A definitive agreement to purchase is expected on June 30. New Jersey-based Lots sells seed to golf courses, sod farms, retail stores, landscapers, lawn-care operators and municipalities. Lots has been in the turfgrass industry since 1923. It has developed and owns patents on more than 25 seed varieties such as, Rebel II, Rebel III, Turf-Type Tall Fescue, Palmer Perennial Ryegrass and Georgetown Kentucky Bluegrass. "We are very pleased with this agreement and look forward to welcome this outstanding group of talented professionals into our company family," said Richard Budd, chief executive officer of Budd Services and Budd Seed. "This is a major milestone in our company's history and for the seed industry. The formation of this new

**For Deere, it's a smaller world**

**BY KIM ACKER LIPP**

MOLINE, Ill. — In today's high-tech world a computer network lies at the heart of most organizations. To most, it's a headache simply to monitor the information being pumped between the planning and the financial departments. So imagine the challenge of tracking information as it travels across North America, Europe, Australia, South America, and Africa. That's exactly what information technology experts must do at John Deere & Co.

The International manufacturer of turf and farm equipment has established JDNet, a private worldwide network. At headquarters here, a mainframe system sends corporate information, such as product updates, to remote processing centers. In turn, the remote processing centers send local information, like sales orders, back to the mainframe.

"It's one corporation, but it's a decentralized company. They have a lot of local automation at the factories and branches," said John Higgins, a

**NEW PRODUCT OF THE MONTH**

E-Z Rinse, new from Phil Worth Mfg., quickly rinses pesticide containers at a stationary loading dock or on the job site. Only 40 pounds of pump pressure are needed. Rinse solutions go directly into the spray tank and onto the target area. For more information, contact Phil-Worth Mfg. at 410-544-5793. For more new products, turn to page 65.
Shanghai stood out as the most promising, with the potential for huge growth and expansion, leaning strongly towards real estate development, tourism and many other golf-related industries. This was the opinion shared not only by our partners but also by senior officials in China with whom we spoke when we visited earlier this year.

The Shanghai-based organizers and I realized there was a logical alliance. So this year The Hong Kong and China Golf Exhibition will be held from October 20-23, 1996, at the Shanghai International Exhibition Center coinciding with the Real Estate Fair '96. The two exhibitions will be held on the same floor, linked by walkways, representing 6,000 square meters of exhibition space, twice what we had for our first show in Hong Kong.

Golf course development in China cannot function without some visit of real estate component. Our marriage is perfect, encompassing golf finance, real estate's development and construction.

Our report shows strong response for the Shanghai show, with 68 percent of space being filled in less than three months. The bookings have come predominantly from mainland China and the USA. Bookings have also come from countries such as Singapore, Taiwan, Hong Kong, Malaysia, Australia, the UK, Japan, Canada, Indonesia, Korea, Thailand and the Philippines.

This indicates there are enough interested people interested in developing the game in China to justify the confidence for future growth. Here we are seeing the game building, literally, from the ground up. Exhibitors that are showing their products and services know they must enter the Chinese market now if they are to be on the band wagon for future business relationships in China.

Clearly the show at this stage is concentrated heavily on the banks because the fledgling nature of the industry at the moment. But I look forward to the day when the mathematics of China's population will add up favorably for the suppliers of clubs, balls and accessories alike. But for this to happen, the trade needs to go in first and build, finance, design and construct. That's why we are holding the show in Shanghai.

Shanghai itself has a growing population of 15 million, and an area of 5,825 square kilometers. This city alone has five times the population of the highly developed market of Singapore and approximately 10 times the land area.

Singapore has now moved into the last phase of the golf industry, i.e. consumable. This is a natural state in the evolution of the golf industry and will happen in all markets sooner or later. China's golf is at the very first stage of its development and, therefore, we will see a surge in all industries associated with the world of golf.

It takes time to get a foothold in the Chinese market and that first step could well lay the foundation for future business. I have learned that it is of paramount importance to maintain good personal relationships within the region and that way doors open a lot easier and quicker, and they remain open.

I feel the major inroads into China are being made by multinational corporations, such as AT&T, Coca-Cola, Daimler-Benz, Ricoh, Volkswagen and many others. These multinationals, through their senior executives, will make a significant contribution to the growth of the game by buying club memberships for not only themselves but their Chinese joint venture partners. As more multinationals go into China, so the demand will increase.

In Asia senior executives turn to the golf course to mix business with pleasure. The golf industry will have its work cut out to meet the demand which is likely to come from this sector, which will also spin off into the local business community — it's a multiplier effect.

On a different note, but still with the industry, Golf World Exhibitions have been asked to organize exhibitions in the Middle East, Europe and South Africa, but I personally have not committed to any additional projects. I prefer to take one step at a time. It's very important to me that we develop the China market first and then pursue other geographical locations.

Considering the results a multiplier effect could have in a country which has around a fifth of the world's population, we might just have our work cut out for us in China. That's our challenge.