



[ REPORTER'S NOTEBOOK ]

# Asian Golf Show 2012

**B**ruce Williams, GCI's globetrotting editor, racked up the frequent flier miles for his trip to the Asia Golf Show in Shenzhen, China, which took place in late December. Here's Bruce's take on:

#### THE STATE OF THE LOCAL ECONOMY.

"China's GDP has been hovering at about the 7.7 percent rate for the last few years and is thought to reach 8.2 percent in 2013. That is pretty impressive compared to the USA these days. If you look at the cities I visited, there are hundreds of construction cranes in place and operating to construct high-rise housing units. Also, at several of the golf courses I visited there was a lot of home building going on around golf courses that had recently opened."

**THE SHOW.** "The shows in Asia are not just your typical GIS in a smaller format. The shows include both the turf side of the business as well as the development side including contractors, architects and some developers. This side of the show floor is separated by a wall from the other side which contained consumer goods predominantly. So you could do one stop shopping for not only your golf turf needs but also for golf balls, shoes, clubs, tourism, etc. With this type of a setup it is hard to gauge the total level of attendance as some people were there purely for the golf turf and others were there purely for the consumer side of the show."

**THE OVERALL VIBE.** "In speaking to a variety of exhibitors on the golf/turf side, the overall response was that they were pleased with the traffic that they saw at their booths. It was not about volume but quality of the people at the show. Alan Prickett, who leads the initiatives for Jacobsen in Asia, indicated that Shenzhen had been the best venue in China for trade shows thus far. He said: 'Our level of qualified buyers was excellent and we had a good volume of traffic showing interest in our product line for the entire show. The amount of interest in our product line was pleasing and our team felt that the interest was genuine.'"

The Asia Golf Show in Shenzhen, China, had more than just golf products – attendees could shop for turf and tourism supplies at the same time.



Check out this month's digital addition for more images from AGS 2012.