

Barcelona organizers set conference program

BARCELONA, Spain — The Barcelona European Golf Show, to be held here Feb. 16-18, will feature more than 20 conferences, workshops, round tables and debates related to the golf market. For the professional section of the program, activities are aimed at analyzing and debating the

main challenges of the Spanish and international market. National and international experts, as well as representatives from the private and public sectors, have been invited to participate.

The conference program will cover:

- Analysis of key development

stages of a golf complex

- Golf project financing policy in the Spanish market

- Business opportunities in the South American market

- Business opportunities in the Portuguese market



- Quality management applied to golf courses

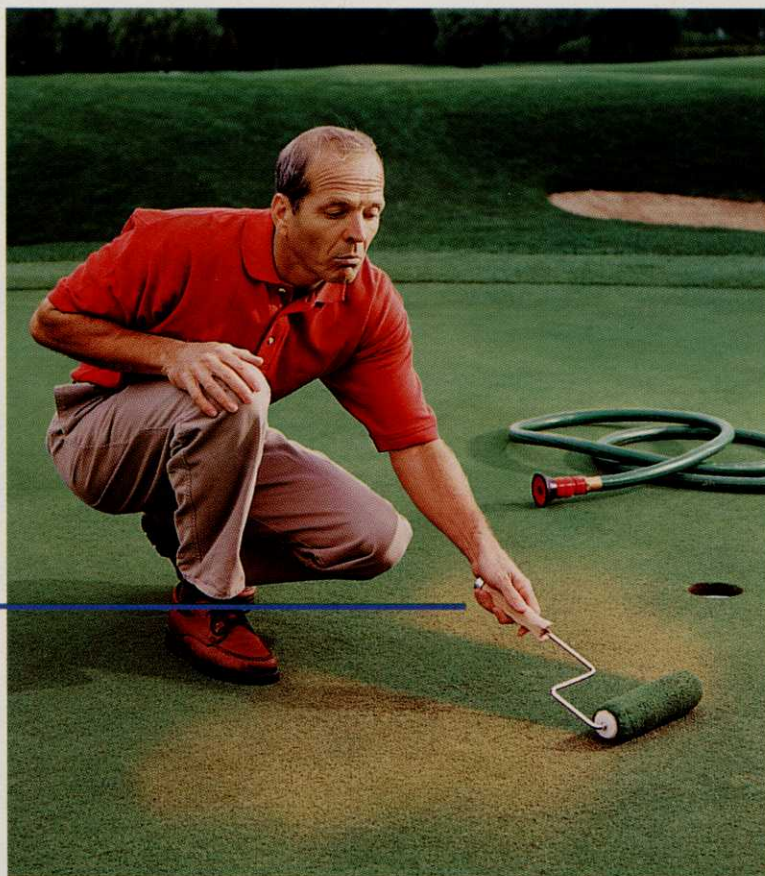
- Integral management and marketing tools in golf courses and resorts

The round table will cover:

- Golf and the environment
- The Socio-economic value of a golf course

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Sumitomo combines Valent forces

WALNUT CREEK, Calif. — Sumitomo Chemical Co. (SCC) has combined the North American sales and marketing forces of Valent U.S.A. and Valent BioSciences Corp. (VBC).

Libertyville, Ill.-based VBC will remain an independent global manufacturer and supplier of all VBC branded products and will serve as SCC's center for worldwide discovery, acquisition, development and commercialization of all biological-based products.

"Combining Valent and VBC sales and marketing functions will enable the two companies to operate more effectively and efficiently," said Mike Borel, Valent president.

UHS to market ABT varieties

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designed to meet local climatic and use requirements. The company will also introduce its Signature Pure Seed Tag a guarantee that the seed is free of undesirable grass and weed seed. UHS has 130 sales professionals and 75 warehouse locations across the country.

"We will have top-quality seed products to offer in all categories, from the most elite varieties for the world's best golf courses to general reclamation needs for customers in golf course and sports turf management," said Terry Boehm, business manager for UHS. "There are more than 100,000 acres of turfgrass production in place to ensure that the supply of well-known brands will continue uninterrupted from UHS."

Turfgrass supplies for the spring season are expected to vary substantially by species. Turf-type tall fescue and elite Kentucky bluegrass will be in tight supply while the mid-range bluegrasses should be available in adequate quantities. Improved fine fescues and turf-type perennial ryegrasses are in ample supply and most varieties of creeping bentgrass should be available for the spring season. ■

