



Asian Golf Industry Federation Strengthens Ties with BMI China



From left to right]: Toro's Cameron Russell, Syngenta's Dr Sowmya Mitra, IMG's Paul Burley, Chris Gray of Rain Bird, Chuck Greif of Jacobsen, Dr Aylwin Tai, Eric Lynge, IMG's Mark Adams, Sentosa Golf Club's Andy Johnston and Danny Potter of Centaur Asia Pacific.

Singapore: The Asian Golf Industry Federation [AGIF] is to strengthen ties with the Business Management Institute [BMI] China.

The burgeoning relationship between the two organisations will pave the way for club managers from around Asia to attend seminars and gain internationally-recognised certification.

Eric Lynge, the AGIF's Chief Executive Officer, said: "The Federation is very excited to add this element of education to our superintendent stream. We are especially delighted to be working so closely with the BMI China and believe the co-operation between the two parties will help to continue to develop the standards of club management in Asia."

The BMI China is an overseas BMI programme, authorised by the Club Managers Association of America [CMAA], established in China since 2007 to provide the opportunity to managers in China for enhancing their professional performance, and also one of the few BMI programmes endorsed outside America.

The BMI China programme is designed with similar structure and contents to CMAA-BMI courses in America, with lecturers approved by the CMAA and Dr **Aylwin Tai**, Managing Director of Richtone Worldwide Limited and the man who oversees the CMAA's China Chapter.

Managers who complete the required credits can obtain the well recognised qualification as a Certified Club Manager (CCM) after passing the series of examinations.

Guangdong Province's Foshan Golf Club will play host to a BMI China Golf Management seminar and field demonstration from October 25-30. The event is being staged in conjunction with the China Chapter of the CMAA and the AGIF.



Dr Tai and Eric Lyngre

Dr Tai, who met with Lyngre and other AGIF members during a Singapore stopover this week, said: "The BMI programme is designed to provide the opportunity to further managers' education and enhance their professional performance.

"The CMAA China Chapter looks forward to working closely with the AGIF to have further co-operation in promoting BMI Education throughout the Asia Pacific region."

Lyngre added: "As we prepare to launch the CMAA's education module in Asia via the BMI Asia Pacific brand, we will be leaning heavily on Dr Tai's great experience.

"We are also approaching the general managers of all the AGIF's existing Golf Facility members to form a Club Manager Advisory Committee who will help guide policy and populate both the lecturers and attendees in each market in which we operate."