

Being part of the Asia/Pacific Golf Development Summit in Mission Hills, China

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Four days in the beginning of December were meant to be crucial for further business development in the Asian region but not only that. The target was to get an inside look into what are the golf-headaches in the Asian Region. Let me simply put it like this: Asia is terribly strong in Golf already, and this with only 15 – 20 years of golf history. It is a simple numbers game...

China alone strives to break the 400 Million-Middle class barrier by 2011. All of these 400 Millions would become potential golf customers/players.

The mornings of each of the three conference days were speeches from High Profile Managers to different topics. From Members Service Management to machinery and greenkeeping issues. From Tourism related topics to Golf Club and F&B Management. It was all there, golf course design and plenty of companies which specialize in Executive Search in the Golf Market.

The afternoons were time for podium discussions, like the one I was part of as panellist about the Future of the Game in Asia: The Juniors. I joined a discussion about how to structure golf club management into a slick and effective organization. Interesting were a few comments from the panellists about what to do if profit reduces the spending capabilities.

The evenings were to socialize and get-together in a relaxed atmosphere. The evening Dinners were a great spectacle and depending on who was your table neighbour, some good in depth conversations could be held.

All in all I am very satisfied with the outcome of the conference, which gave me the chance to meet key executive officers of the R&A not only from St. Andrews, but as well the Director for Golf Development in Asia. Contacts to Presidents and Chairmen of national golf unions will surely be of great benefit, once I start to work through all the contacts and make the most out of those 4 days in Mission Hills.

Next year's conference is set to be in Kuala Lumpur. HSPSE might be planning its next Asian Trip around the conference dates to maximize effort and effects.

HSPSE sees the Asian and Pacific region as a huge opportunity to brand a product which, through the hands and brains of Harold Swash, has survived for more than 40 Years on the European PGA Tour and is now being taken on by Phil Kenyon

(HSPSE Director of Instruction) and Michel Monnard (Director for Asia/Pacific, Australia, South Africa, South America and USA) to allow Golf Teaching Professionals to benefit from Harold Swash's knowledge.

About Harold Swash Putting School of Excellence

Harold Swash has more than 40 years of experience in the golf industry as a coach, golf club designer and inventor of putting training aids.

Harold has coached many of the top professional and amateur golfers with his innovative putting training techniques including Pdraig Harrington, David Howell, Henrik Stenson, Niclas Fasth, Soren Kjeldsen, Darren Clarke, Ian Woosnam, Constantino Rocca, Robert Jan Derksen and Nick Faldo to name just a few.

Harold Swash is making his teaching philosophy available for all keen golf teaching professionals who want to learn how to teach Putting better.

For more information about The Harold Swash Putting School of Excellence go to www.swashputtingschools.com.

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