

HOW WILL 5x11 SCORE?

The Astec Indonesia International will be the first of 31 tournaments to test the 5x11 experimental scoring system this year.

That International Challenge event will be held in Jakarta from 12-15 August while the Yonex Dutch Open (7-12 October) is the highest-category tournament – at Grand Prix level – that has volunteered for testing. Nineteen senior events and 12 junior events have opted to try the new format.

No decision has been taken on whether a new scoring system will be adopted, but in May the BWF Council determined there is enough interest in the matter to consider alternatives. The option of best-of-five games to 11 points (without setting) has been proposed as an alternative to the current 21x3 system which has been in effect since 2006. Organisers of Level 3 and Level 4 tournaments have been given the opportunity to trial the experimental scoring system between 1 August and 3 November. Thereafter, the BWF Council will evaluate the feedback and data from testing before deciding what happens next. While there has been mixed reaction to this move, some member associations are keen to compare the two systems.

"We want our players to see how playing the 5x11 feels – what the change will be like; how they would be affected. The psychology and strategy

will be different playing to 11 points instead of 21. They also need to get used to no setting if the score reaches 10-10," explained Badminton Association of Indonesia's (PBSI) International Relations Manager, Rudy Roedyanto.

"We need the feedback from players to plan in case this is the new system. We want to know the reaction from players and fans and how long matches will take – especially if they are on TV. We will share the information with BWF."

Outlining the rationale for this decision, BWF President Poul-Erik Høyer said BWF has chosen to test the 5x11 option which is significantly different from what obtains now to assess whether it will create more excitement and interest in badminton while reducing the duration of matches. He added that in recent years, the increasing time span of matches and long lead-up to the end of games and matches – especially where there's a big points difference – has somewhat compromised excitement.

"We are not ruling out other possibilities and we will continue engaging our stakeholders and seeking their feedback from the testing. This is a very important and inclusive process in which we are involving players, member associations, commercial partners, media and other badminton-related entities," he noted.

Meanwhile Vice-Chair of the BWF Athletes' Commission, Hans-Kristian Vittinghus, thinks it's a good idea to review badminton's scoring system, noting there are "too many games and matches with little suspense as they are either decided early or the peak points take too long to come".

"I'm happy to see BWF is looking into alternative ways to make our sport even more exciting. There are many ways to do so and testing scoring options is one approach, but hopefully this is not the only test to be carried out.

"Furthermore, I'm happy to see BWF involve us players and other stakeholders in the process. Changing the scoring system is a major thing, not only for us, but for the entire world of badminton, so I believe it's of utmost importance to let everyone be heard. I know we do not possess the ultimate power to grant or block a change, but I do hope and feel that BWF will be taking all the feedback into consideration. I'm very curious to see what will come out of the testing period."

Senior events:
1 Grand Prix; 7 International Challenges;
8 International Series; 3 Future Series.

Junior events:
10 Junior Internationals; 1 Junior International Challenge; 1 Upgraded Junior Tournament.

HIGHLIGHTS

WORKING WHIRLWIND –
BWF DESCENDS ON DELHI
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DELIGHTFUL 'DESTINATION DUBAI'
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KEY DATES

08-13 July	2014 Yonex Suffolk County Community College US Open Championships (Grand Prix Gold) - New York
15-20 July	Yonex Open Chinese Taipei 2014 (Grand Prix Gold) - Taipei City
21 July-04 August	2014 Commonwealth Games - Glasgow
17-22 August	Youth Olympic Games 2014 - Nanjing
25-31 August	Li-Ning BWF World Championships 2014 - Copenhagen
09-14 September	Yonex-Sunrise Indonesian Masters 2014 (Grand Prix Gold) - Palembang
19-29 September	2014 Asian Games - Incheon



PROUD MOMENT

Japan's Thomas Cup winners are still the toast of Tokyo for capturing their first-ever Men's World Team Championship in badminton. Recently some of them had the honour of sharing that glory with their Prime Minister, Shinzo Abe, at his official residence.

Men's Doubles partners, Kenichi Hayakawa (right) and Hiroyuki Endo (second left), showed off the coveted trophy and accepted congratulations from Abe who said he was proud of them. He also lauded Sayaka Takahashi (left) and her Uber Cup team-mates for their runner-up efforts in the Women's World Team Championship.

Looking ahead, the Prime Minister said he hoped such success would be repeated at the Tokyo 2020 Olympic Games.

5 JULY 1934 - 5 JULY 2014:
80 YEARS – BADMINTON ALL TOGETHER





Poul-Erik Høyer
BWF President

Dear Colleagues and Friends

The last few months have been particularly busy for badminton and for our international federation, with a number of important events and developments, some of which are ongoing and require our close attention.

At the outset, let me offer hearty congratulations to Japan and China for their respective triumphs in the Li-Ning BWF Thomas & Uber Cup Finals in New Delhi in May. The Chinese women deserve the esteem in which they are held. Theirs is a reputation earned over several successful seasons, both in singles and doubles, and that united prowess again proved too much for their Uber Cup rivals. As for Japan's men, I don't think anyone privileged to see their Thomas Cup semi-final and then the final will ever forget either. Both encounters – to defeat China and then come from behind to beat Malaysia – drew the very best out of them. They should be proud of their historic achievement.

Well done to the other contingents who medalled in the tournament or recorded significant results. We now look ahead to our next Major Event – the Li-Ning BWF World Championships – in my home city and it will be my pleasure to welcome the badminton family to Copenhagen.

I also wish to applaud Australia and the Oceania confederation for an impressive entrance into the MetLife BWF World Superseries with The Star Australian Badminton Open. The level of organisation and presentation was of a high standard and the compliments from players and fans alike have underlined this. Thank you for your kind hospitality and I look forward to seeing this tournament get even better in the future.

I am also keenly anticipating the coming months as we move ahead with our application for para-badminton's inclusion in the Tokyo 2020 Paralympic Games. Things are progressing well and, following a meeting at the International Paralympic Committee in mid-June, our staff in Kuala Lumpur is steadily working on our submission which is due on 25 July. We will then focus on our presentation to the IPC Governing Board in early October and await its decision thereafter. Para-badminton is its own best advertisement and a compelling argument for its inclusion. We are quietly confident that this is para-badminton's time.

Next, I wish to say a few words about our recent announcement that we will be testing the 5x11 (no setting) scoring system as a possible alternative to what currently obtains. It is understandable this is an emotive matter which has sparked much debate. As the world-governing body, BWF welcomes an open and fair discussion on the issues surrounding this matter and any potential decisions. It is healthy for all our stakeholders to comment. It is their right. However, we ask that nobody rushes to judgment and that everyone maintains an objective perspective and waits for the analysis from those tournaments which will test the 5x11 option.

In this our 80th year as an international federation, I ask that we reaffirm our commitment to always doing what is best for badminton's development at every level. We have certainly travelled a long way since July 1934 and our progress has been significant but – amid our celebrations of this milestone – let us be mindful there is still much to be done; more goals to accomplish.

May I extend sincere appreciation to all of you who work diligently throughout our member associations and may badminton grow from strength to strength.

Poul-Erik Høyer

PARA-BADMINTON – FLOURISHING ALL AROUND



Whether it's putting the finishing touches on the application to the IPC; breaking new ground with events in Asia and Europe or educating technical officials to adapt to the specifics of the sport – these are busy times for para-badminton!

While lots of on-court action has been taking place, the Badminton World Federation has been focusing on its application for para-badminton's inclusion in the Tokyo 2020 Paralympic Games. The international federation is in the final stages of preparing a detailed questionnaire and related documents for submission to the International Paralympic Committee (IPC) by Friday 25 July.

"Things are going well. We have been building up to this for some time and we are working diligently as we have with every other aspect of this process. These are the formalities which must be completed but I think ultimately para-badminton is its own best advertisement – seeing the passion, energy and spectacle of the sport," said BWF President Poul-Erik Høyer, adding that para-badminton players are just as competitive as their badminton peers.



honours worldwide. However, that prowess was not evident on the international para-badminton circuit – until now that is!

There was a glimpse of it at last October's Asian Youth Para-Games with Indonesian players bagging gold and silver in SU5 Men's Singles. At the Indonesia Para-Badminton International from 9-13 June in Solo, the home team showed how good they are, winning six of the nine gold medals up for grabs. Hong Kong (2 gold medals) and Malaysia (one gold) took the other titles.

Sixty para-badminton competitors from nine countries – Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Poland, Singapore and Thailand – vied for honours at the event held by the National Paralympic Committee of Indonesia and the BWF. As a special incentive to attract young women to international competition, BWF offered participation grants for female players in the standing classes.

"We are really pleased to have the support of the Indonesian National Paralympic Committee for this first event and we hope to collaborate on other internationals in Indonesia," said BWF Secretary General Thomas Lund.

"Indonesia has badminton talent and great coaching systems, and para-badminton can only benefit from this strong badminton culture."

In the other landmark event, nearly 100 of the world's top players from 17 countries descended on Loughborough University for the England Para-Badminton International. The event attracted players from as far away as Guatemala, Hong Kong, India, Korea, Malaysia, Peru and Thailand. More tournaments are planned for later this year with the 2014 Para-Badminton European Championships slated for September (Murcia, Spain) and the 2014 Asian Para Games in Incheon, Korea, in October, where badminton is included as an official sport. Additionally, plans are being finalised for the Pan American Para-Badminton Championships later this year. "There's a lot of interest in para-badminton and the number of events is increasing annually worldwide. BWF is committed to developing para-badminton and we are working with our member associations and related organisations to achieve this," said the BWF Secretary General.

"We've had really positive reports about the inaugural internationals in Indonesia and in England. These events follow on from our very successful Para-Badminton World Championships last year and there are more events on the horizon. These are exciting times for para-badminton and we're pleased with how it is developing and showing the world what a great sport it is."

On a related note, BWF is moving to ensure its technical officials adapt to the specifics of para-badminton. Embracing an integrated "One Sport – One Team" policy to officiating, the world-governing body has been upgrading the skills of referees, umpires and technical delegates so they can also officiate in para-badminton tournaments.



A delegation led by Høyer met with IPC officials in mid-June to discuss the BWF's proposal and the way forward until the IPC Governing Board's decision in early October.

"It was a pleasure to share our ideas with the IPC and to listen to where para-sport is heading in the medium to long term. There was a spirit of openness to ideas and we appreciated the IPC's expertise and experience. We took away some good learnings and we look forward to finalising our proposal for submission and then putting our best case forward to the IPC Governing Board in October."

Meanwhile, para-badminton recorded two firsts in June as England and Indonesia hosted their first open international tournaments.

Indonesia is one of the powerhouses of badminton, having won multiple Olympic gold medals; savoured World Championships success; and racked up countless badminton





Indian badminton coach Madhumita Bisht addressing the Women's Forum.



Syed Naqi Mohsin of Pakistan Badminton Federation speaking at the BWF Annual General Meeting.



BWF President Poul-Erik Høyer (left) with Chair of IOC Athletes' Commission, Claudia Bokel, and BWF Deputy President, Gustavo Salazar Delgado.

WORKING WHIRLWIND – BWF DESCENDS ON DELHI

The Badminton World Federation family came together again for a hectic weekend in New Delhi, India, to reflect on the past year, determine future plans and to celebrate the icons of their sport – both on and off the court.

Marking his first year in office, BWF President Poul-Erik Høyer hosted colleagues from the 180-member international federation in the Indian capital for the Member's Forum, the 75th Annual General Meeting and the Women's Forum, with a glitzy awards dinner and the exciting Li-Ning BWF Thomas & Uber Cup Finals wrapped around the formalities.

Chair of the IOC Athletes' Commission Claudia Bokel joined in the annual festivities as keynote speaker for the Member's Forum while also making a guest appearance at the Women's Forum and catching some of the badminton action.

The spotlight was on the courts at Siri Fort Complex but some of the sport's biggest stars also grabbed the headlines at the BWF Gala Awards Dinner. Malaysia's Lee Chong Wei copped the Male Player of the Year award for 2013 while world No. 1 Li Xuerui of China received the Female Player of the Year accolade. Rising Japanese sensation, Akane Yamaguchi, took home the Promising Player of the Year title.

There were also top honours for stalwart Torsten Berg; a past BWF Vice-President and a BWF Council member of 28 years until last year. The Dane, who remains a vital cog in the BWF machinery as Chair of the Technical Committee, received the Herbert Scheele Trophy for his sterling contribution. Berg's countrywoman, Kirsten Larsen, won the Women in Badminton Award.

Dr. Kang Young Joong may have stepped down from the BWF presidency a year ago but the world-governing body happily welcomed the Korean back, giving him a standing and rousing ovation as the status of Honorary Life Vice-President was bestowed on him.

The Women's Forum too served up thought-provoking fare, with a strong line-up of speakers, engaging the audience on topics such as pioneering women in badminton (and their future ambitions); juggling a playing career with motherhood; overcoming institutional opposition to women's participation in sport; and transitioning from an athlete to the boardroom. Feature speaker, Susan Hunt of Australia, gave a pictorial presentation of her summit of Mount Everest in 2011.



Participants in the Women's Forum.



African delegates (from left) Larry Keys (South Africa); Nestor Percy Galley (Ghana); Raj Gaya (Mauritius) and Michel Bau (Seychelles) meet with BWF Development Director Ian Wright (second right) and BWF Chair of Development, David Cabello (right).

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Chair of IOC Athletes' Commission, Claudia Bokel, accepts a token of appreciation from President of the Badminton Association of India, Dr. Akhilesh Das Gupta.



The BWF Council at the 75th Annual General Meeting.



BWF Council members and delegates at the BWF Gala Awards Dinner.



The BWF Member's Forum in progress.



The Balkan members were well represented with (from left) Radomir Jovovic (Serbia); Sasa Popovic (Bosnia); Ratko Galjer (Croatia) and Dr Puzant Kassabian (Bulgaria) in attendance.



A segment of the entertainment at the BWF Gala Awards Dinner.



Interpreters were provided for Arabic, French, Russian and Spanish translations.



Torsten Berg - Herbert Scheele Trophy.



Lee Chong Wei – Male Player of the Year 2013.

HONOUR ROLL OF AWARDS



Dr. Kang Young Joong – BWF Honorary Life Vice-President.



Li Xuerui – Female Player of the Year 2013.



Akane Yamaguchi – Promising Player of the Year (Eddy Choong Award) 2013.



Kirsten Larsen – Women in Badminton Award.