



Golf Management

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PGA OPEN DOORS ON FAR EAST ACADEMY

First PGA Golf Academy in Asia Opens at Bayhood No.9, Beijing, China

16 Mar 2007, PGA Golf Management, Scotland – The Professional Golfers' Association's first Oriental adventure swung into action this week with the opening of its first golf academy in Asia.

Bayhood No. 9 was officially opened by the British Ambassador to China, Sir William Ehrman, on March 15, as Asia's only PGA branded and managed golf academy, which will provide world-class coaching from PGA professionals. The move into Asia's growing golf market marks a new step in the PGA's desire to increase the sport's appeal in the Far East.

Beijing based Bayhood No.9 will use the expertise of the PGA and its highly trained professionals to deliver tailor made coaching programmes for golfers of all abilities.

PGA Golf Management Operations Manager, Neil Coulson, believes the Academy can put Bayhood No.9 and the PGA at the forefront of golf in China. "The PGA Golf Academy at Bayhood No.9 is an exciting development that builds on the quality aspirations of the owners and the PGA's reputation for first-class branded and managed facilities. Importantly it will also play a vital role in growing the game in China through the academy. It is a privilege for the PGA to be associated with Bayhood No.9." he said.

The PGA Golf Academy is housed within the fantastic Nelson Haworth designed driving range, which is a state-of-the-art two tier facility, incorporating 40 bays on the ground floor and 23 spectacular VIP rooms on the top floor, each featuring two independent bays.

The Academy includes 4 state of the art swing studio's, fitted out with leading edge technology such as the Trackman ball radar system, Dartfish analysis software, the SAM PuttLab system and the latest 3D biomechanics system from K-Vest. The range also comes with a short game area with a par 3 course and two putting greens.

David Kurniawan, General Manager of Bayhood No. 9, is excited about the impact the academy can have in China. He said: "Bayhood No.9 strives to provide the best golf facilities in China and we believe the PGA Academy at Bayhood has set the benchmark in terms of



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quality and a role model that can support the development of golf and golf professionals in this country.”

Ends

Attached Images;

- Opening Ceremony Party (l to r), Rob Maxfield (PGA), Neil Coulson (PGAGM), Sir William Ehrman (British Ambassador to China), Mr Meng (Vice President of Bayhood No.9) and David Kurniawan (General Manager of Bayhood No.9).
- James Slade, Director of Instruction, PGA Golf Academy at Bayhood No.9, conducting a demonstration to opening ceremony guests.

Notes for Editors;

PGA Golf Management - PGA Golf Management is part of the commercial division of the PGA and offer management and marketing services to owners and developers of golf facilities. It has clients and projects in Ireland, Spain, Crete, Cyprus, Cape Verde, the Kingdom of Bahrain and delivers the tuition on behalf of St Andrews Links Trust at the St Andrews Links Golf Academy.

Bayhood No.9 Golf Club - Bayhood No.9 and the PGA Golf Academy is situated along the Beihu Canal 30 minutes from Beijing's central business district. The Beihu district has a rich history dating back 600 years to the Ming and Qing Dynasties but Bayhood is set to create a golfing dynasty for the future, built around Nelson Haworth's 18-hole designed championship course which stretches some 7,260 yards.

The PGA Golf Academy features 4 state of the art swing studio's with the latest technology including Trackman, SAM Putt Lab, K-Vest and Dartfish. The driving range features double-layer fan-shaped bays with 23 private rooms on the second floors with two bays per room plus plasma TV, internet, shower room and dining facilities. Private villas around the course and a boutique hotel will follow by 2008.

For further information;

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