New shot fired in Asia-Pacific trade show wars

BY HAL PHILLIPS

ONG KONG — Just when the Asia-Pacific golf course industry had consolidated its trade show universe, another has emerged.

The first International Hong Kong and China Golf Exhibition and Conference, organized by Golf World Exhibitions, will be held here Nov. 9-11, at the Hong Kong Convention & Exhibition Centre. The Hong Kong show stands to compete with the annual Golf Asia trade show and conference, a three-way joint venture involving Singapore-based Connex Private Ltd., Cleveland-based International Management Group (IMG), and the Lawrence, Kan-based Golf Course Superintendents Association of America (GCSSA). Golf Asia ’95 is scheduled for the World Trade Centre in Singapore, March 21-23.

Golf World Exhibitions, the new kid on the block, is a division of the Perth, Western Australia-based Golf Media Group (GMG). However, GMG is the brainchild of an industry veteran, Stephen Allen, a former vice president at Connex who managed Golf Asia from 1992-94. Allen said Golf World exhibitions will organize trade shows "on behalf of the industry," wherever the market demands.

India, Indonesia, Myanmar, the Philippines, Taiwan and Vietnam.

The convoluted history of Asia-Pacific’s trade show wars is worth reviewing:

• Connex launched Golf Asia in 1991 at the World Trade Center, where it would remain for three years. Allen joined the firm for Golf Asia ‘92.

• After two years of participating in the Connex venture, the GCSSA introduced its own "Pacific Rim" show in 1993. The event was held at Singapore’s Merchandise Mart — one week prior to Golf Asia ‘93.

• With coaxing from IMG, the sports management giant, Connex and GCSSA reconciled — but not before John Schilling, the GCSSA’s executive director and the driving force behind the association’s foreign interests, had resigned. IMG, Connex and GCSSA together staged Golf Asia ’94

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RISE NOTEBOOK

EPA moves slowly toward federal model for P&N

BY HAL PHILLIPS

WASHINGTON, D.C. — The federal Environmental Protection Agency (EPA) is moving, albeit slowly, on a proposal to create federal posting and notification standards for pesticide products.

These guidelines are not likely to result in federal P&N law, according to Allen James, executive director of RISE (Responsible Industry for a Sound Environment), a trade association representing specialty chemical manufacturers, formulators and distributors. However, the EPA will encourage states to adopt its set of model rules.

Two states have already gone ahead and attempted to pass P&N legislation. James explained a Wisconsin proposal that would have regulated household use of pesticides died an abrupt political death when its primary backer, the mayor of Milwaukee, Democrat John Norquist,