

Major 'players' in Asia commit to Golf Asia '92 exhibit

SINGAPORE — The Golf Asia '92 exhibition will be almost double the size of the pioneer event, launched in Singapore last year to serve a rapidly growing market conservatively estimated to be worth \$5 billion over the next five years.

Some 250 principal exhibitors and agents from 16 countries will occupy 9,000 square meters of exhibition space at the show, which will be held again at the World Trade Centre, March 26-29.

"The significant commitment made by major players in the local, regional and international golf industry, and the number of official endorsements for the show are a positive indication of the importance of the event and of the Asia Pacific golf market, which is the fastest growing in the world," said Stephen S. Allen, vice president of exhibition marketing for Connex Private Limited, the organizers of Golf Asia.

Some of the biggest names in the business such as Arnold Palmer, Jack Nicklaus, Gary Player, Dye Design, Ford New Holland, John Jacobs and other leading local, regional and international companies, will be back again for Golf Asia '92. There will be a larger delegation from the United States including a buying delegation.

The Golf Course Superintendents Association of America will also take part.

There will also be a significant buying delegation from Korea and participation by several countries not previously represented. Serious interest has been shown by companies from other countries including China, Mexico, Spain, Turkey and the United Arab Emirates.

Allen said: "The fact that such significant golf industry leaders are making a regular appearance at Golf Asia, together with extensive interest from potential new international exhibitors, is a firm indication of the magnitude of the Asia Pacific golf business and the strategic role which Singapore plays as a regional centre for this dynamic industry."

The range of local, regional and international exhibitors includes equipment manufacturers, apparel manufacturers, golf course designers and construction companies, golf and leisure resorts, and turf and irrigation management companies.

Golf Asia '92 has been endorsed and supported by Golf Association of Singapore; Golf Association of Thailand; Golf Association of the Republic of China; Golf Association of Papua New Guinea; European Golf Industries Association; Awana Golf & Country Club; Bali Handara Kosaido Country Club; and Dublin Club.

These organizations will help to boost visitor attendance at the show by promoting the event through their newsletters and publications for members.

Sales concluded during Golf Asia '91 totaled US\$30 million with pro-



Stephen Allen

jected sales of US\$80 million following in the subsequent year and more than 30,000 trade and public visitors attended the inaugural show, according to organizers.

A subsequent survey revealed that:

- 91 percent of all exhibitors claimed to have achieved their objectives.
- 75 percent of exhibitors had signed up for Golf Asia '92 by the show end.
- 90 percent were overwhelmingly in favor of Golf Asia '92 being

held in Singapore.

Colin Lord, acting chairman of the European Golf Industries Association, said: "The EGIA recognizes the booming interest and expansion in the game of golf in the Asia Pacific market, while at the same time acknowledging the shortage of expertise and information in the area to meet the demands.

"The EGIA recognizes that Golf Asia is an ideal forum for gathering this information and is pleased to endorse the exhibition which we feel sure will result in the formation

of many successful partnerships leading to substantial contracts."

Allen commented: "Golf Asia was launched as an essential event to serve the rapidly expanding lucrative Asia Pacific golf market. It is now established as a highly successful industry platform in what will be a substantially bigger event this year.

"The future of the event is equally positive with serious interest being shown from a number of exhibitors already looking to confirm their attendance in 1993."

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