Noel Asmar: Horse Industry Professional of the Year

Noel Asmar is a lifelong equestrian, dedicated to promoting horses in every aspect of her life and embracing the entire lifestyle. The Founder and CEO of Noel Asmar Equestrian, an internationally acclaimed equestrian apparel brand, Noel's passion to empower her fellow equestrians through fashion is evident in all that she does.

She enjoys quiet time away from the office at her family home in the equestrian community of HighPoint with her husband and three children and their horses Jake and Duchess.

Noel has been involved in the development of the equestrian community in British Columbia at a variety of levels. She continues to cultivate young talent through her support of the Canadian dressage team at the NAJYRC as well as the BC Pony Club. Noel has also supported the first CDI event at Thunderbird this spring, and the FEI World Cup Show Jumping Qualifier in August. Putting B.C. on the map of equestrian destinations, Noel was a sponsor of the Anky van Grunsven and Charlotte Dujardin dressage clinics, dressing all of the riders to look and feel their best in front of the world champion, and inspiring local riders to continue developing their talent.

Helping local talent to flourish, Noel has partnered with a number of dressage and jumper riders to assist them in pursuing their dreams in the international ring, including WEG competitor Karen Pavicic and show jumper Laura Jane Tidball. Noel understands the consuming nature of equine sport and supports riders at all levels. Her innovative fashions continue to elevate our traditional sport through modern technology and revolutionary fabrics, and Noel Asmar is proud to produce more than 70% of her collection in Vancouver.

As an established businesswoman, Noel has been recognized for two consecutive years among Canada's Top 100 Female Entrepreneurs and she continues to grow her business internationally. Her passion for the horse industry inspires her employees, her friends and acquaintances and the journey is just beginning.