

# ILDIKO BURANITS OF HUNGARY SPORTSWOMAN OF THE MONTH OF MAY 2012

## Who is Ildikó ?



My name is Ildiko Buranits. The name, Ildiko, springs from the German Hilda. The meaning is warrior, victorious woman. Nomen est omen.” I am an Earth Rooster, according to the Chinese Horoscope, otherwise my sun sign is Pisces. I was born on March 10, on the birthday of my father. According to my mother, the reason why I can pay attention to seven different things all at once is, because even my birth was a gift, a gift from my father. I was born in Western Hungary, in the city of Sopron. In the history of the Hungarians, this city is known as the city of Fidelity, my origin predetermines my character.

## What is your current profession?

I work in consulting and lobbying, our own magazine, Pump & Flex, is a market leader in Hungary, my firm promotes and directs the two most significant multi sports festivals, Fitparade and Sportfest. Besides this, I am smoothing the way of our championships the future, I am going to focus on the development of International Sports Relations by developing Fitparade and Sportfest into an International Franchise and by introducing my magazine, Pump & Flex Magazine into the Foreign markets.

## **What is your favourite subject in school: History, Geography - Maths or Essays?**

As a child, I wanted to be an archaeologist, then a news paper writer. My literature-history teacher had huge effect on me. I got the most from this teacher during my student years. This teacher read my writings aloud to the other students, and they regularly had tears in their eyes, because I always wrote about my reality. I have been working since I was 15 years old. I achieved my High School Diploma in an evening course, while I was working and actively in competitive sports. And I got my Diploma in Directing and Promotion in an evening course at the University of Economics on the Faculty of State Administration. I am interested in State Administration and Politics, I've been writing my own contracts for years now, I have completed two years of Law School.

## **Your hobbies? I know you love dog? What else?**

Yes, my dog, Giselle is a FITbull , actually a British Bulldog. I love art, for a while, I was collecting antique pocket watches, now, I collect paintings. I love to write, I'm clear, that people listen to what I say, and I try to write about what would benefit others. Some of my Internet comments are read by several thousand people.

## **What other sports you were involved, I know you are a Judoka. What grade ?**

Gold badge winner as a junior field athlete, multi year member of the national team of Judo, I achieved international results as well, I am a Hungarian Champion. I am planning to collect some medals in the Masters category. My dream was to win an Olympic medal in Judo, but I had to choose between sports career or business. I gave up my dream for the latter, because you can not dream of the Olympics with an empty stomach. I learned in Judo that you have to stand up from any situation. God loves me, because even though I am from a very poor family, I have been successful in making a turnaround in that. My faith has lifted me out of poverty. I believed in my abilities even as a child. I was a good student, I was a leading character in school, and in sports, I was able to prove myself in Judo, even though in the beginning, I was the worst at the training, but eventually I won over myself through my mental abilities. As a 23 years old, I was Hungary's youngest factory owner, in such a way, that I did not inherit the assets to start with, but I built everything from my own power. I have the same business partner for the past 20 years, we've both got to where we are from nothing.

### Food that you love best?

Rice cake is my favourite. It is a sweet, baked rice treat. My mother baked this for me when she felt that I won at a competition. She had to make this a lot when I was an active competitor

### What kind of music that you love best? And who are your favourite male and female singers?

I like selective jazz, lounge music and also rock and roll. I love to dance, especially the rock and roll. Adele, Sheryl Basey, Diana Krall, Frank Sinatra, Elvis Presley, Will'i'm are my favourites. My favorite song: Jennifer Hudson, One night only and Laura Branigan: Selfcontrol, My favorite movie: God Father trilogie.

### Since when you were involved in Bodybuilding and Physique Sports?

I fell into it in the nineties. I got prepared for a fitness competition, but I did not participate, because I did not want to get on stage in a bikini. I was shy, even though I had a chance to win that competition.



### What made you to work for this sport?

We've been sponsoring athletes from the beginning who we've known from the gyms. When we had a meat factory, we gave chicken meat, when we had a yarn factory, we gave money and we did our sponsorship through the competitions. The guys complained a lot, that most of the time they are beaten by the judges rather than by the other athletes. The general opinion over this sport was at such low point, that this meant a huge challenge for me. We wanted to direct fair competitions, where we treat the athletes respectfully, and the influence of the clubs does not determine the placing of the athletes. We directed over 50 various competitions with independent money prices. In the beginning, we could only call it a Gala,



and we gave huge prize money, the winner was whoever was the best, and as a result, we grew. The then Mr. Universe, IFBB Pro friend, showed up with Canadian manager, Louie Koncz , who invited me to partner with him in directing Pro competitions. We went to see Mr. O in Vegas in 1999, and I said I can make such event as well, if Flex Wheeler , the best of all time, comes here. We established the IFBB Pro League, and I became it's president. In 2000, on my birthday , was the first Pro GP, which was directed by me, and Flex Wheeler won it. We made a huge campaign, Flex became known throughout Hungary. I am proud of the fact that Flex and I are still friends. This gave a new impetus to the sport of body building. We brought the biggest stars, who were only known to Hungarians from the pages of American magazines up till then.

In this world I am considered as an oddball, perhaps, because I am a woman, even so, I am protecting the interest of the athletes like a tiger. I encompass respect and compromise, but the word expedience, is not in my vocabulary. I appreciate knowledge and experience, I reject superiority, I walk my own path. We stopped directing after 2004, but Fitparade has grown into a multi sport festival, where over 60 sports events are exhibited and demonstrated, and today, Fitparade is world famous. There are stage performances, outside, and swimming pool competitions are also included, and this kind of combination is unequalled in the world.

**Tell me about your "FitParade" how, when and why you started this?**

Fitparade is going to be 10 years old this year, but it truly became whole, when without reason, one month before the competition, they cancelled the contract of the Pro GP. This happened after 8 world renowned competitions. The giant posters on the billboards were already out on the streets, when this contract got sacked, and the money, which we wanted to give to the pros, we ended up putting into the amateur sports. I never once wanted to give up, in fact, I felt, it was beneficial to me, that I got a new challenge. I believe in what I do, or rather, I only do things I can believe in, steadfastly. Only a few have such fate as mine, and as a result, sometimes unbelievable miracles happen with me. At the time, when this switch happened, in reality, whoever wanted to cause us damage, made a really great favor for us, and we, on the other hand, were able to let go of something that was world renowned, but was a deficit. Believe it or not, but behind Fitparade, this two-day, 1800 athletes mobilizing, almost 20.000 spectator drawing event, there is a 4 person team. According to our philosophy, we have included such sports, which are popular, but do not have enough promotion and publicity, and Fitparade gives them an

outstanding opportunity for growth and development. Arm Wrestling and Strongman have risen to world standard level through us, all through while getting introduced to an ever widening circle of spectators. What is needed for a Great competition? Sponsors, competitors and spectators. We provide all this at Fitparade, which, by now, is recognized as the 3rd best in the World. Fitparade's every momentum is it's own, we renew it yearly, we are constantly being copied, but they can only copy the things from the year before, we are always years ahead of the others. The people who work with me, truly love Fitparade. And this is an exceptionally strong energy, everybody feels this, the participants as well as the spectators. The Hungarian Arm Wrestling grew along with us into a world standard, and last year on Fitparade, there were 150 bodybuilders and 40 fitmodels. There were several hundred participants in strength sports, the swimming facility was at full capacity for two days straight, and the programs were at full throttle at the outside facilities as well. We knew at the switch already, that we were making history. There are a lot of people who are attempting to make barriers for us, but the problems get solved, because we help a lot of athletes and people. We are blessed, thanking the Good God for this!



### **Recently Hungary produced many great champions, who is behind this?**

All the past hard work is paying off right now, the motivation gotten from the pros has manifested into results. Hungarians have been personally meeting with the pros for the past ten years on Fitparade. The achievements of trainers and determined athletes, are all those medals, which we are winning. We are directing open competitions since the beginning, where new faces show up all the time. We are fighting really hard to allow the athletes to be able to compete in all the competitions they would like to enter into, because from this variety, they will gain more and more experience, and then win and win some more. Our other duty is to let them know of their achievements as well. Our athletes have trust in us, and this is the most important aspect for us.

### **What made you to join the WBPF?**

I was invited into the WBPF. Axel Bauer and I had hard core arguments at the end of the IFBB Pro. They were firing the chief of the Pros, Wayne De Milla, on our competition, but I did not allow them to ruin our event. As a result of my warrior like stance, the firing took place after the event, behind the curtains, but the Germans and the Austrians will always remember what I said then. When Axel phoned me and told me about the new federation, the goals and the founders, I told him to come to my office, and I am going to listen to him. At the end of the meeting, we accepted the invitation of WBPF to Dubai, in order for us to get a personal impression. It was an amazingly well organized competition. That is where I got to know Paul Chua , and, during his rock solid directing work Hussain Al Saffar . Zoltan Toth became the World Champion in 90kg. So the Dubai event is unforgettable from many aspects.

### **What is your current position in WBPF?**

Position? We are building a business & sport philosophy within the federation, and our leaders are people, who have been great athletes themselves, and are able to adopt and master what we represent. Our leaders are honored and recognized persons. I am an active and persevering woman, I am lucky, because what I do is my passion. My mission is, that I openly stand by the interest of my athletes. I am very proud of my post in Europe, I am pleased to function as the Secretary General of Europe, and as the member of the female committee, I am honored, that the WBPF board is open to embrace my innovative ideas.

## **What are your dreams and what do you think of the WBPF and its current leaders?**

My dreams are coming through as I am envisioning them. I would like peace within and around our sport, body building and fitness. The federation has to serve and support and not to constrain the athletes. Who only takes, demands and does not give, will get lost. I would like that the Hungarians win a lot of nice medals, and the dreams of the athletes come true. I would like to hear the Hungarian anthem a lot. I feel really good amongst the leaders of the WBPF. I believe in a respect based hierarchy. I am being treated as an equal by people who I respect. I like, that the people who are the leaders of their respective countries, are also successful in their private lives. I like, that they give to our sport, and not take away from it. They are well respected businessmen, they are familiar in politics, and our President is a genuine Prince. I am really pleased, that I get such respect in this world of masculinity. I love to travel to the competitions, because the atmosphere is very supportive and family like, even though there are several hundred of us on each event. I would like to personally visit as many countries as possible, to get a peak into as many cultures as I am able.

## **Are you a Sports Diplomat or a Promoter?**

In 2011 I got the Promoter of the Year Award from the sports media in a country, where the most important sport is soccer. I was awarded alongside three soccer stars. I have been active in sports diplomacy since the beginning. I got a Remembrance Placket from the Ministry of Sports in 2002, I took part in the preparations of the Hungarian Sports Laws, in 2006 my proposal in sports strategy was presented in Parliament, and it looks as though now it is coming into reality. I am a member of the Sport Society the recently reborn National Sports Federation, I'm Board Member of the Hungarian Parasport Federation which is member of NOC and the Hungarian Strength Lifting Federation will award me an Honorary Presidency Post. Besides all this, my work in the WBPF's female committee has an effect on the whole world. We received the Gold Medal from the WBPF for the direction of the II. European Championship, which means a lot for me. I have not received this kind of award before, even though the pro competitions, which were directed by me, have made me a legend in the world of gym sports.