



Confederation of Indian Industry

# 6<sup>th</sup> Asia Golf Industry Show 2014

1 - 3 March 2014, Manekshaw Centre, New Delhi

## 4 Concurrent Shows

- Golf Show
- Golf Travel Mart
- Real Estate
- Spa Zone

*Growing the Business of Golf!*



Confederation of Indian Industry

# 6<sup>th</sup> Asia Golf Industry Show 2014

1 - 3 March 2014, Manekshaw Centre, New Delhi

Supported by

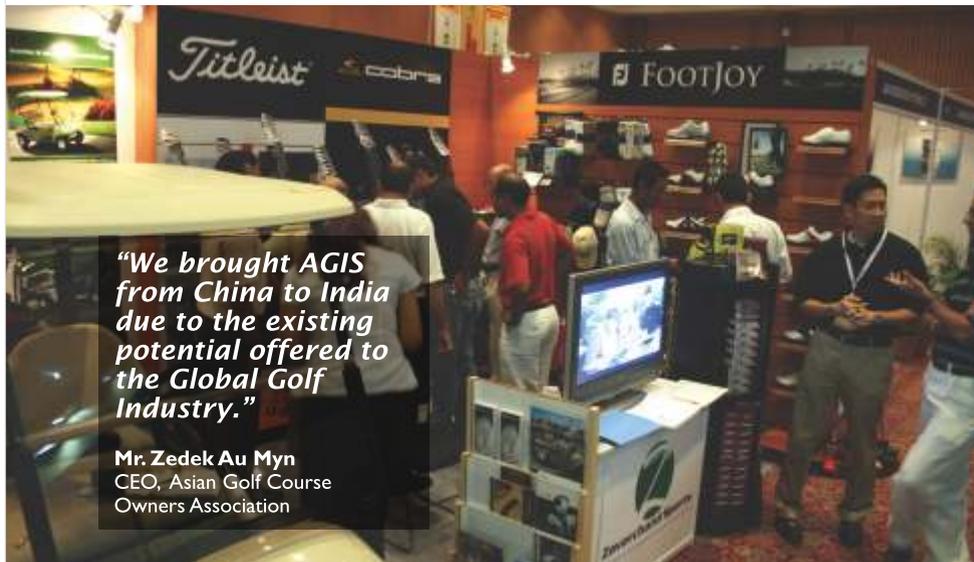


**G**olf, the fastest growing sport in Asia now has a strategic business platform in the region - the Asian Golf Industry Show, a dedicated trade and industry event that will cater to the huge demands of the industry. With the support of seven key organizations - Asian Golf Course Owners Association (AGCOA), Indian Golf Union (IGU), Professional Golf Tour of India (PGTI), Golf Course Superintendents and Managers Associations of India (GCS&MAI), Professional Golfers' Association of India (PGA), Indian Golf Tourism Association (IGTA) and Indian Pitch and Putt Union (IPPU), AGIS has become the one-stop event for golf industry professionals in Asia to attend.

For Spa Zone



Knowledge Partner



*"We brought AGIS from China to India due to the existing potential offered to the Global Golf Industry."*

**Mr. Zedek Au Myn**  
CEO, Asian Golf Course Owners Association

## Exhibitor Profile

- Golf Course Equipment and Applications
- Golf Merchandise
- Golf Travel Services
- Golf Club & Facilities
- Golf Industry Services
- Golf Course Architecture
- Club Fitting & Repair Equipment
- Golf, Real Estate
- Golf Education and Training Organization
- Investment Consultants and Management Companies
- Gadgets & Software to Simulate Practice

## Spa Zone

- Spa Equipments
- Health and Fitness Equipment
- Jacuzzi, Sauna/ Steam Equipment
- Pools & Water Treatment Equipment





# Growing the Business!

## Conference 1-3 March 2014

This is a unique platform for professionals involved in the golf business industry to meet learn, exchange ideas and do business during an exciting and memorable event.

### SHOW HIGHLIGHTS

1. Exhibition
2. Green Keeping Seminar
3. Coaching Professionals Workshop
4. Golf Course Owners Meet
5. AGIS Awards
6. Asia Golf Travel Mart
7. Seminar on Spa Equipments & Spa Development

#### A) Exhibition Convention Hall

Bare/Raw Space*	US\$240 per sqm	Rs. 10,500/-
Standard System Booth**	US\$280 per sqm	Rs. 12,000/-

\*Bare/Raw Space (minimum 18 sqm)  
Floor space only, exhibitor to design and construct own booth.

\*\*Standard System Booth (minimum 9 sqm in Convention Hall)  
Wall partitions, company name on fascia, needle-punch carpet, 1 information desk, 2 folding chairs, 2 fluorescent lights, 1 power point, and 1 waste paper basket.

- Service Tax - 12% on SubTotal
- Education Cess is extra - 3% on Service Tax.
- Electricity charges extra

#### B) Sponsorships and Advertising

Different levels of sponsorship and advertising opportunities are available. Interested parties please contact the organiser

## Focus Sector

- Development of Golf facilities
- Real Estate with Golf courses
- Public Golf Courses
- Development of Academies
- Integration of SPA's with Golf
- Development of Golf Resorts & Spas
- Development of Golf & Spa Tourism



Confederation of Indian Industry

# 6<sup>th</sup> Asia Golf Industry Show 2014

1 - 3 March 2014, Manekshaw Centre, New Delhi



## Asian Golf Course Owners Association

Asian Golf Course Owners Association (AGCOA) is a non-profit organization formed in alliance with National Golf Course Owners Association (NGCOA), which started in 1971 by a group of golf course owners. NGCOA provides business solutions in (networking, information sharing, advocacy, communities, increasing rounds, operation and saving solutions) for golf course operators, and has since grown to more than 6,000 members in America alone.

Seeing the growth and potential of the Asia markets, AGCOA has been formed for the Asia continents to provide golf course owners with the tools they need to succeed in the complex and competitive golf business. This will also ensure that the playing fields continue to meet the demands of the golf industry across the globe. AGCOA will organize its India Chapter Conference and Recruitment Drive during the Asia Golf Industry Show. [www.agcoa.org](http://www.agcoa.org)



The Indian Golf Union

## Indian Golf Union

The Indian Golf Union is the apex body of golf in India and is the only recognized body by other World Golf Associations. The main objective of the body is to develop golf in India.

[www.indiangolfunion.org](http://www.indiangolfunion.org)



## Golf Course Superintendents and Managers Association of India

GCS&MAI is the premier body espousing the cause of Greenkeepers and Managers of golf courses in India. The association aims at sharing and caring of knowledge for the benefit of development and maintenance golf courses. [www.gcsmai.com](http://www.gcsmai.com)



## Professional Golf Tour of India

Formed in 2006, Professional Golf Tour of India (PGTI) is the recognized official body of professional golf in India. PGTI's objective is to promote professional golf in the country as well as give players an opportunity to be involved in decision making for all aspects of the game. Headed by Mr. Gautam Thapar (President), PGTI's governing body comprises of leading Indian golf professionals. PGTI currently has over 300 members. [www.pgtofindia.com](http://www.pgtofindia.com)



## India Golf Tourism Association (IGTA)

India Golf Tourism Association (IGTA) is a non-profit organization whose goal is to create greater International awareness of India's best kept secret when it comes to golf in India!!!

IGTA will be working to bring more golf tourist to India and experience the magnificent array of golf from the mountains to cities and golf courses having historical importance.

IGTA has been formed to further the cause of Golf promotion and to strengthen the initiative of the Ministry on providing service and promoting Golfing activity aggressively through its membership. [www.igta.in](http://www.igta.in)



## Professional Golfers' Association of India

The Professional Golfers' Association of India is a registered society formed in 1988 with the aim to promote interest in the game of golf in general and professional golf in particular. The PGA of India along with the Indian Golf Union have jointly introduced a programme for Teaching Professionals in India which is supported by the Royal and Ancient Golf Club of St. Andrews and PGAs of Europe. [pgai@ndf.vsnl.net.in](mailto:pgai@ndf.vsnl.net.in)



## Indian Pitch and Putt Union (IPPU)

With the purpose of connecting more people to the Golf, this format was accepted by R&A (the highest ruling authority of Golf in the world) in December 2010 when R&A recognised International Pitch and Putt Association. Pitch and Putt is also called 'Nursery of Golf' because this is a first step to learn Golf; it present its fastest growing competitive international sport.

[www.ippu.in](http://www.ippu.in)



## Spa Association of India (SAI)

The Indian spa industry growth rate is 20-30%

The niche sector has also benefited from the explosive growth of the middle class demand for de-stressing resort luxuries and spa centre market. Visits to the neighbourhood spas, coupled with the current demand of 400,000 new hotel rooms over the next decade has further fueled the mass construction of new luxury resorts and spa centres. Capitalizing on this growth are hotel chains such as the Marriot, who have recently announced a benchmark of opening 89 new hotels by 2015 in India alone.

With the beauty service industry growing rapidly in India, the spa segment in India is also attracting a lot of attention. The spa industry over the last five years has shown tremendous growth, not only in the number of spas, but also in the diversity of spas and products available.

[www.spaassociationofindia.in](http://www.spaassociationofindia.in)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 118 years ago, India's premier business association has over 7100 member organizations, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 257 national and regional sectoral associations.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for consensus-building and networking on diverse issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives for integrated and inclusive development, in affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII Theme for 2013-14 is Accelerating Economic Growth through Innovation, Transformation, Inclusion and Governance. Towards this, CII advocacy will accord top priority to stepping up the growth trajectory of the nation, while retaining a strong focus on accountability, transparency and measurement in both the corporate and social eco-system, building a knowledge economy, and broad-basing development to help deliver the fruits of progress to many.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 224 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

## Contact:

Golf : Ms. Priyanka Singh  
Confederation of Indian Industry  
Handphone - +91-7838275803  
Email - [priyanka.singh@cii.in](mailto:priyanka.singh@cii.in)

Spa : Ms. Nishtha  
Confederation of Indian Industry  
Handphone - +91-9810924331  
Email - [Nishtha.bindal@cii.in](mailto:Nishtha.bindal@cii.in)

Confederation of Indian Industry  
249 F, Sector 18, Udyog Vihar, Phase 4, Gurgaon - 122015. Haryana, INDIA,  
Tel: +91-124-4014060 - 67- Extn - 270, +91-124-4013872, Fax: +91-124-4014057, 4014080  
[asiagolfshow@cii.in](mailto:asiagolfshow@cii.in), Website: [www.cii.in](http://www.cii.in), [www.asiagolfindustryshow.com](http://www.asiagolfindustryshow.com)