponsoring issue which is, according to them, not sufficient at all, as well as the necessity to find international sponsors. They have raised the sponsoring issue and have criticized the fact that fencing, as an Olympic sport, has only one sponsor, Tissot.

They have reproached Tissot with not making enough promotion for our sport, especially in their shops, thus developing a "marginal" sponsoring.

With FIE competitions organised all over the world, the members of the commission have discussed the necessity of setting up new sponsoring partnerships with firms implemented on the international market.

The members of the commission insisted on the necessity to hire a marketing company in order to find new sponsors.

Mathilde Richel mentioned that she had started to work on that issue so far and that she had already contacted Havas Sport (Euro RSCG) which it is not providing this kind of service and, as it is not a real advertising sales agency, cannot help the FIE in setting up contracts with a sponsoring partner; and that this kind of service is very expensive.

VI. TEST EVENT

The members of the commission discussed the necessity to use the Beijing test event to attract sponsors as well as journalists to cover the team World Championships that will be organised on this occasion and to promote our sport image. This could be done by organising a sabre test for example. They have suggested that the Beijing test event be the occasion to increase the FIE's communication.

On that issue, M. Janda expressed his concern regarding the credibility of the team World Championships that will gather only 16 teams. He also objected that the points gained during these team Championships will count in the final FIE's ranking.

VII. INTERNET

According to the President of the commission, Mr Carl Borack, the Internet tool should be considered as the future of fencing. He noted that NBC intended to broadcast 24 sports over the internet.

Indeed, it is cheap and allows to control our image as well as to attract a young audience.

According to Mr. Borack, Fencing should be more involved through tools used by young people (YouTube, Dailymotion)

VIII. LONDON 2012

The members of the commission considered the way to work in order to develop our image towards the IOC in view of the 2012 London Olympic Games, as President Roch previously told the members of the commission that the FIE and Fencing were not in danger until, at least, the London Olympics.

IX. VIDEO REFEREEING

Mr Carl Borack expressed his wish to see the video refereeing broadcasted on large screens so that the audience may see the slow motions.

X. COMMISSION REQUESTS

Commission members would like to receive DVD's of the Grand Prix's and World Championships and the other World Cups where available.

Commission members request their next meeting to occur in Beijing right after the Olympic Test Event.

Emerging nations need better communication with the technical director, and assistance in finding coaches. Egypt, for example, is looking for three fencing masters.

President Roch reported to the committee on a number of issues:

I. Fencing In 2012

- a. In a meeting with IOC President Rogge, Rene was told fencing was "safe" for 2012.
- b. Pres Roch pushed for 2 more medals and was told that if Beijing was a success FIE might get two more medals
- c. Plus an additional 12 more fencers (212) because with two more medals there are enough places.* Felt concern it would mean more medals for the big countries, not the smaller ones. Wants more medals but more importantly wants more countries participating in the games.
- d. Currently 23 countries participating, a number Rene felt needed to be enlarged, felt we need 15 more places and that more places are more important than the two medals but of course we want to try to get both.
- e. Rene felt more countries are more concerned with participation in the Olympic Games than medals

II. Change In World Championship Format

- a. The World Championship schedule will be changed : there will be no more two team finals a day.
- b. "Possible additional cost"
- c. Concern was mentioned by Commission President Borack that the Saber team event wouldn't fill out the time slot, it was "too fast" but Pres. Roch said that EBU said it presented no problem.

III. FIE Training Centers

- a. The cost for the French Training Center (Fontainebleau) is paid for by the Army.
- b. Six Training Sessions, 30 athletes, each time for one month. The FIE pays for all costs.
- c. Currently using European coaches want to develop coaches from everywhere.
- d. Wants to develop an international training center for coaches from all over.
- e. Wants to develop a coaches school.
- f. Center in Beijing, built by the Chinese, with a Chinese Fencing Master, has 70 pistes. 40 fencers have attended.
- g. Center In Mexico at the site of the former installation of Mexico Olympics. One month for fencing masters, for Saber, Polish and Romanian masters.
- h. Senior & Junior Training Camps before World Championships.
- i. Commission member, Mohamed proposed that the FIE help the emerging fencing nations find coaches. He also urged better communication with Technical director POP.
- j. Commission member, mentioned that Egypt needed three fencing masters.

IV. BEIJING

- a. Good venue, in Olympic Park
- b. Close to media center and Olympic Stadium
- c. There will be a visit to installations in September
- d. THERE WILL BE A TEST EVENT FOR THE TWO WEAPONS WITHOUT TEAMS IN THE GAMES. THIS TEST EVENT WILL SERVE AS A WORLD CHAMPIONSHIP FOR THE TWO WEAPONS. THE DATE IS SCHEDULED FOR APRIL 14TH.
 - (1) PROBLEM- CHINESE WANTED SAME # OF TEAMS AS IN OLYMPIC GAMES (8)
 - (2) PROPOSED IS 16 TEAMS
 - (3) PROPOSAL WILL BE AT NEXT COMEX MEETING – CLOSE TO QUALIFICATION FOR GAMES; BEST 8 IN THE WORLD OR 7 + CHINA; FROM WORLD RANKING
 - (4) IOC individual test -40 ** (need clarification)
 - (5) All matches to be broadcast
- e. Commission members discussed whether this would be equal to a full-sized World Championships and the implications of a reduced championship and the qualification path. Nothing was resolved as it is an Executive Committee issue.
- f. TRANSPARENT MASK & WIRELESS IN BEIJING
 - (1) The transparent mask & wireless will be mandatory in Beijing and the quality of the equipment has been confirmed by the SEMI commission.
 - (2) The test will be in St. Petersburg
 - (3) Foil Wireless after the round of 32