



COME, HAVE A 'LOCH' SEE!

Scottish postcards boast images of kilts and bagpipes, majestic castles and museums, a savoury delicacy – haggis – and lush highlands with waterways winding between them.

Badminton fans can experience all of this when the TOTAL BWF World Championships 2017 take place in Glasgow (21-27 August).

Will two-time World champion, Carolina Marin, make it three in a row or will the likes of Scotland's own, Kirsty Gilmour, derail the Spaniard's dream? Can Commonwealth Games Mixed Doubles winners, Chris and Gabby Adcock strike gold at Emirates Arena again?

Blend badminton with a visit to Kelvingrove Gallery and other famous attractions.

See page 4 for more details.

HIGHLIGHTS

TWO-CITY CELEBRATION FOR DRAW (PAGE 5)

TOTAL – ENERGISING BWF MAJOR EVENTS UNTIL 2021! (PAGE 9)

KEY DATES

04-09 April	CELCOM AXIATA Malaysia Open (Superseries Premier), Kuching
11-16 April	OUE Singapore Open (Superseries), Singapore
18-23 April	China Masters 2017 (Grand Prix Gold, Changzhou)
24-27 April	All Africa Mixed Team Championships 2017 (Continental Team Championships), Benoni (South Africa)
25-30 April	Badminton Asia Championships 2017 (Continental Individual Championships), Wuhan (China)
25-30 April	2017 European Championships (Continental Individual Championships), Kolding (Denmark)
27-30 April	XXI Pan American Championships 2017 (Continental Individual Championships), Havana (Cuba)
28-30 April	All Africa Individual Championships 2017 (Continental Individual Championships), Pretoria (South Africa)
20 May	BWF Annual General Meeting and BWF Council Elections, Gold Coast (Australia)
21-28 May	TOTAL BWF Sudirman Cup 2017 (BWF Major Event), Gold Coast (Australia)
30 May-04 June	SCG Thailand Open 2017 (Grand Prix Gold), Bangkok
12-18 June	BCA Indonesia Open (Superseries Premier), Jakarta
20-25 June	CROWN GROUP Australian Open (Superseries), Sydney
27 June-02 July	YONEX Open Chinese Taipei 2017 (Grand Prix Gold), Taipei

ALL-ROUND SECURITY

A stronger Code of Conduct; more intelligent testing and the implementation of an electronic whistle-blower system are among various initiatives which Badminton World Federation (BWF) is taking to further secure the integrity of its sport.

Amid current global outcry about corruption within sport, BWF President Poul-Erik Høyer noted BWF has been systematically tackling this critical issue and is committed to its zero-tolerance policy in this regard.

"We take integrity matters extremely seriously and BWF has been working for many years to protect

our sport, our institution and, of course, our athletes from corruption of any kind.

"Badminton must be a clean sport," he declared, adding that BWF has increased funding and resources significantly for this aspect of its mandate.

At its meeting last month, the BWF Council approved amendments to the Code of Conduct in Relation to Betting, Wagering and Irregular Match Results, upgrading sections pertaining to Inside Information and to the actions of any badminton personnel 'who is subject to an investigation by BWF'.

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BWF WORLD MIXED TEAM CHAMPIONSHIPS

21-28 MAY, 2017

CARRARA SPORTS AND LEISURE CENTRE



Poul-Erik Høyer
BWF President

Dear Colleagues and Friends

We are already through the first quarter of 2017 and there's much to celebrate within the Badminton World Federation family.

The announcement of BWF's new tournament structure – with million-dollar prize money in our top four events – has been greeted enthusiastically, and with much anticipation, by hosts, players, member associations, corporate partners and fans. We are pleased that so many stakeholders are supportive of this step to take badminton to an even higher level and to capitalise on the strides which our tour series has made in recent years.

For some time, we have been evaluating the development of all levels of our tour and assessing how we could improve our events. Having grown in stature and appeal, the time is now right for our annual series to strive for a higher level of presentation and competitiveness, to increase its television coverage and to increase the star quality and popularity of our top players globally through increased television coverage. These are our key goals and we intend to achieve them.

We know the badminton family and the sporting world are eager for more details regarding this new structure and we will share information as matters are finalised.

Meanwhile, we are pleased to have extended our partnership with Total for the title sponsorship of BWF Major Events. This means Total will remain the Official Energy Partner for all BWF Major Events – TOTAL BWF Sudirman Cup, TOTAL BWF Thomas and Uber Cup Finals and TOTAL BWF World Championships – for another three years (2019-2021), continuing to energise our flagship events!

It is great to have such continuity in our sport and we look forward to maintaining this mutually successful partnership with Total.

In relation to this news, we have also selected host cities for our Major Events in 2018 and 2019. The TOTAL BWF Thomas & Uber Cup Finals 2018 have been awarded to Bangkok, Thailand while Nanjing, China will stage the TOTAL BWF World Championships 2018. The TOTAL BWF Sudirman Cup 2019 will take place in Nanning, China, while the TOTAL BWF World Championships 2019 will be hosted in Basel, Switzerland.

It also gives me great pleasure to welcome Yonex as our Official Equipment Partner for BWF Major Events for the next five years (2017-2021). Yonex has been a pioneering force in badminton's development and I am happy that they will be even closer to us through this important partnership. At BWF, we know our best events will be in good hands with Yonex.

On the integrity front, I would like to thank Chen Long of China and Hendra Setiawan of Indonesia for their whole-hearted support of BWF's efforts to promote clean, fair sport by becoming Integrity Ambassadors. They are players of the highest calibre who have distinguished themselves as Olympic and World champions and who are well respected by their peers. We look forward to working with them and the other Integrity Ambassadors to uphold the principles of honourable sportsmanship.

Finally, in May, the BWF family will meet in Gold Coast, Australia, for our Annual General Meeting at which BWF Council elections will take place. I look forward to seeing as many BWF members as possible there as we chart the road ahead for our world-governing body, with badminton's best interest at heart.

A handwritten signature in black ink, which appears to read 'Poul-Erik Høyer'. The signature is stylized and fluid.

Poul-Erik Høyer

RICH HAULS FOR KIM, SAGOY



Kim Jungjun and Helle Sofie Sagoy were the stars of the Spanish Para-Badminton International 2017 in Majorca with three titles each.

Kim Jungjun won WH 2 Men's Singles over Korean compatriot Kim Kyung Hoon 21-12 23-21 before capturing both his doubles in the 9-12 March event. Jungjun and Choi Jung Man prevailed in WH 1 - WH 2 Men's Doubles, beating compatriots Lee Sam Seop/Kim Kyung Hoon, 21-14 21-15. Jungjun then combined with Kim Seung Suk for WH 1 - WH 2 Mixed Doubles success over Hong Kong's Ho Yuen Chan and Belgium's Man-Kei To in three games.

"I'm happy to achieve three gold medals. The Mixed Doubles final was tough but very happy that we got through," said Kim Jungjun.

Norway's Helle Sofie Sagoy – BWF Para-Badminton Player of the Year (Female) in 2015 also had a rich haul. She outplayed France's Faustine Noel, 21-16 21-17, in SL 4 Women's Singles before partnering Germany's Katrin Seibert to win SL 3 - SU 5 Women's Doubles over France's Veronique Braud/Faustine Noel.

Sagoy followed up in SL 3 - SU 5 Mixed Doubles with Jan-Niklas Pott of Germany, prevailing over Germany's Marcel Adam and Katrin Seibert in one of the closest matches on finals day: 21-17 16-21 21-19.

Six players picked up a double – England's Daniel Bethell, Rachel Choong and Krysten Coombs; Korea's Choi Jung Man and Kim Seung Suk, and Malaysia's Cheah Liek Hou.

"The singles went really well but doubles was difficult," said Coombs. "I aimed for two golds and got exactly that plus a surprise bronze in the Mixed Doubles!"

Last year's BWF Para-Badminton Player of the Year in the male and female category respectively – France's Lucas Mazur and Switzerland's Karin Suter-Erath – won their singles events. Mazur was successful in SL 4 Men's Singles while Suter-Erath prevailed in WH 1 Women's Singles.

The Spanish Para-Badminton International was the first para-badminton event of the year and attracted 164 athletes from 26 countries. England had the largest team with 22 players.



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ALL-ROUND SECURITY

Under the enhanced regulations on Inside Information, no badminton personnel can use inside information, directly or indirectly, to bet or wager on match results or any other aspect of an international badminton tournament. Neither can they provide a third party with inside information for the same purpose.

Furthermore, BWF is mandating that anyone being investigated under this Code tell the truth and not omit any relevant information or deliberately mislead the investigation. The world-governing body can now also order badminton personnel – including players, entourage, event staff, referees and volunteers – to hand over equipment or devices holding relevant information as well as betting records.

BWF is putting its money where its mouth is too, increasing its annual budget for doping testing by 25 per cent in an effort to create a more comprehensive testing programme.

"We will be widening our reach – testing more players – while, at the same time, strengthening our collaboration with NADOs (national anti-doping organisations) and intelligence-gathering units," said Høyer.

In addition, the international federation will soon implement an electronic whistle-blower system which guarantees anonymity for anyone wishing to provide information about alleged corruption. Under the tougher Code of Conduct, it is an offence for badminton personnel to withhold such knowledge.

Education has also been a critical aspect of the BWF's multi-pronged approach to its anti-corruption programme, with the launch of the BWF Integrity Campaign – i am badminton – in 2015 to boost the awareness of players, entourage and other badminton personnel about various forms of corruption – and the potential consequences of engaging in them.

"Education is fundamental to ensuring the integrity of sport. If we can get athletes – and other stakeholders – to realise that if they simply say 'No' to doping or match-fixing or other corrupt practices, then certainly that's a large part of the battle won.

"Prevention is always better than cure and we believe education and awareness must be key elements in our strategy," reasoned the BWF President.

"Our overall objective is to secure badminton's integrity. Our athletes have the right to compete in a fair and clean environment, in all respects – and ultimately that is our commitment."



GLASGOW WELCOMES THE WORLDS!

Edinburgh Castle lights up Scotland's capital.



China's Chen Long (centre), flanked by Lee Chong Wei of Malaysia (left) and Jan Jorgensen of Denmark, savours his Men's Singles victory at the TOTAL BWF World Championships 2015.



Ashton Lane is popular for a night out in Glasgow.



Scottish lochs and mountains.

As badminton's top flight bear down on the TOTAL BWF World Championships 2017, Glasgow is preparing to roll out the red carpet to a city brimming with culture, history, dazzling scenery, great shopping and a vibrant nightlife.

Yes, the focus come 21-27 August will be on the action inside Emirates Arena, but the trip to Scotland has the potential to be so much more than just about who wins the medals.

This port city on the River Clyde in Scotland's western Lowlands is famed for its Victorian and art nouveau architecture, a rich legacy from its 18th–20th-century prosperity due to trade and ship-building. Today, Glasgow is a national cultural hub, home to institutions including the Scottish Opera, Scottish Ballet and National Theatre of Scotland, as well as acclaimed museums and a thriving music scene.

Browse through the world-renowned Kelvingrove Art Gallery and Museum, the iconic Riverside Museum, Hunterian Museum and Mackintosh House. Alternatively, stroll through beautiful green parks – the Glasgow Botanic Gardens come to mind – or enjoy the amazing array of restaurants, including the popular Ashton Lane, and excellent shopping. Entertainment venues like SSE Hydro, the Glasgow Royal Concert Hall and the Glasgow Royal Opera House often showcase some of the world's best acts.

Should visitors care to venture beyond the city limits, then a day trip to Scottish distillery – whisky being Scotland's best known export – may be in order. In addition, the capital – Edinburgh – is only an hour away by train. The 12th century castle which stands majestically on a cliff in the city centre cuts an incredibly impressive sight. Edinburgh too has countless museums, galleries and historic buildings. It is the world's leading festival city and, during the World Championships, it will be in peak season with at least five festivals taking place: the Edinburgh International Festival, the Fringe, the Tattoo, the Book Festival and the Art Festival.

"As well as enjoying the badminton, we want you all to get the most out of your visit to our great city and to enjoy Scotland's renowned hospitality and friendship to the full. Glasgow and Scotland have so much to offer in terms of culture, history and scenery – I can assure you, you won't be disappointed.

"Our preparations are going well and tickets are selling fast, so I'd encourage you to book your seats as soon as possible.

"I look forward to seeing you all in Glasgow!" said BADMINTONScotland's Chief Executive, Anne Smillie.

Inside the 6,000-seater Emirates Arena, fans will be eager to see if Spain's Carolina Marin – Europe's main medal hope – and China's Chen Long can each seal a hat-trick of World titles to add to their Olympic gold medals. Will local star Kirsty Gilmour's penchant for upsetting top players hold true? Can Malaysia's veteran, Lee Chong Wei, finally claim the gold that has constantly eluded him?

All these questions and more will be answered come August in glittering Glasgow!

FOR YOUR INFORMATION

Tournament Website: www.bwfworldchampionships.com

Tickets: www.glasgow2017.com

Glasgow holidays: www.visitscotland.com; peoplemakeglasgow.com

Glasgow photos (pages 1 and 4): Kenny Lam / VisitScotland; Michael Beckwith and www.lehighvalleylive.com



TWO-CITY CELEBRATION FOR DRAW



In a first for the Badminton World Federation, two cities – Kuala Lumpur and Gold Coast – jointly celebrated the draw for the TOTAL BWF Sudirman Cup on 17 March.

While the actual draw was held in the Malaysian capital, a re-enactment was staged in Gold Coast at which 109 community ambassadors were inducted.

The draw, attended by Australian High Commissioner to Malaysia, Rod Smith, BWF Council members, team representatives and media, saw Thomas Cup 2016 winners, Denmark, and runners-up, Indonesia, land in Group 1D with India.

Japan and Malaysia, who contested the Thomas Cup 2014 final, are in Group 1C with Germany (who replace England), while defending Sudirman Cup champions China, Thailand and Hong Kong are in Group 1A. Korea, Chinese Taipei and Russia are in Group 1B. These 12 teams will fight for the title, while the remaining 16 teams – eight each in Groups 2 and 3 – will compete for overall placings. The original list of 32 teams was shortened to 28 after four teams withdrew and, England's late withdrawal, makes it 27 teams now.

Welcoming guests to the draw ceremony, BWF President Poul-Erik Høyer said he expected a high-intensity tournament.

"The Sudirman Cup has seen epic battles since its inception in 1989," he noted. "I firmly believe it will continue to see epic battles this year too."

The draw celebration in Gold Coast was attended by 140 special invitees. Tournament Director Loke Poh Wong and Australian Women's Singles international

Wendy Chen explained the draw process and the listing of various participating countries in their respective groups.

Community ambassadors (above; with Sudirman Cup) were briefed on the Sudirman Cup and their roles and responsibilities, followed by an interview session featuring leaders from the Chinese, Indian, Indonesian, Japanese, Korean and Malaysian communities.

NOTE: On 4 April, BWF announced England's withdrawal from the event and promoted Germany to Group 1C. As a result of Germany vacating its original place atop Group 2A, the other teams in that group – Vietnam, Scotland and Canada – all moved up and the vacant spot at the bottom of Group 2A was taken by New Zealand, promoted from Group 3A.

Three teams – New Caledonia, Macau and Guam – remain in Group 3A and the tournament now has 27 teams.



BWF Events Chair, Peter Tarcala (left), and Australia's High Commissioner to Malaysia, Rod Smith (right), pick Thailand in sub-group 1A as BWF Events Director Darren Parks presides over the draw.



BWF President Poul-Erik Høyer (left) watches as deputy referee for the tournament, Anthony Linggian, signs the draw.

TOTAL BWF SUDIRMAN CUP 2017 WORLD MIXED TEAM CHAMPIONSHIPS

GROUP 1							
SUBGROUP 1A		SUBGROUP 1B		SUBGROUP 1C		SUBGROUP 1D	
1	CHN	1	KOR	1	JPN	1	DEN
2	THA	2	TPE	2	MAS	2	INA
3	HKG	3	RUS	3	GER	3	IND
GROUP 2				GROUP 3			
SUBGROUP 2A		SUBGROUP 2B		SUBGROUP 3A		SUBGROUP 3B	
1	VIE	1	SGP	1	NCL	1	SRI
2	SCO	2	AUS	2	MAC	2	SVK
3	CAN	3	USA	3	GUM	3	PYF
4	NZL	4	AUT			4	FIJ

ON BADMINTON'S PEACEFUL PATH

In April 2014, Badminton World Federation – in partnership with Dubai Sports Council and Peace and Sport – staged the Peace and Sport Cup for women from ten Arabic-speaking countries.

The five-day gathering brought together female badminton players, coaches and technical officials from Bahrain, Iraq,

Jordan, Lebanon, Morocco, Saudi Arabia, Sudan and the United Arab Emirates, for a unique Women's Doubles tournament as well as coaching workshops and training for technical officials. The novelty of the two-day competition was that pairs comprised players of two different nationalities. The overall objective was to encourage women's participation in sport and physical activity

locally and regionally while fostering cross-cultural goodwill, friendship and peace.

Three years later, Shuttle World catches up with three of the women who participated in that initiative and finds out how their respective badminton journeys have unfolded.

SUHAD OWIES

UAE-based Suhad Owies, 43, credits the Peace and Sport Cup 2014 with badminton's increasing popularity in the United Arab Emirates.

Born in Jordan, Owies was a technical official with her high school team at the Peace and Sport Cup. She was an active participant in events organised by the Dubai Sports Council.

"Before these initiatives, championships and badminton councils didn't exist, and the Peace and Sport Cup in 2014 was the reason behind the popularity of this sport recently," she said.

The high point for Owies was serving as line judge at the Dubai World Superseries Finals.

"I expect that the sport will continue to receive support from the international federation. I thank Jaffer Ebrahim for his support and improvement of Shuttle Time Dubai."



DIMA AL ARDAH

Dima Al Ardah, 30, has been active on two fronts since participating in the Peace and Sport Cup 2014 as a coach. Al Ardah is team leader in a youth programme run by the Norwegian Refugee Council, an NGO working with Syrian refugees. Her team uses sport to help refugees build their personalities and improve participation in community activities. She has also started her own initiative in badminton, an academy in Jordan called Shuttlers -Jordan Badminton Academy, where she coaches players and has helped spread the popularity of the sport in the country.

"By participating in this initiative (Peace and Sport Cup) I learned how to use sports, especially badminton, as a tool for peace and to enhance cohesion in communities. It gave me the opportunity to build my coaching capacities in dealing with players at the beginner level," said Al Ardah.

"I hope I can build my academy and increase the number of people who are playing badminton in my country. I'm also planning to bring badminton to Syrian refugee camps to use it as a tool for development."



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HADIA HOSNY

Hadia Hosny, 29, was a BWF Ambassador at the Peace and Sport Cup 2014.

The Egyptian, a familiar face on the MetLife BWF World Superseries circuit in 2015-2016, achieved her best ranking of No.50 in Mixed Doubles with Abdelrahman Kashkal in November 2016.

Apart from her on-court career, she has sought to develop skills in other areas such as umpiring and coaching. Having completed a Level 2 coaching course in Dubai, Hosny runs the Hadia Hosny Badminton Academy.

"I want to spread badminton in areas where badminton is not popular and make it a favourite sport not only in Egypt but in the Middle East and Africa," she said.

The Egyptian dreams of one day organising a tournament in front of the world-famous pyramids.



'DISTINGUISHED SONS' NOW INTEGRITY AMBASSADORS

Chen Long and Hendra Setiawan are the latest stars to become BWF Integrity Ambassadors to promote clean, fair and honourable sport.

Hailing the champion athletes as "two of badminton's distinguished sons" at a ceremony on the sidelines of the YONEX All England Open, BWF President Poul-Erik Høyer noted both players are role models through their conduct – both on and off court.

"Chen Long of China and Indonesia's Hendra Setiawan need little introduction. They are iconic personalities in our sport.

"Both have risen to the heights of success at Olympic and World Championship level. They are well respected by their peers and they represent the ideals of our integrity campaign," said Høyer.

Chen and Setiawan join five other top players as BWF Integrity Ambassadors, with Denmark's Christinna Pedersen and Viktor Axelsen, Saina Nehwal of India and Japan's Women's Doubles pair, Misaki Matsutomo and Ayaka Takahashi, previously being accorded this honour.

The introduction of Integrity Ambassadors is the latest step in the BWF's integrity initiative – i am badminton – which began in 2015. The ambassadors – both of whom voiced support for the programme – will represent and promote the campaign's values throughout the badminton world.

"This will be very good for badminton because our sport must be clean from doping, match-fixing and any other corruption. It is something athletes must take seriously," said Setiawan.



Chen Long (left) and Hendra Setiawan are pictured with BWF President Poul-Erik Høyer (centre) following their presentation as BWF Integrity Ambassadors.



PARTNERSHIPS FUND SHUTTLE TIME

Bangladeshi schoolteachers enjoy Shuttle Time training on International Women's Day.

Celebrating with Badminton: More than 100 women celebrated International Women's Day with Shuttle Time training at the National Stadium in Dhaka, Bangladesh, on 8 March.

Three local Shuttle Time tutors – Rama Debnath, Rasma Akter and Nuruzzaman Liton – conducted a training course for 33 female schoolteachers. A Shuttle Time module was also delivered to 60 primary schoolgirls. The event was hosted by the Bangladesh Badminton Federation.

The Shuttle Time programme in Bangladesh is sponsored by the Australian Government under its Asia Sports Partnership. Australian High Commissioner, Julia Niblett, participated in the celebration and discussed the importance of equality in sport and the power of sport to deliver outcomes in education, health and social inclusion.

Two other guests – Badminton Australia's National Participation Manager, Marianne Loh, and CEO of Australian NGO Sport Matters, Jackie Lauff – attended this event on behalf of the programme's Australian partner organisations.

Shuttle Time Bangladesh – promoted under the theme 'Badminton for Health. Badminton for All' – is expected to reach more than 300 schoolteachers and 12,000 students in 2017.

'Badminton for All' Takes Off: The first phase of the 'Badminton for All' project between BWF and United Nations Office on Sport for Development and Peace (UNOSDP), involving tutors from nine African countries, was completed successfully in late February.

Thanks to this BWF-UNOSDP partnership, which highlights sport's role as a low-cost, high-impact tool in humanitarian, developmental and peace-building efforts, Tutor Training Courses were delivered to 45 participants from Benin, Ethiopia, Ivory Coast, Kenya, Lesotho, Togo, Uganda, Zambia and Zimbabwe. Cotonou (Benin), Addis Ababa (Ethiopia) and Lusaka (Zambia) hosted 15 tutors from three countries each, including ten women. The new tutors are now responsible for training 1,500 teachers who will deliver badminton activities to more than 20,000 children.

Kaity Hall (Scotland), Fraser Michie (Scotland), Guillaume Gailly (France) and Annirao Dajee (Mauritius) were the trainers who delivered the courses, focusing on Shuttle Time and handling trainees with impairments.

Hall, who led the course in Zambia (25-26 January) and Ethiopia (24-25 February), was impressed with the commitment shown by tutors under her charge.

"The course in Ethiopia went very well with all tutors having previously done Shuttle Time and some already having delivered Shuttle Time to teachers in schools," she said.

"This helped a lot as more time could be spent on adapting Shuttle Time resources through practical tasks and focusing solely on disability and inclusive practice rather than revision of Shuttle Time. I'm confident in the tutors' ability to deliver Shuttle Time, with a focus on disability and inclusion, due to the tutors' efforts and contribution in both practical and classroom settings."

'Badminton for All' is funded by a US\$87,000 grant from the Republic of Korea and executed through the UNOSDP. Utilising Shuttle Time, this initiative aims to increase sports participation and physical activity in developing nations and emphasises the inclusion of persons with impairments.



Kaity Hall (left) leads a Shuttle Time Tutors' Course in Ethiopia.

TOTAL – ENERGISING BWF MAJOR EVENTS UNTIL 2021!

Total will continue to energise BWF Major Events for an additional three years from 2019 to 2021.

The Badminton World Federation and the energy giant have agreed a partnership extension, confirming Total's title sponsorship of BWF's flagship tournaments beyond the initial three-year deal which concludes next year. Total will therefore remain the Official Energy Partner for all BWF Major Events: TOTAL BWF Sudirman Cup, TOTAL BWF Thomas and Uber Cup Finals and TOTAL BWF World Championships.

Commenting on this important milestone, BWF President Poul-Erik Høyer said: "BWF is pleased to extend our partnership with Total. Such continuity augurs well for our Major Events brand and we look forward to another three years of mutual success

and development as we build badminton together."

Brokered by Infront Sports & Media, the extended partnership follows the initial landmark multi-million-dollar agreement which BWF and Total signed from 2015 until 2018, covering BWF Major Events. The new deal will include a number of digital assets aimed at generating greater value from its BWF partnership.

"Badminton is an important corporate social responsibility endeavour for Total, and the company is committed to working collaboratively with BWF to inject more energy to the sport and providing strong support in promoting the events to its global audiences," said Francois Dehondencq, Senior Vice President, Total Marketing & Services Asia Pacific & Middle East.

This news coincided with BWF's announcement of host cities for its Major Events in 2018 and 2019. The TOTAL BWF Thomas & Uber Cup Finals 2018 was awarded to Bangkok, Thailand while Nanjing, China will stage the TOTAL BWF World Championships 2018. The TOTAL BWF Sudirman Cup 2019 will take place in Nanning, China, while the TOTAL BWF World Championships 2019 will be hosted in Basel, Switzerland.

"We received some high-quality bids and we have assessed what is best for badminton on various levels as we seek to elevate our sport globally," said BWF President Poul-Erik Høyer.

"Our Major Events showcase the best of badminton, with all of our elite athletes competing. We are excited at the prospect of breaking new ground by going to cities that have not had the honour of hosting our Major Events before."

DETAILS – VENUES FOR BWF MAJOR EVENTS 2018 AND 2019

TOTAL BWF Thomas & Uber Cup Finals 2018

Host City: Bangkok, Thailand
Venue: Impact Arena Muang Thong Thani
Seating Capacity: 12,000

TOTAL BWF World Championships 2018

Host City: Nanjing, China
Venue: Nanjing Youth Olympic Park Indoor Arena
Seating Capacity: 20,000

TOTAL BWF Sudirman Cup 2019

Host City: Nanning, China
Venue: Guangxi Sports Centre Gymnasium
Seating Capacity: 8,700

TOTAL BWF World Championships 2019

Host City: Basel, Switzerland
Venue: St. Jakobshalle
Seating Capacity: 9,000



Vice Mayor of Nanning, China, Madam Chen Ying, is congratulated by BWF President Poul-Erik Høyer while BWF Deputy President Gustavo Salazar Delgado (second right) and members of the Nanning delegation look on.



BWF Chair of Events, Peter Tarcala, speaks during the BWF Council's deliberations over host cities for BWF Major Events. At right is BWF Secretary General Thomas Lund.



Deputy President of the Badminton Association of Thailand, Paisan Rangsitkitho, speaks to media after BAT's successful bid. At right is his assistant Pornpawee Anantakitpaisal.



BWF President Poul-Erik Høyer (left) and Yonex Chairman Ben Yoneyama after the signing ceremony to mark the partnership between BWF and Yonex.

BWF-YONEX 'MAJOR EVENTS' DEAL

Yonex branding will adorn BWF Major Events venues for the next five years.

The well-known sports-goods company was named Official Equipment Partner for the BWF championships, starting with this year's TOTAL BWF Sudirman Cup 2017 in Gold Coast, Australia, in May. The deal also covers the TOTAL BWF World Championships and the TOTAL BWF Thomas & Uber Cup Finals.

Concluded by BWF's exclusive media and marketing partner, Infront Sports & Media, the partnership was announced by BWF President Poul-Erik Høyer on the sidelines of the YONEX All England Open Badminton Championships in March.

"Yonex has been a pioneer in the development of badminton equipment and continues to blaze the trail in innovation and technology. Its standards and reputation as the leading badminton brand are globally respected – and perhaps even envied. It is a brand that inspires confidence in those who use it and in those with whom it partners.

"I cannot say that we are welcoming Yonex to the badminton family, as they have long been a vital part of it, but I can certainly say we are very pleased to bring them closer to us through this important partnership," said Høyer.

Yonex Chairman Ben Yoneyama thanked BWF for its vote of confidence in Yonex.

"Yonex is very thankful to have been chosen as the Official Equipment Partner between 2017 and 2021. We have worked hard to build our reputation at all levels of sport. We are thrilled to be able to provide high-quality products and services for the BWF Major Events," said Yoneyama.

As an Official Sponsor, Yonex will offer essential on-site racket-stringing services to all players at BWF Major Events as well as provide court mats, shuttles and nets while benefiting from long-term activation and promotional opportunities through its association with badminton's most prominent tournaments.



Burkina Faso Joins BWF

The land-locked African nation of Burkina Faso is now officially part of the Badminton World Federation.

The Fédération Burkinabè de Badminton (Burkina Faso Badminton Federation) was approved for BWF membership in late March, bringing the number of member associations to 188.

A DECADE FOR 'SUPERMAN SELVAM'

He is supremely business-like at events – ensuring everything is in order – but Selvam Supramaniam got teary-eyed recently as BWF colleagues lauded his ten years of service.

Joining the BWF on 1 March 2007 after a career in journalism, he blazed a path through different departments, starting as Media Manager and then Administration Manager, before switching to the Events Department as Superseries Manager and currently Senior Tournament Series Manager.

'Superman' – as he is known within the office – was praised by BWF Secretary General Thomas Lund for his contribution to BWF's development; loud applause greeting his remarks.

"As a colleague, he brings great qualities to the office environment and to events. He is very calm which can be valuable in difficult situations," said Lund, honouring Supramaniam at a BWF Council dinner in mid-March.

"Don't be fooled by his serious look. Behind that he is very funny with a great sense of humour. His colleagues also find him very supportive."

Showing his softer side, Supramaniam paused and wiped his eyes before sharing some memories, including having to write 54 pages of minutes at a Council meeting during his second week on the job.

"I thought 'What have I got myself into?'" he recalled as guests burst into laughter.

Jokes asides, Supramaniam described his decade of duty as "an amazing journey" and marvelled at how much BWF has grown since he started.

"I am happy and privileged to have played some part in this development. Working in BWF has provided many challenges and opportunities but I have had great help from my colleagues, member associations, BWF partners and media which made it easier.

"It is a wonderful gesture from BWF to honour me with this ten-year service award but it is also a perfect opportunity for me to thank everyone who has helped me."



BWF President Poul-Erik Høyer (left) congratulates Selvam Supramaniam on ten years of service to BWF.