



## BADMINTON'S NEW HOME

The Badminton World Federation has moved house!

Headquartered in Kuala Lumpur, Malaysia, since June 2005, the BWF recently relocated to a new office in Naza Tower in KLCC.

Pictured here is the BWF foyer, showcasing all the major badminton trophies: (from left) the Suhandinata Cup, the Thomas Cup, the Sudirman Cup and the Uber Cup.

Meanwhile, the international badminton family celebrated the 83rd anniversary of the formation of the sport's world-governing body on 5 July.

On this date in 1934, the International Badminton Federation was founded as the world-governing body for badminton at a meeting of the national associations of Canada, Denmark, England, France, Ireland, the Netherlands, New Zealand, Scotland and Wales.

The organisation was rechristened the Badminton World Federation in 2006 and now has 188 member associations globally.

# JUDICIAL EXPERTS TO JUDGE

The Badminton World Federation has established an External Judicial Experts Group to hear all doping and ethics-related cases from 1 June this year.

It is a major step forward in bringing external expertise into its judicial procedures for handling ethics-related cases. External expertise has been used since 2009 to judge doping cases, however, following a review of the judicial procedures, both

doping and ethics-related cases will now be heard by external experts.

Members of this body, comprising lawyers, scientists and medical practitioners, have been appointed by Council to ensure independent expertise across specific fields as well as geographical representation. Those confirmed to date are Kevin Carpenter (Britain), Professor Toni Graff-Bauman (Germany), Sylvia Schenk (Germany), Dr. P. S. M. Chandran (India), Rune Bård Hansen (Norway) and Annabel Pennefather (Singapore). Three more appointments will be made shortly.

As chairman, Rune Bård Hansen, a judge of the Court of Appeals in Norway and a member of various BWF Doping Hearing Panels since 2010, will select individuals from this group to serve on either a doping hearing panel or an ethics hearing panel as cases arise.

This key development is the result of amendments to the BWF Constitution approved by the membership in May and the revised Judicial Procedures which came into effect from 1 June, 2017. This follows significant amendments to the BWF Code of Ethics and the related Codes of Conduct approved by Council at its meeting in Kuala Lumpur in March.

"The BWF has determined that, as an international federation, we should have the greatest possible independence in the judgment of cases relating

to the integrity of our sport and the people running our sport, should a case need to be brought against any badminton-related personnel," said BWF President Poul-Erik Høyer.

"Previously, only our Doping Hearing Panel was made up of external expertise. We had an internal Disciplinary Committee which dealt with general disciplinary cases in badminton as well as ethics-related cases. Now, both doping and ethics related cases will be handled by panels formed from our newly-constituted External Judicial Experts Group."

Under its enhanced regulations, badminton's world-governing organisation has also created the position of Referral Officer whose role is to assess whether there are sufficient grounds to bring a case in either doping or ethics related cases. This role will be undertaken by an independent legal expert.

Various other regulations and rules pertaining to judicial matters have been strengthened to ensure fair, transparent, systematic and consistent application of principles and procedures covering reporting, investigations, referral, respondent rights, hearings and appeals.

By 1 January 2018, the BWF will have a new electronic version of the BWF Handbook integrating all governance, ethics and judicial rules as well as the sport's regulations.

### HIGHLIGHTS

**KOREA SHINE IN GOLD COAST (PAGE 4)**

**ELECTION TAKES CENTRE STAGE (PAGES 5 & 6)**

### KEY DATES

19-23 July	2017 Yonex US Open (Grand Prix Gold), Anaheim
01-06 August	Skycity New Zealand Open 2017 (Grand Prix Gold), Auckland
21-27 August	TOTAL BWF World Championships 2017 (Major Event), Glasgow
11-17 September	BWF World Senior Championships 2017 (Major Event), Kochi (India)
12-17 September	Victor Korea Open (World Superseries), Seoul
19-24 September	Daihatsu Yonex Japan Open (World Superseries), Tokyo



Poul-Erik Høyer  
BWF President

Dear Colleagues and Friends

On Saturday 20 May, I assumed the mantle of President of the Badminton World Federation for another four years as our international federation ushered in its 2017-2021 cycle, encompassing the Tokyo 2020 Olympic and Paralympic Games.

Our Annual General Meeting in Gold Coast, Australia, also saw Gustavo Salazar Delgado re-elected unopposed as BWF Deputy President. Incumbent BWF Vice-President – Para-Badminton, Paul Kurzo, retained his position by acclamation too while 11 sitting Council members were re-elected. There will be some new faces, however, and I am pleased to welcome Tang Jiu Hong (China); Moosa Nashid (Maldives); Battushig Batbold (Mongolia); Danlami Zama Sanchi (Nigeria); Emma Mason (Scotland); Robbert de Kock (Switzerland); and Khunying Patama Leeswadtrakul (Thailand) as well as incoming Chair of the BWF Athletes' Commission, Koen Ridder (Netherlands), to the BWF Council which also includes five continental vice-presidents.

In addition, I am heartened to note that in badminton's continually progressive environment, we now have a record seven women – representing four of our five continental confederations – as BWF Council members, contributing to our sport's global development and growth. Elections for the BWF Athletes' Commission were also held in Gold Coast and I wish to congratulate the four new player representatives on their success and to thank those who previously served in that capacity, especially outgoing chair, Yuhan Tan.

It is with a sense of purpose and a commitment to continuing the excellent strides which we have made in badminton that I look to the future enthusiastically, serving alongside my 26 Council colleagues. I wish to express my gratitude to the 188 BWF member associations for the confidence which they have resided in me and the incoming BWF Council. In addition, I wish to thank all those who served on the previous BWF Council and I look forward to building on the sterling achievements of the 2013-2017 cycle.

On that note, I wish to pause in tribute to our late BWF Council colleague, Dr. Akhilesh Das Gupta, who passed away suddenly in April. As President of the Badminton Association of India, he spearheaded badminton's rise in popularity and prominence in his homeland, with players such as Saina Nehwal, Pusarla V Sindhu, Kashyap Parupalli and Kidambi Srikanth reaching the sport's stary heights. While his visionary leadership will be missed we trust his legacy will be an inspiration to generations of Indian players and administrators to come.

On the events front there has been a lot of excitement and more is on the horizon. Hearty congratulations to Korea for their outstanding performance in the TOTAL BWF Sudirman Cup 2017, defeating defending champions China 3-2 in an enthralling final. That battle which went down to the last match of the tie – Mixed Doubles – was another superb advertisement for badminton and will linger long in the memories of those who witnessed it. Meanwhile, we are at the halfway stage of the 12-stop MetLife BWF World Superseries. There have been interesting twists and turns in each category, with various players and pairs having their moments in the spotlight. Well done to those who have excelled so far. We cannot wait to see what the second half of the season has in store as the Dubai World Superseries Finals loom in the distance in December for the top-eight finishers in each discipline.

The next big on-court fireworks will have a Scottish flavour as players fine-tune their preparations for the TOTAL BWF World Championships 2017 in Glasgow. The 21-27 August spectacle will bring together our elite athletes, vying for the prestigious title of World champion. Across all five categories, a talented array of stars will showcase badminton at its best. The draw for the TOTAL BWF World Championships 2017 takes place on Wednesday 9 August at the Badminton World Federation's office in Kuala Lumpur, Malaysia, at which time we will also welcome invited guests to our new headquarters.

Over the past five years, we have doubled our staff and the need for a more spacious work environment became increasingly apparent. Therefore, after months of planning, the BWF relocated to Naza Tower in the city centre in late June and our team is happily settling into their comfortable surroundings. I am sure those of you who visit BWF in the future will agree the refreshing environs are another step forward for the organisation and for badminton.

Poul-Erik Høyer

# PARA-BADMINTON BOOST FOR PAN AM

supported by

**AGITOS**  
Foundation

Badminton World Federation and the AGITOS Foundation are partnering to further tap into para-badminton potential in the Pan American region.

The two organisations have invited 54 persons from six countries to participate in the BWF Para-Badminton Legacy Project in Peru from 29 July to 6 August 2017 to enhance para-badminton knowledge and skills in the continental confederation given major upcoming tournaments in which the sport will feature.

Argentina, Brazil, Chile, Colombia, Mexico and Peru are all sending para-athletes, coaches and administrators to the programme being held in conjunction with the Peru Para-Badminton International (1-6 August). The Legacy Project, which is supported by a grant from the AGITOS Foundation – the International Paralympic Committee's development arm – encompasses the following areas:

- Introduction to Para-Badminton (Administrators)
- Players and Coaches Workshop
- National Classifier Workshop
- Classification of new players
- BWF 'I am Badminton' Integrity Campaign

The objective is for those who benefit from this exposure – especially coaches and administrators – to return to their respective countries and share the knowledge and set up para-badminton infrastructure.

The administrators' workshop will focus on how member associations can create a para-badminton strategy to support the growth and development of para-badminton nationally.

The workshop for players and coaches will look at enhancing their technical and tactical knowledge of badminton. Coaches will be given the opportunity to deliver practical coaching sessions to participating athletes. Players will also receive specialist coaching from BWF experts.

Meanwhile, the National Classifier Workshop will focus on the theory of para-badminton classification and Minimal Impairment Criteria, showing how these are applied in player evaluation. Participants will observe player evaluation under supervision and identify the stages and the roles of the classifier in the process. Participants will be able to assist in pre-determining which class players belong to before participating

in a sanctioned BWF para-badminton event. It minimises the risk of players traveling to events and being ruled ineligible or being placed in a class other than the one in which they expected to be.

Organisers are also seeking to expand the regional pool of players by asking countries to send ten para-athletes who have never been classified internationally. These athletes will have the opportunity to learn about para-badminton, be officially classified by the BWF and enter their first international tournament alongside established players from their own countries as well as from Dominican Republic, Guatemala, Japan, Poland, Russia, Scotland and USA.

"Para-badminton will debut at the Lima 2019 Para Pan Am Games and the Tokyo 2020 Paralympic Games and we want to see Pan Am well represented. We see this as a great opportunity to grow para-badminton and para-badminton expertise in the region," reasoned BWF Vice-President Para-Badminton, Paul Kurzo, noting it will be the first time Argentina and Mexico are involved in para-badminton.

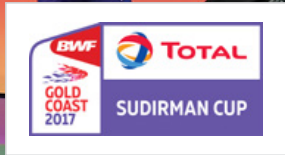
He added that, apart from the AGITOS Foundation's contribution, BWF and its continental confederation, Badminton Pan Am, will cover a significant portion of the costs for flights, accommodation, meals and entry fees for the Peru Para-Badminton International for the new para-badminton athletes.



## SMASHING SAM SEOP

Korea's wheelchair wonder, Lee Sam Seop, gets ready to unleash another thunderbolt during action at the FZ Forza Irish Para-Badminton International 2017 in Dublin.

The BWF Male Para-Badminton Player of the Year in 2015 claimed two gold medals at the 22-25 June tournament, winning Men's Singles WH 1 class and Men's Doubles WH 1 - WH 2 class, partnering Kim Kyung Hoon.



# KOREA SHINE IN GOLD COAST

Choi Solgyu (left; on the ground) and Chae Yoo Jung (right; bear-hugging her coach, Kang Kyung Jin) are swamped by team-mates and entourage after winning the decisive match for Korea in the final.

It is a story that will be marvelled at for decades to come!

A young Korean team, missing most of their stalwarts but showing great self-belief in the face of enormous odds, defied all predictions to triumph in the TOTAL BWF Sudirman Cup 2017 final against China.

Korea's fourth Sudirman Cup title snapped China's run of six successive victories in the World Mixed Team Championships dating back to 2005. It was a major shock for China; the team that appeared to have the greatest depth in all five categories.

Unlike the 2015 edition, though, which China won for the loss of just one match, the ten-time champions were pushed all the way by Japan in a close semi-final that they clinched 3-2. Earlier, Thailand – perhaps the most improved team – stunned Denmark in the quarter-finals

but were outgunned by Korea in the semi-finals in Gold Coast, Australia.

The Koreans fought magnificently against China despite falling behind 0-1 and 1-2. Sung Ji Hyun and Chang Ye Na/Lee So Hee levelled those deficits for Korea. In the last match of the tournament, an inspired performance by Choi Solgyu and Chae Yoo Jung wrested the vital Mixed Doubles point – and the championship – for the underdogs, sparking wild celebrations in their camp. China's ace pairing of Lu Kai and Huang Yaqiong – already winners of four titles in 2017 – cracked under relentless pressure from across the net.

Vietnam won Group 2 (overall 13th) beating Singapore 3-1, while hosts Australia finished strongly beating Canada 3-2 for 15th place. Sri Lanka were easy winners of Group 3 (21st overall).

## Group 1 – Finals: Korea bt China 3-2

**MD:** Fu Haifeng/Zhang Nan (Chn) bt Choi Solgyu/Seo Seung Jae (Kor) 21-14 21-15

**WS:** Sung Ji Hyun (Kor) bt He Bingjiao (Chn) 21-12 21-16

**MS:** Chen Long (Chn) bt Jeon Hyeok Jin (Kor) 21-10 21-10

**WD:** Chang Ye Na/Lee So Hee (Kor) bt Chen Qingchen/Jia Yifan (Chn) 21-19 21-13

**XD:** Choi Solgyu/Chae Yoo Jung (Kor) bt Lu Kai/Huang Yaqiong (Chn) 21-17 21-13

## Group 1 – Semi-Finals: Korea bt Thailand 3-1; China bt Japan 3-2

## Group 2 – Finals: Vietnam bt Singapore 3-1

## Group 3 – Finals: Sri Lanka bt Macau 3-0



Korea's Head Coach, Kang Kyung Jin, hoists the Sudirman Cup.



China's Fu Haifeng (right) and Zhang Nan wrested the first point of the final.



Sapsiree Taerattanachai (left) and Jongkolphan Kititharakul stunned Denmark to take Thailand into the semi-finals.



Veteran Men's Singles player, Nguyen Tien Minh, helped Vietnam clinch Group 2 honours.





Members of the new BWF Council (2017-2021) are pictured following the election. Standing (from left) are: Nigel Skelt, Jassem Kanso, Ng Yoke Weng, Peter Tarcala, Emma Mason, David Cabello, Etienne Thobois, Nora Perry, Wayne Somers, Robbert de Kock, Moosa Nashid, Danlami Zama Sanchi and Battushig Batbold. Sitting (from left) are: Tang Jiu Hong, Khunying Patama Leeswadtrakul, Lim Teong Kiat, Vishu Tolan, Geraldine Brown, BWF President Poul-Erik Høyer, Dagmawit Girmay Berhane, Gregory Verpoorten, Paul Kurzo, Anton Subowo and Chipu Zumburani.

# ELECTION TAKES CENTRE STAGE



The election of a new BWF Council; a glamorous Gala Dinner for players and delegates and the annual BWF Member's Forum highlighted a busy weekend for the Badminton World Federation family in Gold Coast, Australia, on the sidelines of the TOTAL BWF Sudirman Cup 2017.

Some extra excitement hovered over the customary May gathering of badminton's world-governing body's membership with those in attendance keen to see the composition of the new BWF Council which was elected on Saturday 20 May during the Annual General Meeting. After the votes were counted, seven new members were welcomed to the BWF Council, joining 11 incumbents who were re-elected for another four years.

Those 18 joined BWF President Poul-Erik Høyer (Denmark); BWF Deputy President Gustavo Salazar Delgado (Peru); and BWF Vice-President Para-Badminton, Paul Kurzo (Switzerland) – all of whom were re-elected unopposed on the 27-member body. The remaining six places were taken by five continental Vice-Presidents and new Chair of the BWF Athletes' Commission, Koen Ridder.

Meanwhile, delegates from 145 of BWF's 188 member associations heard of badminton's continued progress during the past year following reports from committee chairs at the Annual General Meeting as well as presentations at the BWF Member's Forum on the preceding day. Badminton's outstanding competition at the Rio 2016 Olympic Games was toasted as a major success.

BWF Secretary General Thomas Lund noted that, despite challenges in showcasing badminton in a country in which the sport was hardly known and in a significantly different time zone to Asia, "we can be proud that we made this a great event". "We took strategic choices which were right for the world of badminton," he said regarding the decision to stage many finals during the morning to accommodate evening viewing in vital Asian markets.

Sharing data from a report which showed 64.9 per cent of available tickets were sold, he stressed "television is still the key media for such events like the Olympics" and Asia remains vital for badminton, hence the decisions taken.

Lund told the Member's Forum that badminton was "safely above average" in key Rio 2016 performance indicators.



BWF Finance Chair Dato Lim Teong Kiat reported to the Annual General Meeting that "BWF is financially very sound" and that "Chairs have been prudent in their spending".

BWF Events Chair Peter Tarcala highlighted badminton's best-ever medal spread at an Olympic Games, with nine countries sharing the 15 medals at Rio 2016.



BWF President Poul-Erik Høyer (right) is pictured with Gold Coast Mayor, Tom Tate, and Badminton Australia President, Geraldine Brown, at the Gala Dinner.

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Team members and delegates from Malaysia, including star players Lee Chong Wei (second right) and Tan Wee Kiong (right), enjoying the Gala Dinner.

BWF Secretary General Thomas Lund addresses the BWF Member's Forum.



The Japanese delegation focuses on the presentations at the BWF Member's Forum.



Scrutineers collect ballots for the BWF Council election.

## BWF COUNCIL 2017-2021

**BWF President:** Poul-Erik Hoyer (Denmark)

**BWF Deputy President:** Gustavo Salazar Delgado (Peru)

**BWF Vice-President Para-Badminton:** Paul Kurzo (Switzerland)

**N.B.** The above three officials were re-elected unopposed

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### Continental Vice-Presidents and BWF Athletes' Commission

**BWF Vice-President – Africa:** Dagmawit Girmay Berhane (Ethiopia)

**BWF Vice-President – Asia:** Anton Subowo (Indonesia)

**BWF Vice-President – Europe:** Gregory Verpoorten (Belgium)

**BWF Vice-President – Oceania:** Geraldine Brown (Australia)

**BWF Vice-President – Pan America:** Vishu Tolan (Jamaica)

**Chair of the BWF Athletes' Commission:** Koen Ridder (Netherlands)

**N.B.** The continental vice-presidents are elected by their respective confederations while the athletes' representative is selected by the BWF Athletes' Commission.

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The 18 BWF Council members below (in alphabetical order of member association) were elected at BWF's Annual General Meeting.

Wayne Somers (Canada); Tang Jiu Hong (China); Nora Perry (England); Etienne Thobois (France); Jassem Kanso (Lebanon); Lim Teong Kiat (Malaysia); Moosa Nashid (Maldives); Battushig Batbold (Mongolia); Nigel Skelt (New Zealand); Danlami Zama Sanchi (Nigeria); Sergey Shakhrai (Russia); Emma Mason (Scotland); Ng Yoke Weng (Singapore); Peter Tarcala (Slovakia); David Cabello (Spain); Robbert de Kock (Switzerland); Khunying Patama Leeswadtrakul (Thailand); and Chipso Zumburani (Zimbabwe).



Canada's players and officials get close to the Sudirman Cup.



President of Lesotho Badminton Association, Moneoang Leshota, sporting a unique dress.



Interpreters provided simultaneous translation in Arabic, French, Russian and Spanish.

# STERLING SERVICE SALUTED

Three badminton stalwarts were honoured in recognition of their service to badminton during the BWF's gathering in Gold Coast in May.

Veteran Indonesian administrator, Dr. Justian Suhandinata, was made an Honorary Life Vice-President of the Badminton World Federation while Dr. Judith Cousins and Malcolm Banham received two of the organisation's highest administrative awards.

Dr. Suhandinata received a standing ovation from delegates at the Annual General Meeting as he was saluted for more than 40 years of commitment to the development of badminton at national, continental and world level. Apart from serving on the world-governing body for 14 years, he also provided the impetus for the launch the BWF World Junior Championships by hosting the Jakarta Open Junior Championships in the mid-1980s and inviting all the best juniors worldwide. This was the forerunner to the World Junior Championships. Dr. Suhandinata was also a driving force in the Indonesian Badminton Association (PBSI) for many decades and his club – Tangkas Badminton Club – has trained and developed more than 2000 players from over 70 countries in the past 25 years. His club has also produced some of Indonesia's top national players over the last 30 years.

In accepting a plaque from BWF President Poul-Erik Høyer to mark his elevation to BWF Honorary Life Vice-President, Dr. Suhandinata thanked the international federation for unanimously recognising him in such a manner.

"It is the highest honour and I greatly appreciate it," he said to loud applause from delegates.

Meanwhile, Chair of the BWF Umpire Assessment Panel, Malcolm Banham, was presented with the BWF Distinguished Service Award for his exemplary track record as an umpire and referee at the highest level. Accredited in 1997 and certificated in 2001, the Englishman served as a BWF Umpire until his retirement in December 2014.

Reading a citation for his colleague at the Gala Dinner, BWF stalwart Torsten Berg noted "Malcolm's natural authority in the chair and thorough understanding of the game on the highest level enabled him to appear relaxed and smiling through the most difficult of matches, easily gaining the respect of the best players in the world".

"His charisma, his sense of human relations, his commitment to transmitting his expertise and knowledge makes him a true role model for his peers. Since 2010, he has contributed to the sport as a BWF Umpire Assessor and continues to use his vast experience to the benefit of badminton and BWF."

Banham thanked his family, especially his wife – whom he referred to as his "coach and manager" – and colleagues globally for their support.

Dr. Judith Cousins was equally generous in acknowledging the contribution of family, friends and persons with whom she has worked. The Women in Badminton Award 2017 winner was congratulated by Badminton Australia President and BWF Council Member, Geraldine Brown, for more than 41 years of voluntary involvement in badminton, including being a player, team manager, state selector, examiner and board member of Badminton Australia. A native of Western Australia, Dr. Cousins has also held various positions within her state's badminton organisation.

"She has always advocated for sport for women and girls and we are lucky that Judith chose our sport – badminton – to channel her energy, drive and passion," said Brown.

The world-governing body also announced BWF Meritorious Service Awards for six people: Sylvia Jormanainen (Finland); Pullela Gopichand, Vimal Kumar, Arvind Singhal and S.A. Raval (all from India); and Dato Dr. Khoo Kim Eng (Malaysia). Late legendary player, Erlend Kops of Denmark, received the BWF Lifetime Achievement Award last November; three months before his death.



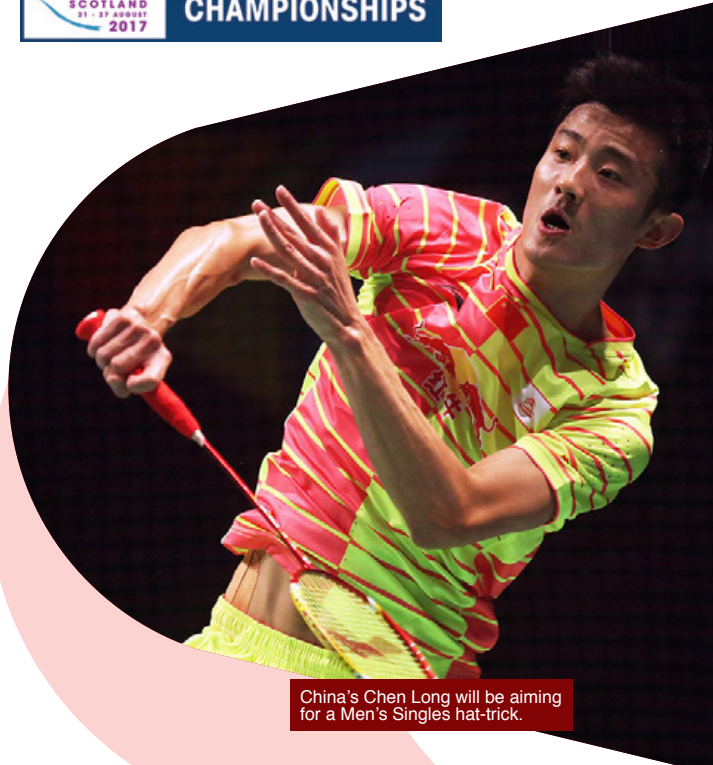
Dr. Justian Suhandinata (left) receives a plaque from BWF President Poul-Erik Høyer marking his elevation to BWF Honorary Life Vice-President.



Indian coaches, Pullela Gopichand (left) and Vimal Kumar, have received BWF Meritorious Service Awards.



BWF Distinguished Service Award winner, Malcolm Banham, and Women in Badminton Award 2017 winner, Dr. Judith Cousins, at the Gala Dinner.



China's Chen Long will be aiming for a Men's Singles hat-trick.



Liliyana Natsir and Tontowi Ahmad carry Indonesia's hopes in Mixed Doubles.



**OLYMPIC FLASHBACK:** Women's Singles stars (from left), Pusarla V Sindhu (India), Carolina Marin (Spain) and Nozomi Okuhara (Japan) will be hoping to be on the medal podium again.

# WORLDS AT THEIR FINGERTIPS!

The run-up to the TOTAL BWF World Championships 2017 suggests a new script may be written in several categories.

If form is anything to go by, it's likely that the new generation of Men's Singles players which has emerged over the last few years has finally matured enough to seize the opportunity at hand.

India's Kidambi Srikanth, thanks to his run in the last three World Superseries – he was finalist in Singapore and winner in Indonesia and Australia – has emerged as a frontline contender. His compatriot Sai Praneeth, for long in his shadow, suddenly showed he had the temperament to win a big one when he outplayed Kidambi in the Singapore Open final.

Denmark's Viktor Axelsen – Yonex-Sunrise India Open winner; Korea's world No.1 Son Wan Ho, China's Shi Yuqi, Hong Kong's Ng

Ka Long and Chinese Taipei's Chou Tien Chen are others to look out for.

However, the big three – Chen Long, Lin Dan and Lee Chong Wei – will likely still be the favourites. While Chen's recent form hasn't been inspiring, the Chinese star will look to peak for the World Championships. Malaysia's Lee won the YONEX All England but lost the CELCOM AXIATA Malaysia Open final to his Chinese nemesis Lin Dan. It remains to be seen if Lin can snatch a sixth World crown.

Women's Singles is special for the sheer number of star players. Despite the absence of in-form Tai Tzu Ying (Chinese Taipei), there will be no shortage of quality in Glasgow. Japan's Nozomi Okuhara is peaking after last year's injury; her compatriot Akane Yamaguchi too has developed into a more rounded player over the last year.

Reigning champion Carolina Marin (Spain) had a good run early this season and can never be written off despite her recent losses; Rio Olympics runner-up Pusarla V Sindhu, winner at her home YONEX-SUNRISE India Open, compatriot Saina Nehwal, Ratchanok Intanon (Thailand), Sung Ji Hyun (Korea) and Sun Yu (China) are also in the reckoning.

In Men's Doubles, Indonesia's Marcus Fernaldi Gideon and Kevin Sanjaya Sukamuljo, given their successive title wins in England, India and Malaysia, will be the centre of attention. BCA Indonesia Open winners Li Junhui/Liu Yuchen (China) and OUE Singapore Open winners Mathias Boe/Carsten Mogensen (Denmark) are also right up there, alongside CROWN GROUP Australian Open winners Takeshi Kamura/Keigo Sonoda (Japan).

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Olympic silver medallists Goh V Shem/Tan Wee Kiong are strong dark horses, along with the likes of Angga Pratama/Ricky Karanda Suwardi (Indonesia), Russia's Vladimir Ivanov/Ivan Sozonov, and China's Liu Cheng/Zhang Nan.

Women's Doubles saw Japan's Misaki Matsutomo/Ayaka Takahashi surge back into form by winning the Australian Open over Denmark's Christinna Pedersen/Kamilla Rytter Juhl. The latter, however, have been the most consistent pair this

season. Japan can also look to Naoko Fukuman/Kurumi Yonao and Shiho Tanaka/Koharu Yonemoto to deliver.

Korea have All England champions Chang Ye Na/Lee So Hee and Jung Kyung Eun/Shin Seung Chan, while China's hopes are led by Chen Qingchen/Jia Yifan, Luo Ying/Luo Yu and Huang Dongping/Li Yinhui.

Mixed Doubles has seen a shake-up after the Rio Olympics. Lu Kai/Huang Yaqiong, Zheng Siwei/Chen Qingchen and Zhang

Nan/Li Yinhui ensure that China have the necessary artillery in this category. Indonesia's Tontowi Ahmad/Liliyana Natsir and Praveen Jordan/Debby Susanto; England's Chris Adcock/Gabrielle Adcock; Denmark's Joachim Fischer Nielsen/Christinna Pedersen; Malaysia's Tan Kian Meng/Lai Pei Jing; Japan's Yuta Watanabe/Arisa Higashino and Korea's Sudirman Cup heroes Choi Solgyu/Chae Yoo Jung are among the other pairs challenging for the crown.

## FINALS FLASHBACK TOTAL BWF WORLD CHAMPIONSHIPS 2015

**Men's Singles:** Chen Long (CHN) bt Lee Chong Wei (MAS)

**Women's Singles:** Carolina Marin (ESP) bt Saina Nehwal (IND)

**Men's Doubles:** Mohammad Ahsan/Hendra Setiawan (INA) bt Liu Xiaolong/Qiu Zihan (CHN)

**Women's Doubles:** Tian Qing/Zhao Yunlei (CHN) bt Christinna Pedersen/Kamilla Rytter Juhl (DEN)

**Mixed Doubles:** Zhang Nan/Zhao Yunlei (CHN) bt Liu Cheng/Bao Yixin (CHN)

# FOCUS ON ELITE PERFORMANCE

Renowned doubles coach Tan Kim Her and former Women's Singles internationals Pi Hongyan and Xu Huaiwen are among the experts who will address the World Coaching Conference in Glasgow on 25 and 26 August 2017.

Titled 'The Journey to Elite Performance', the conference will address a range of topics, including elements of the game such as anticipation and deception; rehabilitation after injury; and elite player development. There will also be presentations on some of the latest research on biomechanics and findings from current sports science research projects.

Former Denmark national coach Kenneth Larsen, a professor in sport science

at Aalborg University, will speak about developing anticipation and deception. Other elements of on-court play will be addressed by Tan Kim Her, Pi Hongyan and Xu Huaiwen. Mark King, a Senior Lecturer and Reader in Biomechanics at Loughborough University and an expert in bowling actions, will make a presentation on speed and accuracy in the jump smash.

Shoulder injuries are common in badminton and have derailed many a career; rehabilitation after shoulder injury will be the theme addressed by former Scotland international Stewart Kerr, an expert in this field.

Julian North, Senior Research Fellow at Leeds Beckett University, will examine

effective player development systems in four world leading badminton nations – Korea, Indonesia, Denmark and Spain. John Neal, an exercise physiologist and performance psychologist, will explore the topic of developing coaching character for a winning performance. Loughborough and Leeds Beckett universities will make presentations on sports science research funded through BWF's Sports Science Research Grants.

The delegate fee for the coaching conference will cover two session tickets for the TOTAL BWF World Championships 2017, plus a gift bag, refreshments and shuttle transport between the official hotels/championships venue and conference venue.



**Women's Singles leader:**  
Tai Tzu Ying (Chinese Taipei)



**Men's Doubles leaders:**  
Li Junhui (right) and Liu Yuchen (China)



**Men's Singles leader:**  
Kidambi Srikanth (India)

# KIDAMBI, TAI FIND FORM

Two players cornered the singles limelight halfway through this season's MetLife BWF World Superseries circuit – India's Kidambi Srikanth and Chinese Taipei's Tai Tzu Ying.

Having lost three months to injury late last year, Kidambi appeared hungry for Men's Singles success. Early losses at the Yonex All England and the Yonex-Sunrise India Open steered his resolve and he finally found form at the OUE Singapore Open, finishing runner-up to compatriot Sai Praneeth. Then, over two weeks in Jakarta and Sydney, Kidambi played unbeaten, taking home both titles and re-entering the conversation as a potential contender for the World title in August. That he beat reigning Olympic and World champion Chen Long (China) in the final of the CROWN GROUP Australian Open contributed in no small measure to the sudden rise of expectations.

Chen himself had a quiet season, but his senior compatriot Lin Dan stirred up the circuit winning the CELCOM AXIATA

Malaysia Open over 11-times champion Lee Chong Wei (Malaysia). With Lee having won the Yonex All England in March, it was apparent that the seniors were still in the thick of the action and able to hold off younger opponents. Another example was Korea's Lee Hyun Il, 37, who made the semi-finals in Sydney.

The younger generation was spearheaded by Dane Viktor Axelsen, who won his first India Open in his third final, but his form appeared to taper off thereafter.

In Women's Singles, it was Chinese Taipei's Tai Tzu Ying who had tongues wagging early in the season. Following up titles in Hong Kong and Dubai last year, Tai continued her merry journey, winning the All England, the Malaysia Open and the Singapore Open – five Superseries on the trot. She eventually ran out of steam against Thailand's Nitchaon Jindapol in the quarter-finals in Indonesia.

Pusarla V Sindhu emulated her compatriot Saina Nehwal's 2015 feat at the India Open. In a rematch of the Rio Olympics final, Pusarla got the better of Spain's Carolina Marin. The Olympic champion went on to reach two more finals, both of which she lost to Tai.

In Indonesia, Sayaka Sato stepped out of the shadows of her more accomplished Japanese colleagues. The 26-year-old's first Superseries victory came at the expense of consistent Korean Sung Ji Hyun. Japan also clinched the Sydney title, thanks to a resurgent Nozomi Okuhara.

In Men's Doubles, Indonesia's Marcus Fernaldi Gideon and Kevin Sanjaya Sukamuljo captured the imagination of fans with a hat-trick of wins in England, India and Malaysia. Veteran Danes Mathias Boe/Carsten Mogensen showed they were still battle-sharp, triumphing in Singapore and finishing runners-up in Indonesia to China's Li Junhui/Liu Yuchen.

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# REMEMBERING VISIONARY DR. GUPTA



Dr. Akhilesh Das Gupta and BWF President Poul-Erik Hoyer



Dr. Akhilesh Das Gupta is pictured with (from left) Women's Singles players, Pusarla V Sindhu, Carolina Marin and Saina Nehwal.

The Badminton World Federation mourned the passing of Dr. Akhilesh Das Gupta on 12 April.

A BWF Council member since 2013, Dr. Gupta was also President of Badminton Association of India (BAI) and Vice-President of Badminton Asia at the time of his sudden death in Lucknow.

BWF President Poul-Erik Høyer paid tribute to his late colleague, highlighting Dr. Gupta's passion for badminton and his determination to develop the sport further in India.

"Having been an international badminton player himself, Dr. Gupta's influence on badminton when he became President of BAI has seen positive results in the sport in India. One of the highlights during his tenure as president has to be the unprecedented boom in the level of interest in badminton as a sport and the enhanced pathway for the development of India's most talented players," noted Høyer in a letter of condolence to the BAI.

"This was seen with the recent achievement at the Rio 2016 Olympic Games where India proved worthy of a place in the showpiece event when Pusarla V. Sindhu did her country proud, winning the silver medal in the Women's Singles final. It is noteworthy that, during

the Rio 2016 Olympic Games, badminton recorded the highest television figures in India for an Olympic sport."

The BWF President also lauded Dr. Gupta's vision for the all-round development of badminton in India, citing the implementation of BWF's grassroots programme, Shuttle Time; the launch of the Premier Badminton League; and India hosting part of the BWF World Superseries tour as examples of the badminton administrator's accomplishments.

"It was also during his presidency that India hosted the BWF Annual General Meeting and the LI-NING BWF Thomas & Uber Cup Finals in 2014, giving us a glimpse of India's badminton landscape."

"I recall fondly our most recent meeting in Bilbao, Spain, and the signing of the host agreement for the BWF World Senior Championships 2017. When that event takes place later this year, it will be another tribute to the stellar legacy of Dr. Gupta," said Høyer.

Aged 56, Dr. Gupta wore many hats. He was a Member of Parliament, an educator, industrialist, publisher and sports administrator.

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Japan's armada in Women's Doubles gained steadily on the opposition. Two upcoming pairs – Shiho Tanaka/Koharu Yonemoto and Yuki Fukushima/Sayaka Hirota – won their first Superseries in their first finals in India and Malaysia respectively. Experienced duo, Misaki Matsutomo/Ayaka Takahashi, hit form rather late. Japan's Olympic gold medallists captured the CROWN GROUP Australian Open by storming past familiar rivals Christinna Pedersen/Kamilla Rytter Juhl of Denmark.

The Danes though were the most consistent pair at the halfway mark, reaching three finals of which they won one (Singapore). Korea's Chang Ye Na/Lee So Hee (All England) and China's Chen Qingchen/Jia Yifan (Indonesia Open) were the other winners.

China had the edge in Mixed Doubles, with their top two pairs – Lu Kai/Huang Yaqiong and Zheng Siwei/Chen Qingchen – dominating the season. Lu/Huang were nearly unstoppable, reaching four straight Superseries finals and winning three, while Zheng/Chen were victorious in two. Indonesia's Tontowi Ahmad/Liliyana Natsir fulfilled a long-held ambition by claiming their first Superseries title on home soil.



Women's Doubles leaders:  
Chang Ye Na (right) and Lee So Hee (Korea)



Mixed Doubles leaders:  
Lu Kai (left) and Huang Yaqiong (China)



**PROJECT TEAM:** Sergio Lara-Bercial (left), Dr. AJ Rankin-Wright and Dr. Julian North (right).

# PLAYER PATHWAYS IN FOCUS

A research project commissioned by BWF has offered some intriguing insights into the coaching systems of four leading badminton nations while also revealing questions which often face such nations.

The project, titled **'Player Development Systems in the Performance Pathway in Four World-Leading Badminton Nations'**, was one of seven commissioned by BWF for the year 2014-2015 under its sports science research grants programme. Hailed as "one of a kind" by BWF Development Director Ian Wright, the study detailed and compared coaching systems in Denmark, Indonesia, South Korea and Spain. The research team – Julian North, Sergio Lara-Bercial, AJ Rankin-Wright, Mike Ashford and Lisa Whitaker of Carnegie School of Sport at Leeds Beckett University in Britain – relied on expert interviews, literature reviews and document reviews through the course of their study.

Among the project's aim was to identify good practices in player development and identifying key principles. Aspects such as physiology, psychology, selection strategies, infrastructure, personnel, importance of research, coaching practice and behaviour, the role of clubs, difference in approach towards players, etc. were highlighted.

Commenting on elite level success, the authors note: "In the future it is likely that elite-level success will depend on more than just having a large participant base, or doing what has always been done. Player development systems will need to be clearly and thoughtfully designed, developed and implemented with reference to latest good practice, and research."

One of the many topics on which the project focuses is the system's approach towards younger age groups.

Spain's initiative in using colour-coding on racket handles is cited as an interesting approach in engaging younger players.

"One of the problems with 'traditional' badminton provision in many countries is a tendency towards emphasising winning over development in younger age groups," they write.

"Many countries address this issue through coach education and competition structure; however, the Spanish had developed a novel solution using a 'martial arts' style use of colours on racket handles to denote skill development. 'This was an extraordinary motivational factor for the children, it worked very well and it still works. In this way, we established a guide of colours from white to black, during the process of the categories under 11 and under 13'. Good technique (rather than winning) is rewarded with different coloured grips."

Another interesting finding was how simple strategies could sometimes be far more effective than technically detailed ones.

"It is perhaps worthwhile leaving a note of caution – systems are complex and offer no guarantees," the study notes.

"As one expert says: 'I would say sometimes I am surprised by the effectiveness of simple things, and sometimes I have great expectations for 'now we are doing this, this will have a great impact', and almost nothing happens... the simple things, like putting up training criteria... how much should

they train and what should they practise at different age groups was a simple thing to do and has had a huge effect."

Wright said the study offered numerous learnings, especially for nations hoping to catch up to the powerhouses.

"The study is important because it's BWF working in cooperation with some of the most developed badminton nations in the world. I hope the research will give a lot of information to less-developed and developing nations as to what really happens in these major countries; what is the player pathway; what does that look like.

"It's a systematic breakdown of each of the systems, it's a bit of a breakthrough in terms of having that cooperation and the top nations being very open about what they do well and flagging the areas they feel they need to improve. It's interesting to have Spain involved, because what they've done over the last few years is impressive, but also to have the traditional Asian powerhouses involved. It's probably the first time we've had that level of cooperation between BWF and these major countries."

The study will be presented by the research team at the World Coaches Conference during the **TOTAL BWF World Championships 2017** in Glasgow, Scotland, next month.

"We've just published the study. We're already getting feedback. From the feedback we get, we'll look at whether there's a need for a follow-up study. Maybe people are interested in specific areas of the pathways, maybe that's something we could consider," added Wright.