

Golf Asia's new era

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booth sales in the U.S. are now being handled Newport Beach, Calif.-based Interport Ltd., IMG Singapore and IMG Cleveland.

"We're all cooperating on marketing booth sales effort for Golf Asia," said Chris Roderick, head of IMG's Golf Division. "Obviously, we'll concentrate on the U.S. and [IMG] Singapore will concentrate on the Asia-Pacific region."

Roderick said Golf Asia is eager to expand its retail exhibitors, meaning an increase in the ball, shoe and club vendors that often make turf maintenance vendors squirm. "Industry" firms insist on industry-only shows in the United States, where the market is fully mature. Here in Asia-Pacific, Roderick noted, a less mature market means cross-pollination is not only unavoidable but advantageous.

"We've always looked at this show as eventually developing a section of retail, due to the market still maturing. But we never want to lose sight of the industry sector," said Roderick. "Developing a retail sector is a perfect extension of what's being done. When development comes on line [in Asia-Pacific], they're looking for a source. That means turf equipment and pro shop items."

"We don't want to lose our focus, but that's what Golf Asia has always been about: the market sectors interlinking. The resort or golf development business needs an overall one-stop shop. Obviously, we want to segment components in order to give them their own arenas to do business in. But we also want to make that whole week more vibrant."

Perhaps more important than Golf Asia's organizational and sectors shifts is the emergence of competition. The first International Hong Kong & China Golf Exhibition is scheduled to take place at the Hong Kong Convention and Exhibition Centre Nov. 9-10. Organized by Golf World Exhibitions — a firm founded by former Golf Asia vice president Stephen Allen — the Hong Kong show is the first to challenge Golf Asia in size and scope.

"I've heard so many different things about it," said Roderick. "Stephen's a great promoter. And sometimes you read things and they sound tremendous. But who knows? We wish him well, I'll say that."

Be it new competition or newly streamlined organization, Golf Asia is not resting on its laurels. Representatives from India have recently been appointed to promote the exhibition in the country's north and southwest regions. In addition to sourcing representatives for the Philippines and Indonesia, organizers have stated their intention to recruit agents in Vietnam, Myanmar (Burma), China and the Middle East. For more information on Golf Asia, contact Milford here in Singapore at 65-296-6961.

Milford replaces Parr at Golf Asia

SINGAPORE — Jonathan Parr, formerly the marketing manager for Golf Asia, has accepted a position at the International Management Group (IMG) office here. Parr is now manager of the IMG Singapore's Events Group.

Replacing Parr at Golf Asia — an event co-owned by IMG and Singapore-based Connex Private Ltd. — is Clare Milford, the former advertising manager at *Asian Golfer* magazine.

Milford joins an established team at Golf Asia, including Director of Sales and Operations M.S. Mathy and Director of Administration Dharel Tan.

Parr now reports to IMG's International Vice President Mike Reilly, who heads up IMG Singapore.

Golf Asia '96 is scheduled for March 28-31, here at the World Trade Centre. For more information, contact Milford at 65-296-6961.

Kelty succeeds Stahl at O.M. Scotts

MARYSVILLE, Ohio — Michael P. Kelty, PhD, has been named senior vice president, Professional Business Group (PBG) at The Scotts Co., replacing the recently retired Richard B. Stahl. Kelty will oversee the growth and development of Scotts' three PBG divisions: ProTurf, which serves golf courses and other professional turf markets; ProGrow, which serves the commercial lawn and garden sector; and Horticul-



Michael Kelty

ture, which serves the greenhouse, specialty agriculture businesses.

Kelty joined Scotts in 1979 and most recently served as senior vice president of Technology & Operations. Stahl had been with Scotts since 1967, holding a succession of positions including technical representative, regional manager, director of ProTurf sales, and vice president/director of corporate sales. He had led the PBG since 1976.



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