

DAY1

8:00AM - 3:15PM

KEYNOTE SPEAKERS

VENUE: Grand Ballroom

Mission Hills Convention Centre



8.00am

WALK-IN PRELUDE - HERE COMES THE SUN

8:30AM

THE R&A - WORKING FOR GOLF

Duncan Weir

Director

Golf Development

The R&A

9:00AM

GOLF DEVELOPMENT ASIA - AN OVERVIEW AND HOW IT IS EVOLVING

Tim Kenny

Executive Vice-President

Nicklaus Design

9:30AM

GOLF DEVELOPMENT CHINA - THE MIGHTY DRAGON OF GROWTH

Tenneil Chu

Executive Director

Mission Hills Group, China

10:00AM

GOLF DEVELOPMENT INDIA - THE STIRRING OF A NEW GIANT

T.T. Jagannathan

President - Golf Union of India

10:30AM

GOLF DEVELOPMENT - DELIVERING ON A WORLD CLASS PROMISE

Brian Curley

Principal - Schmidt & Curley Golf Design

11:00AM to 11:30AM

COFFEE BREAK

11:30AM

MANAGING FOR GROWTH - AN ASIAN ROAD MAP FOR SUCCESS

Mark Adams

Senior Vice-President & Managing Director

Golf Division

IMG

12:00PM

MAKING ASIA WORLD CLASS - THE PROFESSIONAL GAME

Andrew Georgiou

Chief Operating Officer

World Sport Group

12:30PM

**THE KEY SUCCESS FACTORS OF TOP PERFORMING REAL ESTATE
IN GOLF RESORTS AND COMMUNITIES**

Dr. Andrea Sartori

Travel, Leisure & Tourism Group. Central & Eastern Europe

KPMG

1:00PM - 2:00PM
LUNCH

2:05PM
ASEAN GOLF FEDERATION
Khamis Abu Samah
Secretary General
ASEAN Golf Federation

2:15PM
TARGET WORLD CLASS - SETTING THE FOUNDATIONS RIGHT FOR A WORLD CLASS GOLF COURSE
Dr. Bradley Klein
Golf Architecture Editor
Golfweek

2:45PM
TARGET WORLD CLASS - FOOD AND BEVERAGE - A MAJOR COMPONENT FOR A WORLD-CLASS GOLFING EXPERIENCE AND REVENUE GENERATION
Mike Holtzman
President
Profitable Foods Facilities

3:15PM to 3:30PM
COFFEE BREAK

3:30PM - 5:00PM
PANEL SESSIONS
VENUE: LEVEL 2 - Mission Hills Convention Centre

TRACK ONE
GOLF DEVELOPMENT - THE ROAD MAP FOR ASIA

A discussion with a Q&A session on what business model Asian courses should adopt in golf development - whether to opt for more exclusive members only clubs or to design and open up more public courses.

Chairman
Lee Schmidt
Principal
Schmidt & Curley Golf Design

Panelists:
Paul Stringer
Senior Vice President,
New Business Development
Nicklaus Design

Michael Kahler
Director
Robert Trent Jones II Golf Course Architects

David Seidl
President
Pacific Golf Management

Tony Taylor
President - Quality Golf

Martin Moore
President
Flagship Golf Course Construction Management

TRACK TWO
GOLF DEVELOPMENT - THE PATH DOWN RENOVATION LANE

A discussion with a Q&A session on why Asia's many older golf courses are ripe and ready for make-over.

Chairman:

Ronald W. Fream
Executive Director
Golfplan - Fream, Dale & Ramsey Golf Course Architecture

Panelists:

Simon Shepherdson
Managing Director
International Leisure Consultants

Bruce Charlton
President
American Society of Golf Course Architects

Dr. Bradley Klein
Golf Architecture Editor
Golfweek

Brit Stenson
Worldwide Director of Golf Course Design
IMG

Howard Swan
Senior Partner
Howard Swan Design

TRACK THREE
GOLF DEVELOPMENT - THE CASE FOR GOLF COURSE COMMUNITIES

A discussion with a Q&A session on the resurgence of interest in golf course communities in Asia

Chairman:

Ross Perrett
Managing Director
Thomson Perrett Golf Course Designers

Panelists:

Lodewijk Klootwijk
Chief Executive Officer
European Golf Course Owners Association

Tenneil Chu
Executive Director
Mission Hills Group, China.

Harley Kruse
Senior Architect
Greg Norman Design

TRACK FOUR
JUNIOR GOLF - THE FUTURE OF THE GAME IN ASIA

A discussion with a Q&A session on the correct model for junior golf development in Asia.

Chairman:

Keith Hodgkinson
Chairman - Golf Development Committee
The R&A

Panelists:

Gill Wilson
Founding Partner
FirstGolf

Paul Gibbons
General Manager
Wilson Staff

Tom Philips
Chief Executive Officer
Faldo Series Asia

Dominic Wall
Tournament Director
Asia Pacific Golf Confederation

5:30PM

WELCOME RECEPTION

VENUE: Mission Hills Convention Centre

HOST ADDRESS:

Dr. Ken Chu
Vice-Chairman Mission Hills Group, China

DAY 2



8:00AM - 3:45PM

KEYNOTE SPEAKERS

VENUE: Grand Ballroom

Mission Hills Convention Centre

8:00AM

WALK IN PRELUDE

8:30AM

GOLF DEVELOPMENT - EQUIPMENT TECHNOLOGY FOR THE FUTURE

Dennis Himan

Group Vice President

The Toro Company

9:00AM

HONOUR THE GAME

Speaker - TBA

Club Car

9:30AM

TECHNOLOGICAL INNOVATION - THE GREENING OF GOLF COURSE MAINTENANCE

Dan Wilkinson

President

Jacobsen - A Textron Company

10:00AM

GLOBAL POSITIONING - THE WAY FORWARD

Alex Doaga

Chief Technology Officer & Senior Vice-President

GPSi Industries Inc.

10:30AM

THE GOOD OF GOLF - WHAT COURSES CAN DO FOR THE ENVIRONMENT

Gregg Breningmeyer

Director of Sales & Marketing, Commercial Segment

John Deere Worldwide Commercial & Consumer Equipment Division

John Deere Golf

11:00AM - 11:30AM

COFFEE BREAK

11:30AM

CLUB MANAGEMENT - WHAT MAKES THE DIFFERENCE BETWEEN SUCCESS AND FAILURE

Denise Adams

Senior Vice President

Kitson & Partners, LLC

12:00PM

FIRST GOLF - THE FUTURE OF GOLF

Howard Swan

Senior Partner

Howard Swan Design

12:30PM

GOLF AND THE ENVIRONMENT - MEETING THE GLOBAL CHALLENGE

Jonathan Smith

Chief Executive Officer

Golf Environment Organisation

1:00PM - 2:15AM
LUNCH

2:15PM
TURF MATTERS

Dr. Milt Engelke
International Plant Breeding Consultant
Phillip Jennings Turf Farms, LLC

2:45PM
PROTECTING COURSE MAINTENANCE INVESTMENTS - THE ROLE OF POSITIONING CONTROLS

Dr. Henk Smith
Regional Technical Manager (Asia Pacific)
Syngenta

3:15PM
THE INTELLIGENT USE OF WATER – EFFECTIVELY MANAGING WATER RESOURCES THROUGH PROPER IRRIGATION DESIGN AND MANAGEMENT

Stephen Sundstrom
International Sales & Marketing Manager
Rain Bird Corporation

3:45PM to 4:00PM
COFFEE BREAK

4:00PM - 5:30PM
PANEL SESSIONS
VENUE: LEVEL 2 - Mission Hills Convention Centre

TRACK ONE
WORKSHOPS: WHAT MODEL SHOULD I HAVE? A PROFESSIONAL SET UP SHOP OR A BROKEN DOWN BACK-STREET DISGRACE?

A discussion with a Q&A session on the need for a well-structured workshop with a proper maintenance mindset.

Chairman:
Stephen Bernhard
President
Bernhard & Company

Panelists:
Peter Morison
Director of Sales, Asia Pacific
Jacobsen - A Textron Company

Garry Price
Sales & Service Engineer, Commercial Equipment - Asia
The Toro Company

John Leong
Aftermarket Manager - Asia Pacific
Club Car

Gregg Breningmeyer
Director of Sales & Marketing, Commercial Segment
John Deere Worldwide Commercial & Consumer Equipment Division
John Deere Golf

TRACK TWO
TURF - WHAT WORKS WHERE AND WHEN

A discussion with a Q&A session on what type of grass is best suited to a given region in Asia's wide geographic expanse.

Chairman:

John Holmes
International Manager
Phillip Jennings Turf Farms, LLC

Panelists:

Brad Burgess
Director
Sports Turf Solutions

Craig Holden
Chief Executive Officer
Sustane

John Matheson
Director - International Professional Products
J.R. Simplot

Keith McAuliffe
Chief Executive
NZ Sports Turf Institute

TRACK THREE
CLUB MANAGEMENT - HOW TO OPERATE A SLICK AND PROFITABLE OPERATION

A discussion with a Q&A session on setting up a bottom-line driven club operation that delivers a world class service for members and guests and is matched by a healthy revenue model.

Chairman:

Geoff Russell
Chief Executive Officer
Golf Business News Europe

Panelists:

Denise Adams
Senior Vice President
Kitson & Partners, LLC

Mark Holland
Manager
Troon Golf - Australia

Jean-Pierre Schneider
General Manager
Thai Country Club - Thailand

Aakash Ohri
Senior General Manager
DLF Golf Resorts Ltd
DLF Golf & Country Club - India

Ian Roberts
General Manager
Cengkareng Golf Club - Indonesia

**TRACK FOUR
GOLF AND THE ENVIRONMENT**

A discussion with a Q&A session on whether Asia is headed down the right or wrong path and the urgent need to embark on an awareness building programme to keep Asia's golf development on the green side of the environment.

Chairman:

Harley Kruse
Senior Architect
Greg Norman Design

Panelists:

Jonathan Smith
Chief Executive Officer
Golf Environment Organisation

James Graham Prusa
Chief Agronomist
Pacific Golf Management - Japan

Spencer Robinson
Executive Chairman / Managing Editor
Asian Golf Monthly

Jon Picker
Operations Manager
Asia Tree Preservation Ltd

**5:30PM - 7:00PM
COCKTAIL RECEPTION HOSTED BY RAIN BIRD**

**7:30PM
LIFETIME ACHIEVEMENT AWARDS GALA BANQUET HOSTED BY NICKLAUS DESIGN
THE TORO COMPANY GOLF ENVIRONMENT AWARD SPONSORED BY THE TORO COMPANY**

DAY 3



8:00AM - 11:00AM

KEYNOTE SPEAKERS

VENUE: Grand Ballroom

Mission Hills Convention Centre

8:30AM

THE VITAL IMPORTANCE OF BRANDING IN THE GOLF BUSINESS

Hud Hinton

President & Chief Operating Officer

Troon Golf

9:00AM

GOLF ARCHITECTURE – THE TITANIUM AGE

Bruce Charlton

President

American Society of Golf Course Architects

9:30AM

THE FORMULA FOR MULTI-COURSE MANAGEMENT AND MARKETING

Takeshi Kusafuka

Representative Director and President

Pacific Golf Group International Holdings KK

10:00AM

GOLF TOURISM - DEVELOPING AN INTERNATIONAL SALES & MARKETING STRATEGY

Peter Walton

President & Chief Executive

IAGTO

10:30AM

ASIAN TOUR – A GROWING FORCE

Kyi Hla Han

Executive Chairman

Asian Tour

10:40AM

IT'S NOT YOUR DADDY'S GOLF COURSE ANYMORE!

Mike Tinkey

Deputy Chief Executive Officer

National Golf Course Owners Association of America (NGCOA)

11:10AM - 11:30AM

COFFEE BREAK

11:30AM -12:45PM

PANEL SESSION

VENUE: LEVEL 2 - Mission Hills Convention Centre

GOLF TOURISM

Chairman

Louis Martin

Regional Manager - Asia

International Sports Management
& Ernie Els Group

Panelists:

Hud Hinton

President & Chief Operating Officer
Troon Golf

Peter Walton

President & Chief Executive
IAGTO

Bruce Charlton

President

American Society of Golf Course Architects

Ronald W. Fream

Executive Director

Golfplan - Fream, Dale & Ramsey Golf Course Architecture

Scott Dunn

Managing Director

EDAW Singapore

12:45PM

LUNCH

1:45PM

GOLF TOURNAMENT: CLASH OF THE TITANS

8:00PM

**GALA CLOSING BANQUET & ASIAN GOLF MONTHLY ANNUAL AWARDS PRESENTATION
HOSTED BY CLUB CAR**
