

NEWSSTAND

Beyond those doors is an area called Chase Square, which is more open than the other two pre-construction. On the right of the photo - taken from the north side of the lobby area - is a Madison Square Garden store. To the right of the photo - taken from the north side of the lobby area - is a Madison Square Garden store. To the right of the photo - taken from the north side of the lobby area - is a Madison Square Garden store. To the right of the photo - taken from the north side of the lobby area - is a Madison Square Garden store.



Players at British Polo Day China

even international strategic advisory and merchant banking firm, RJI Capital, each recognizing the potential of the event as a diving board to new markets and new clients.

“Traditional ways of conducting business are changing,” explains Olver. *“Brands no longer want to conduct business in hotel lobbies.*

Business is about trust and relationship building – British Polo Day provides the ideal platform for this and, working in a global context, its markets represent huge potential.” The events are invitation-only, and carefully-curated, bringing together key influencers from the worlds of politics, business, aristocracy, fashion, art and the global social elite.

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Of course, entrepreneurship involves risk, and British Polo Day has to be much more than just a good idea. *"We need to know and trust the people who will be responsible for our community in each country,"* says Olver. *"We don't make anything and we don't sell anything, so our business is entirely dependent on the quality of the experiences we deliver."* Each new destination is carefully considered, based on both relationships and economics, but in the end, it also comes down to gut feeling and intuition.

With events scheduled for South Africa, Brazil and South Korea in the near future, it seems there's no stopping Olver and his team. *"It sure does take energy and focus, but we're unrelenting in the pursuit of our goal,"* he says. It's a combination of passion, endurance and community – a community built up of supporters, sponsors and guests – that has contributed to British Polo Day's success. That, and the sport itself. Winston Churchill once said that *"a polo handicap is a passport to the world."* British Polo Day seems intent on proving him right.

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