

'Hands-on' the catchword for trade show at 2nd Golf Asia

SINGAPORE, Hong Kong — Golf Asia '92, scheduled for March 26-29 at the World Trade Centre here, promises a wide range of topics and a "hands-on" trade show featuring 250 companies from 18 countries.

The trade show will display golf equipment and accessories, apparel and fashions, course design and architecture, maintenance and equipment, golf holidays and resorts, golf education videos, materials and publications.

After the chairman's welcome on Day One, American golf course architect Robert Trent Jones Jr. will comment on political intrigue and power bases in the golf design industry.

James McLoughlin of The McLoughlin Group in Pleasantville, N.Y., will discuss Master Plan-

ning for Basic and Resort Projects.

The state secretary for the State of Johor will talk about Government: Friend or Foe to the Developer.

In the afternoon Pro Kalip Raffer, dean of the Department of Agriculture and Horticulture at Malaysia Agricultural University, will talk on The Need for Education Support.

Peter Chew will discuss negotiation skills and the win-win philosophy.

The Need for and Advantage of an Employment Pool for the Industry, and The Chemical Factor, are also scheduled talks.

Rod Pullen, chief executive officer of Batey Advertising Singapore, will open Day Two.

Harry Huxtable will deliver The Japanese Mar-

ket — A Case Study, followed by The Japanese Market — An Overview by Jack Sakasaki, managing director of JSM Marketing, Tokyo.

A group presentation on turfgrass management for Asia will be given by three members of Malaysian Agricultural University.

Greg Matthews of Greg Matthews Design will present The Irrigation Consultant — An Effective Friend or Unnecessary Cost? Roger Behling, director of Swiss BelHotel Group, will address Club Management and Service.

Ronald Fream, of GolfPlan Design Group, will give a critical review of the Asian Experience thus far, and value of a signature and cost benefit factor.

The Facelift Factor - A Growing Industry

will be a panel discussion with Jones, Matthews, James McCumber, Mark E. Hollinger and Fream.

Day Three will feature the major issues of the 1990s. The keynote talk by Robin Nelson, president of Nelson & Wright, will address The Major Golf Development Issue of the '90's - the Environment. A series of papers will follow under the general heading Trends of the '90s.

David Inglis will present The Equality Alternative. Michael Zmetrovich will talk on Financial Trends. Other topics include How To Maintain the Industry's Growth in South East Asia and Asia Today — Tomorrow?

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