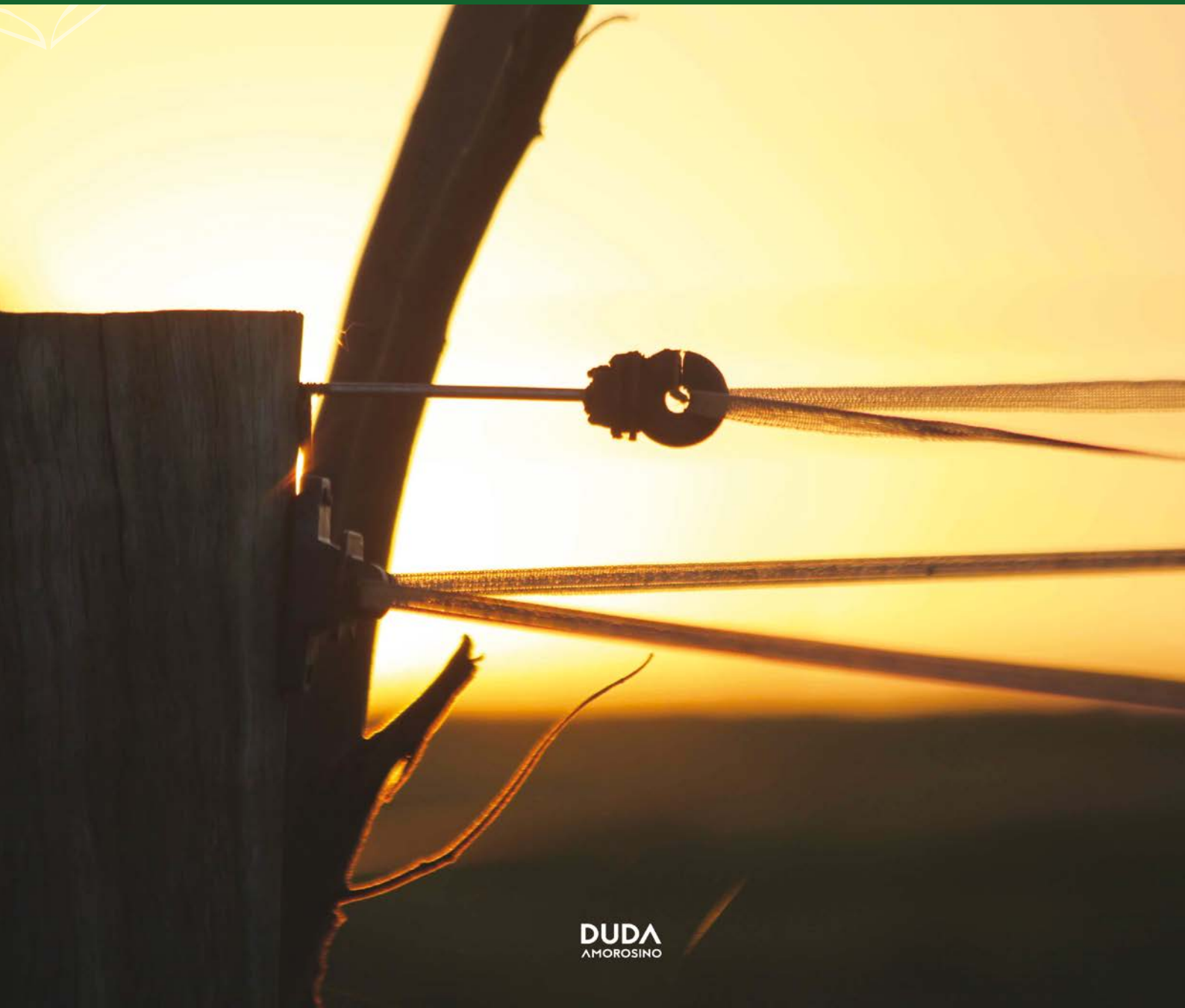




haras  
*Serondella*



**DUDA**  
AMOROSINO

*A Family Passion*





by Simone Leo ■ photos by Haras Serondella archive



After the All Nation Cup I had the pleasure to travel with Fabio Amorosino, the owner of Haras Serondella in Brazil and talked with him about horses, family and business.

Fabio is very well known in Brazil as he is the President of ABCCA, the Brazilian Arabian Horse Breeders Association. And, as a breeder, is well regarded worldwide.

Despite of his very busy schedule at work (being the CEO of a Bank in Brazil and a Board Member of another one in the US, which brings him to NY at least once a month...), he is also a very enthusiastic judge that "makes up room", in his own words, to have the honor of having judged some of the most prestigious Shows in the World such as: The All Nations Cup in Aachen; The Arabian Breeders World Cup in Las Vegas; The US Nationals; The Brazilian Nationals; The Chilean Nationals and very interesting Regional Shows such as The West Coast Cup to name a few.

Fabio was one of our first subscribers of the magazine and he always waits for the copy of TuttoArabi to see the news and to discover new stallions to be used in his breeding program.

TA: So, Fabio let's introduce yourself to our TuttoArabi readers.

FA: Well, my name is Fabio Amorosino and I was in love with Arabian horses since I was a little child. To summarize it, I had a great fortune to have horses as my passion for life since I was three years-old. Haras Serondella was established





## *Dhalka Serondella*

(Lothar el Nyhl x \*Rezella, by Amal)

**Gold Medal Champion Filly  
Wells and Menton 2006**

in the end of the 1980s. At that time, arabian horses were extremely expensive and because of that I decided to begin our program buying thorough-bred mares to breed with FHF Jaklan (\*El Shaklan x \*Euphony, by \*Litigator) who was a stallion that impressed ourselves a lot and I latter had the chance to purchase. We then began to breed anglo-arabian horses. In 1990, this project was interrupted when I had to go to USA to pursue a Masters Degree (MBA). When I came back to Brazil, I decided to resume our breeding program, but at this point, I began to breed pure arabian horses. Gradually Haras Serondella began to build a breeding program acquiring the best broodmares we could afford. Today we have the satisfaction to own a well selected group of horses where we are sure that we are only starting this very nice endeavor! This is nowadays a Family Passion, the main topic of our conversations at home, with my wife and sons participating at every breeding decision!

I have Arabians as my soul and dream in life!

TA: So, Fabio I visited you many times in Brazil. I know your family. I know you have Italian tradition, so tell me more about your family.

FA: So Simone, as you know, Family is the most important thing in life. I have a lovely wife, Araceli and 3 children: Felipe, Fernando and Pedro; 18, 16 and 11 years-old. As I said, all of them are passionate with the horses and they are trying to



## *Amalia Serondella*

(Perseus el Jamaal x Amelie el Jamaal, by \*Ali Jamaal)

**German National Gold Medal Champion Mare  
and Highest Score of the Show in 2015  
proudly owned by EOS Arabians, Germany**







## *Fynt Serondella*

(\*El Nabila B x Dhyeva ATA, by \*AAF Kaset)

**Uruguay Supreme Champion**

travel with me every time they can to visit farms and to see the shows.

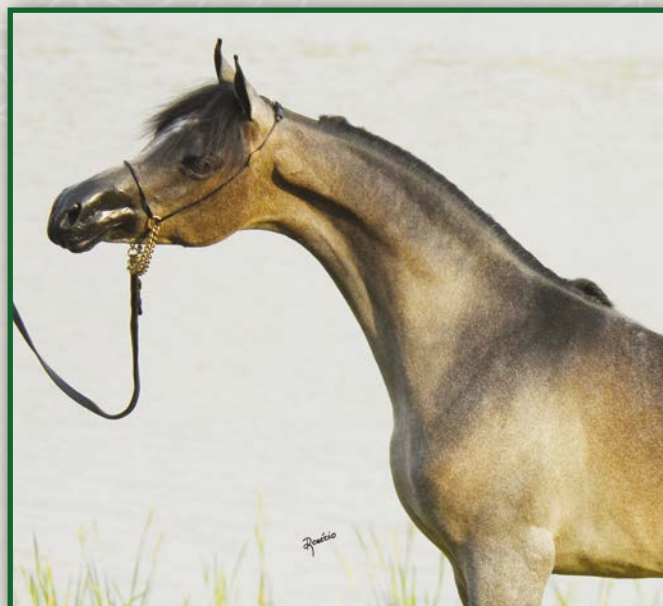
I like to say that every time we travel, we learn something important to improve our breeding program! They really would love to be in Aachen this year, but since I was judging, we decided that it was not appropriate to come this time.

In Brazil, whenever we have some time off, we try to get away and stay close to Nature to create a very good atmosphere around ourselves and talk about of that we like the most: horses, horses, ARABIAN horses!!!

I have the fortune that my sons felt in love with Arabians very naturally. We try the most to be all the time we can together to study the pedigrees, to learn more every day at any new decision to then plan the strategy ahead to our farm.

Talking about the Italian Tradition, my father is Italian descendent. All of us have Italian citizenship and soul. We are very close to Italy, despite of living in Brazil, since we like soccer and the Italian team, as it's a second passion in life. Regarding Italian specialties, we love pizza, pasta as main dishes at home. And we love to spend holidays in Europe, Italy being our next trip!

I am very happy to say that the main topic during dinner at



## *Henno Serondella*

(Perseus el Jamaal x Azdara el Jamaal, by \*Ali Jamaal)

**Brazilian National Champion Junior Colt**

# Arwan

*Meia Lua*

(Marwan al Shaqab x Aryelle el Ludjin, by Ludjin el Jamaal)







*Arwan Meia Lua*

Stallion 09.10.2013

**GAZAL AL SHAQAB**  
15.05.1995

**MARWAN AL SHAQAB**  
12.02.2007

**LITTLE LIZA FAME**  
27.05.1987

**ARYELLE EL LUDJIN**  
10.02.2007

**LUDJIN EL JAMAAL**  
05.04.1989

**ARIANNA SHAH**  
02.01.1999

**ANAZA EL FARID**  
**KAJORA**

**FAME VF**  
**KATAHZA**

**\*ALI JAMAAL**  
**\*LYDIRA EL SHAKLAN**

**\*SHAHLLENGER**  
**ALIHANA EL JAMAAL**







## Quinoah Serondella

(TF Afrikhan Shah x Halily el Ludjin, by Ludjin el Jamaal)

home is of course Arabian Horses and how we can improve our breeding program seeking our ideal HORSE!

TA: Speaking about horses, I know that you already won important titles at the Brazilian National and horses you bred abroad too. So, tell us what you felt in those moments.

FA: This is a very nice question...Winning an award at any important show is an honor, it's something that you never forget. Just to name a few, until today I recall very well the moment when Henno Serondella (Perseus el Jamaal x Azdara el Jamaal, by \*Ali Jamaal) was named Brazilian National Junior Colt Champion, when I was holding my little boys on my arms... It was unforgiven! Also watching Dhalka Serondella (Lothar el Nihl x \*Rezella, by Amal) winning at Wells and Menton was something that we were very delighted. We just

saw last year Amalia Serondella (Perseus el Jamaal x Amelie el Jamaal, by \*Ali Jamaal) winning the German Nationals and also were extremely proud of her! Also Fynt Serondella (\*El Nabila B x Dhyeva ATA, by \*AAF Kaset) was Unanimous National Champion in Uruguay. But to be very honest with you, what excites ourselves the most is the pleasure of seeing a mare or filly that we bred producing well on very strongly regarded breeding programs Worldwide. We are also very excited with our new Stallion Arwan Meia Lua (Marwan al Shaqab x Aryelle el Ludjin). He is Co-owned with Haras Al Ventur. I consider Arwan a very distinct Marwan. He is very typey and correct on conformation with an outstanding pedigree. We are very anxious to see the first babies starting next December! At the very end of the day, as the time goes by, you realize that



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what really matters the most is the very next breeding decision you will engage in... The more we think about it, the more we realize that it is just the beginning of a very long adventure!!! My dream is to breed very solid Arabian Horses with strong genotype and fenotype but also with valuable sport abilities. In another words, a horse that could do very well in the major International Shows, by that could also be ridden (with a lot of type & good movement!). Nowadays, our breeding program is based on the best we foresee worldwide available, the best meaning trying to bring to our bloodlines very strong input to new generation of fillies!

Fillies are the future producers of our breeding program!

Therefore, we just breed to a horse that we would love to have a filly by him...

TA: So, tell us some of the pearls Haras Serondella created in the past years. Did you export them?

FA: We have exported up to this moment 26 horses. Many

of these horses were champions in Brazil or in their new homes, where most of them turned out to be good stallions and mares with an important participation in their new breeding programs. We already exported to countries like; USA, England, Germany, Italy, Dubai, Qatar, South Africa, Argentina, Uruguai and also Equator. This is very significant for us and it is a rewarding the experience and recognition earned internationally.

Speaking about new Pearls, we have something that I will show you in real next time you visit me at home. A very solid and showy filly that I think is the best Haras Serondella has bred so far. Just remember the name: Rhonda Serondella... She is of European quality and I believe she can compete in the best shows next year but I plan to keep her. She will be key to our breeding program. We are very proud of her dam line that is consistently presenting ourselves as the years go by with new gifts!!!

## *Justy Vcm*

(WH Justice x Faryna HVP, by \*Cajun Prince HCF)







## Sasha Van Khidar

(\*Khidar x Salma Van Ryad, by Ryad el Jamaal)

**Brazilian National Reserve Champion Filly**

On the same dam line, Only Serondella won last year's the Brazilian National and went Supreme Bronze. She represents our 4th generation coming from a dam line that we are very proud to have as foundation mare Spanish Res. National Champion \*Parana, a daughter of Zarza II, one of the best producers in Spain ever. \*Parana is the mother of Nuk Serondella (by \*Encore Ali) exported to Italy, who is the mother of Ehva Serondella (by \*El Nabila B), who is the mother of Jelabie Serondella (by Vektor el Ludjin), who is the mother of Only Serondella (by \*AAS-Elishahh) and just dreaming about our 5th generation about to be born!!!

Haras Serondella is focused on having the best group of mares being improved and selected on daily basis...Constant effort! This is fascinating, for us a dream being built every day. We are proud to own a very selected group of mares coming

from very important families lines such as: daughters with a significant influence of the \*Ali Jamaal bloodlines, coming from himself and from his sons Ryad El Jamaal and Ludjin El Jamaal; Padrons Psyche with his two daughters; our three home breed \*El Nabila B daughters that we like a lot; \*Khidar with his 4 daughters; and Gazal Al Shaqab and WN Ultimate Star, Marwan Al Shaqab, Falcon BHF, WH Justice, and Eden C through their daughters, wonderful representatives at Serondella. Come meet them!

TA: And Fabio, after being a respected breeder, since January 2014 you were also elected the President of Brazilian Arabian Horse Breeders Association (ABCCA). Was it a really great challenge for you especially considering the sensitive economic time Brazil is going through? Could you please share with our readers your main topics on the agenda?







## *Only Serondella*

(\*AAS-Elishahh x Jelabie Serondella, by Vektor el Ludjin)

**Brazilian National Champion Filly  
and Supreme Bronze Champion**



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# *Ehwa Serondella*

(\*El Nabila B x Nuk Serondella, by \*Encore Ali)



## *\*Psynfull Ia*

(Padrons Psyche x CA Sparkling Star,  
by WN Ultimate Star out of Bey Shahmpane)

## *Dora Van Ryad*

(Ryad el Jamaal x Zara JPT, by \*Cajun Prince HCF)

**Brazilian National Champion**



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## \**Royal Encantata*

(Eden C x San Jose Javiera, by Hafati Express)

**Las Vegas Gold Junior Champion Filly**

FA: Yes, it was Simone. As well all know, it's a really difficult moment in Brazil economically and politically wise. At the Brazilian Association, we are trying our best to keep our community enthusiastic about shows and future breeding plans despite of the Country's turmoil. But I am an optimistic person by nature. First of all, this is our passion and it is supposed to be fun! This is the main issue: without fun and passion, nothing would be possible. After that, our main Agenda as the Board is to bring the Brazilian Arabian Horse better exposed worldwide. Furthermore, we just launched our new website ([abcca.com.br](http://abcca.com.br)).

Regarding the challenge, I must say that despite of the current volatility in the Country, we are managing to overcome such difficulties. Last September we had the Breeders Cup and the International Shows with a total of 154 entries, a number that is representative even to international shows nowadays.

I am extremely proud to be part of this Group running the Association. We managed to put together serious Breeders that have as major aim the promotion of the passion that is to breed an Arabian Horse! Our breeders are trying their best to offer the outstanding hospitality to the people that visit Brazil looking for good quality



## \**Lethyf Falconese*

(Falcon BHF x Penny Carol, by Lethyf el Jamaal)

**US National Champion Mare**



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## \* *Aria Shanteuse*

(Gazal al Shaqab x G Shamaal, by \*Ali Jamaal)



## *Queniah Serondella*

(\*AAS-Elishahh x \*Aria Shanteuse, by Gazal al Shaqab)

horses. I have to say that in the last years Brazilian breeders had the honor to have bred horses like FT Shaella, Felicia RLC and Honey's Delight RB that everybody knows and I consider icons. You can tell to the breeders that we are looking forward to see them all in Brazil at the Brazilian Nationals! They will come, have fun and will find horses of international quality! We are very proud to see nowadays many champions worldwide that have Brazilian influence in their pedigrees.

Furthermore, if I may, I would like to take the opportunity to touch on a sensitive issue. In my opinion, something we can't forget is that the Arabian Horse is also a ridden horse. We need to find a use to the 95% of the horses bred that will not be superb show ones. On this manner, we are encouraging the most we can the use of the Arabian horse. We need to improve the ridden classes and our Board has been working on this front: from Team Penning to Ranch Sorting (working cattle), Endurance, Racing, Classic Arabian Horse Racing, Western Pleasure, 3 Barrel Racing and Classic Show Jumping to name a few. We have in Brazil very large farms (cattle) where the Arabian Horse should be promoted as the best alternative to work at the farms, because it is!



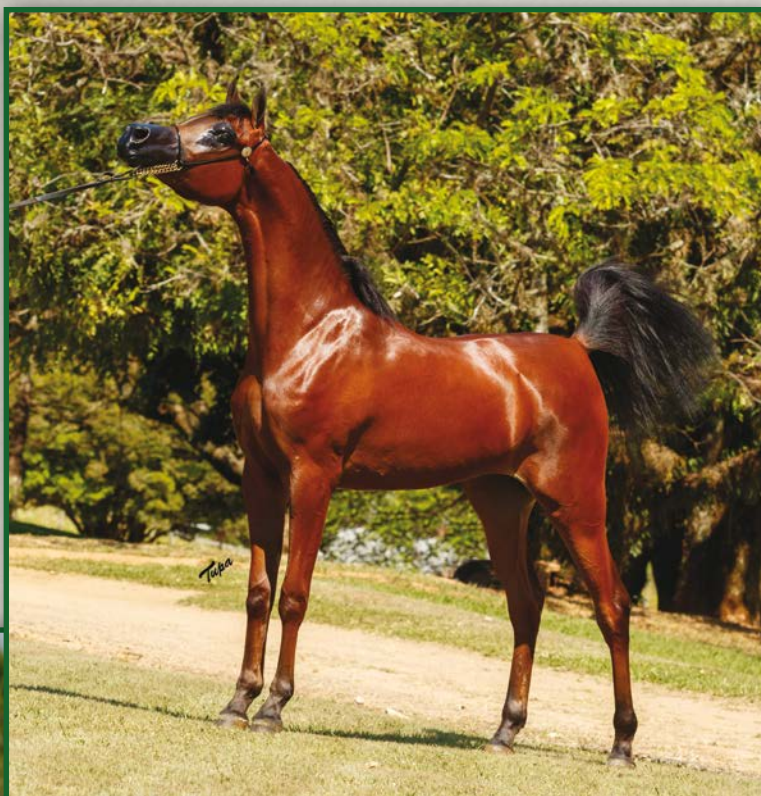


# Queridah Serondella

(\*AAS-Elishahh x Livyah Serondella, by Jylbert De Wiec)

# Primollah Serondella

(\*Al Hadiyahh AA x Amira Serondella, by FHF Jaklan)



TA: Fabio, you already judged 2 times in Europe this year, in West Coast show and in Aachen. Tell us what you think about the quality in Europe?

FA: The overall quality was of very high standards. Some classes presented very solid groups of horses that really motivate one to seek to the next level! We managed to see together the classic & the modern types on a very harmonious stage! I quite enjoyed it!

TA: Tell us about Haras Serondella: how many boxes do you have, which trainers do you use for your horses and what project that you have for next year?

FA: As I said before, Haras Serondella is a family venue: we work all together everyday to reach what we have agreed to be

our North, our Target way ahead... We have no rush to get where we want because we know it is a lifetime endeavor.

In our farm we have 28 stalls, and actually don't really need all of them, because we believe in the concept that a happy horse is a horse that stays out in the fields for most of his/her days! All the pastures are surrounded by very green areas that aim to promote a very healthy life! They stay outside for the whole year.

We have a nice club house where we love to guest friends & family and organize a nice "churrasco" (BBQ) or a great Italian Pasta or Pizza. Visitors are more than Welcome!!!

We mostly have our horses shown by Sandro Pinha and Dejair Silvestre.



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*Rhonda Serondella*

(Fadi al Shaqab x Ehva Serondella, by \*El Nabila B)



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## *Rhonda Serondella*

(Fadi al Shaqab x Ehva Serondella, by \*El Nabila B)

Regarding our Breeding Program and Plans ahead, we are extremely proud to have in our broodmare band: 7 Brazilian National Champion Mares, an US National Champion Mare and a Las Vegas Champion Mare, coming from the best available bloodlines worldwide. It is an honor to have in our farm: \*Lethy Falconese - US National Champion mare, \*Royal Encantata - Las Vegas Champion Junior Filly, Sasha Van Khidar - Brazilian National Champion Filly - a very nice Khidar daughter, and 2 super Padrone Psyche Mares, with these ones and some other very strong producers we are doing many embryos with the top stallions, and looking for the best embryo rights of the top mares available at the market. I think that all these efforts should bring us to the next level.

TA: Fabio, I heard that there is a project to move the Brazilian National to a different month of the year. Normally, the Brazilian National is held in the middle of November. Could you tell us more about this project and the reason why you would like to move it?

FA: We are starting to discuss the possibility to move the Brazilian National next year to July. This is an embryonary idea

but I believe that it could be very interesting to at least test the concept with our community. In fact, the Brazilian National is very close to the Salon Du Cheval and we miss many visitors as the date does not permit everybody to be there.... But we run the Association based on top consensus and this is a topic that needs to be submitted for approval. So, we will discuss this matter on the next meetings and probably will take it into a survey to try to have the consent. We need to be sure if indeed July could be a better time of the year where European breeders, the American breeders and Middle-East breeders would be more available to travel because of their summer vacations. Most probably, if we will go in this direction, it will make sense to move our Breeders Cup to later in the year. So we hope next year we will have two top events organized in the best period to host our visitors. But once again, it still needs to be submitted for approval.

Finally, the main message that I would like to leave here: Brazil is an amazing country!!! We would like to invite our readers to come at least one time to see it. If you do so, you will be back!!! We end this conversation with Fabio Amorosino and we are sure we will hear the name Serondella even more worldwide. □

*Promisses are fulfilled! Dreams can be reached!!!  
Please come and visit ourselves!*



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