



BWF

2019

ANNUAL REPORT

EXCELLENCE • INNOVATION •
ENTERTAINMENT •
INTEGRITY • INCLUSION



2019

ANNUAL REPORT

EXCELLENCE • INNOVATION •
ENTERTAINMENT •
INTEGRITY • INCLUSION

As we prepared this Annual Report, COVID-19 continued to have a major impact on our work and the calendar of international tournaments. The announcement of the postponement of Tokyo 2020 Olympic and Paralympic Games on 24 March 2020 will mean new challenges for world sport in 2020. As we look ahead to the remainder of 2020, we will work closely with all our stakeholders and national health authorities to bring back competitions and badminton activities when the time is right. The year 2020 will be a challenge for us all, and it is especially important to come together as a global badminton community and support each other in these extraordinary times.

This Annual Report is a record of work of BWF for the year 2019. The report was signed off shortly after the postponement of the Tokyo 2020 Olympic and Paralympic Games.

PRESIDENT'S FOREWORD

Safeguarding the Future of Badminton

At BWF, we see ourselves as the guardian of badminton. The last 12 months saw significant attempts to consolidate this and bring badminton to more corners of the globe.

In May 2019, after five years of careful planning, we launched our exciting development project, AirBadminton, which is aimed at making badminton even more accessible.

The ultimate goal was to facilitate a greater level of enjoyment from playing badminton in an outdoor environment.

BWF hopes to see it thrive in all badminton markets and we are delighted by the positive reactions to the first and second phases of its rollout.



celebrated five years in partnership with last year.

The 25th edition of the BWF World Championships, which for the first time was held in conjunction with the BWF Para Badminton World Championships, was a significant milestone. We thank TOTAL for being part of the journey as we strive to completely integrate Para badminton into the badminton family.

In 2019, we also received the results of our Global Badminton Study conducted by Nielsen Sports. It showed that we have an estimated 735 million fans globally. This was based on a study conducted in 35 markets with the numbers extrapolated to represent a global fanbase.

The same survey also suggests that there are 339 million active badminton participants worldwide, defined as those who play badminton at least once a week.

All of this aligns neatly with the BWF Strategic Report 2020-2024 released in late 2019, which continues to provide us with the framework for achieving our vision of "giving every child a chance to play for life".

Poul-Erik Høyer
President
Badminton World Federation

SECRETARY GENERAL'S FOREWORD

A Successful 2019 Has Us Well Positioned for Tokyo 2020

What a 12 months it has been for badminton!

The year saw BWF focus on growing its existing assets, including hosting thrilling Major Championships and further strengthening the HSBC BWF World Tour.

Our commercial partnerships are key to this and I wish to acknowledge HSBC, TOTAL and Infront Sports & Media.

Tournament hosts delivered amazing showcases throughout the year with an ever increasing quality of sports presentation and technical delivery.

We very much appreciated working with all our hosts to deliver extraordinary badminton for a global audience.

In 2019, we signed key Memoranda of Understanding (MoU) with Special Olympics International and the Taekwondo Humanitarian Foundation to promote growth, quality and frequency of badminton participation globally. We also continued to deliver key Para badminton development workshops in partnership with the Agitos Foundation.

Additionally, we commenced our Governance Review Project to see how better to align our constitutions and governance processes with the Continental Confederations. There was also the continuation of our robust integrity strategy with an eye towards Tokyo 2020.

Our strong leadership and committed staff made these achievements possible. The emphasis remains on continuing to grow operations in line with the development of our core membership, servicing functions related to development, and major tournaments.

I am grateful for the guidance and leadership provided by the BWF President and Council throughout the year, and to have such dedicated colleagues in our



Kuala Lumpur office.

Preparations for the Tokyo 2020 Olympic and Paralympic Games were major focuses in 2019, and the fact Para badminton is debuting in Japan is certainly a landmark occasion for the sport.

It is fantastic for the players and wider badminton community to be accepted into the Paralympic Games programme as it opens endless opportunities to build upon all the hard work done in the lead up to Tokyo 2020.

Qualification periods for both competitions commenced and successful test events were conducted.

We expect all technical requirements at both locations, from flooring to lighting, to be impeccable and the overall standard of the badminton and Para badminton events to be exceptional.

With Japan's fantastic pedigree and recent successes in the sport, I have no doubt they will be. We are looking forward to a fantastic celebration of sport at the Olympic and Paralympic Games.

Thomas Lund
Secretary General
Badminton World Federation



Contents

Foreword	04	Road to Tokyo – Olympic Games	52
Contents	06	Road to Tokyo – Paralympic Games	54
Highlights of 2019	08	Section 3: Fan Engagement	56
Section 1: Inside BWF	10	Digital Footprint	58
Our Badminton World	12	Star Performers	
Key Decisions – AGM and Council 2019	14	Kento Momota	60
Focus and Oversight	16	Pusarla V. Sindhu	61
Events	16	Zheng Zi Wei/Huang Yaqiong	62
Athletes' Commission	17	Chen Yu Fei	63
Para Badminton	18	Mohammad Ahsan/Hendra Setiawan	64
Para Badminton Athletes' Commission	19	Anders Antonsen	65
Development and Sport for All	20	An Se Young	66
IOC and International Relations	21	Leani Ratri Oktilla	67
Marketing	22	Qu Zimo	68
Communications and Media	23	Pramod Bhagat	69
Administration	24	Social Media Engagement	70
Finance	25	Section 4: Global Badminton Development	72
Membership Engagement	26	AirBadminton	74
Strategic Plan 2020-2024	28	Shuttle Time	76
Harmonisation – BWF / CC Governance Rules	30	BWF World Coaching Conference 2019	78
BWF Awards 2019	32	Partnerships – Special Olympics International	80
Section 2: Championships and Tournaments	34	Badminton for All – Refugee Cause	82
Major Tournaments in 2019	36	Sports Science	84
HSBC BWF World Tour	38	Section 5: Sport Integrity	86
HSBC BWF World Tour Finals	40	BWF Integrity Framework	88
TOTAL BWF Sudirman Cup 2019	42	BWF Integrity Unit – Key Areas	90
TOTAL BWF World Championships 2019	44	Section 6: Finance	92
TOTAL BWF Para Badminton World Championships	46	Overall Results	94
BWF World Junior Championships	48	Financial Statements	96
YONEX BWF World Senior Championships	50		

HIGHLIGHTS OF 2019

A Monumental Year for Badminton

The launch of a new outdoor game, AirBadminton, spearheaded a successful 12 months for BWF.



PARA BADMINTON INCLUDED ON PARIS 2024 PARALYMPIC GAMES PROGRAMME
25 January 2019

BWF AND TOTAL CELEBRATE FIVE YEARS OF PARTNERSHIP
18 April 2019

AIRBADMINTON GLOBAL LAUNCH
13 May 2019

BWF WORLD COACHING CONFERENCE 2019
22-23 August 2019

HSBC BWF WORLD TOUR FINALS 2019
11-15 December 2019

BWF AND WORLD TAEKWONDO SIGN MEMORANDUM OF UNDERSTANDING TO PROMOTE HUMANITARIAN, PEACE AND DEVELOPMENT-SUPPORTING ACTIVITIES
16 January 2019

BWF AND SPECIAL OLYMPICS INTERNATIONAL (SOI) SIGN MEMORANDUM OF UNDERSTANDING TO PROMOTE BADMINTON PARTICIPATION AROUND THE WORLD
18 March 2019



FIRST CONCURRENT STAGING OF TOTAL BWF WORLD CHAMPIONSHIPS AND TOTAL BWF PARA BADMINTON WORLD CHAMPIONSHIPS
19-25 August 2019

25TH EDITION OF TOTAL BWF WORLD CHAMPIONSHIPS
19-25 August 2019



PUBLISHING OF BWF STRATEGIC PLAN 2020-2024
December 2019



1. Inside BWF

The Council, committees, commissions and working groups had a productive 2019, implementing a range of policies, regulations and projects to strengthen BWF and the sport.

- 12 *Our Badminton World*
- 14 *Key Decisions – AGM and Council 2019*
- 16 *Focus and Oversight*
- 28 *Strategic Plan 2020-2024*
- 30 *Harmonisation – BWF & Continental Confederations Governance Rules*
- 32 *BWF Awards 2019*



OUR BADMINTON WORLD

BWF's Membership

A global community of 194 Members.

BWF welcomed two new Member Associations in 2019, the Badminton Federation of Kosovo in May and the Djibouti Badminton Federation in August. In February 2020, BWF welcomed Senegal as an Associate Member. This brings BWF's membership to 194, of which eight are Associate Members.

BWF Members are central to the success of the sport globally and on a national level, and help to govern, develop and promote the sport.

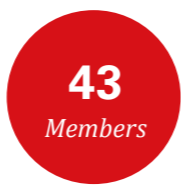
The BWF Council recognises that having a strong and capable membership is essential. In October, Council approved a new Membership Grants Programme to start in 2020, and this aims to build the capacity of Members to better govern, administer and develop the sport nationally. Capacity Building is one of the five strategic priorities in the Strategic Plan 2020-2024.



AFRICA



ASIA



EUROPE



OCEANIA



PAN-AMERICA



Algeria, Benin, Botswana, Burundi, Burkina Faso, Cameroon, Central African Republic, Congo, Congo Kinshasa, Djibouti, Egypt, Equatorial Guinea, Eritrea, Eswatini, Ethiopia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Libya, Madagascar, Malawi, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Saint Helena, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

ASSOCIATE MEMBERS
Reunion, Senegal

Afghanistan, Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, China, Chinese Taipei, Hong Kong China, India, Indonesia, Iran, Iraq, Japan, Jordan, Kazakhstan, Korea, Kuwait, Kyrgyzstan, Laos, Lebanon, Macau China, Malaysia, Maldives, Mongolia, Myanmar, Nepal, North Korea, Pakistan, Palestine, Philippines, Qatar, Saudi Arabia, Singapore, Sri Lanka, Syrian Arab Republic, Tajikistan, Thailand, Timor Leste, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam

Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russia, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Wales

ASSOCIATE MEMBER
Isle of Man

Australia, Cook Islands, Fiji, French Polynesia, Guam, Kiribati, Nauru, New Zealand, Norfolk Island, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu

ASSOCIATE MEMBERS
Northern Marianas, New Caledonia

Argentina, Aruba, Barbados, Bermuda, Brazil, Bolivia, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curaçao, Dominican Republic, Ecuador, El Salvador, Falkland Islands, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Puerto Rico, Saint Lucia, Suriname, Trinidad and Tobago, USA, Uruguay, Venezuela

ASSOCIATE MEMBERS
French Guiana, Guadeloupe, Martinique



Governance and Oversight

The Council had a full agenda for 2019 and elections were held at the AGM in Nanning in May.

A strategic review, implementation of governance innovation, and enhancing governance and ethic regulations were important outcomes for the BWF Council and the AGM in Nanning, China, in May.

The BWF Council continued its oversight role throughout 2019 and focused on the continuous improvement of governance practices. The BWF and Continental Confederations Governance Review Project made good progress in 2019. This project aims to better harmonise governance rules and practices across the six organisations – BWF and the five Continental Confederations.

In a series of workshops in March 2019 in Birmingham, the Council looked back on the last four-year cycle, focused on BWF's strategic priorities and assessed the performance and outcomes for the period. This was the first stage of the process to develop the BWF Strategic Plan 2020-2024.

The Members' Forum held in Nanning on 24 May was an important opportunity to engage the membership and seek input on four key themes related to BWF's strategic priorities.

BWF held its 80th Annual General Meeting in Nanning China on 23 May 2019 – an important milestone and a spectacular venue that also saw an election for the Deputy President and one Council position.

KEY AGM DECISIONS 2019

- ◀ Elected KhunyingPatama Leeswadtrakul (THA) as the new BWF Deputy President and Kinji Zeniya (JPN) as a new Council Member to fill casual vacancies.
- ◀ Five Vice Presidents for the continental regions started their four-year term in May after they were elected at their Continental Confederation AGMs:
 - Vice President Africa – Michel Bau
 - Vice President Asia – Jassem Kanso
 - Vice President Europe – João Matos
 - Vice President Oceania – Geraldine Brown
 - Vice President Pan America – Vishu Tolan
- ◀ Elected a new BWF Member – the Badminton Federation of Kosovo.
- ◀ Amended the constitution to allow a later date to notify Members of the closing date for proposals and nominations for the AGM (from


MEETINGS
 BWF Council and Committee meetings were held in 2019. The 80th Annual General Meeting was held in Nanning, China, alongside the TOTAL BWF Sudirman Cup.

9 March
 Council Meeting
 Birmingham, England

23 May
 80th Annual General Meeting
 Nanning, China

27 May
 Council Meeting
 Nanning, China

11 October
 Council Meeting
 Kuala Lumpur, Malaysia



30 September to 31 October of the year) and a later date of 5 January to call for nominations to fill any casual vacancies on Council.

KEY COUNCIL DECISIONS 2019

- ◀ Approved AGM travel subsidies for Associate Members to support their participation in the AGM / Forum from 2019 onwards.
- ◀ Approved a Council declaration which was signed by each Council Member. This is an individual commitment to follow legal and ethical obligations as elected officials.
- ◀ Approved a Membership Grants

- Programme for implementation from 2020 which links to building of the capacity of BWF Members.
- ◀ Approved a new Gender Equity and Diversity Policy based on the following principles: equal opportunities, diverse representation, good governance, inclusive leadership, and organisational culture.
- ◀ Approved the BWF Strategic Plan 2020-2024.
- ◀ Approved amendments to the Award Regulations for the Player Awards to ensure greater engagement of stakeholders in selecting those for the annual BWF Player of the Year Awards.
- ◀ Extended the term of Alexander McLin, the BWF Referral Officer for another two years.

- ◀ Decided not to call for elections in 2020 to fill two casual vacancies on Council since the new members would serve only 12 months before facing an election in 2021.
- ◀ Approved a wide range of technical regulations for the sport including player commitments, refugee participation, retirement and deregistration, wildcard eligibility, advertising on clothing, banning advertising of vaping, mixed zone mandatory attendance on Grade 1 and 2 tournaments, and ceremonies protocols.
- ◀ Decided to postpone the implementation of the Relay Team Format for the BWF World Junior Team Championships 2020.



BWF Council 2017-2021

PRESIDENT & CHAIR OF COUNCIL
 Poul-Erik Høyer – IOC member

Gregory Veproorten
 (Europe – until May 2019)

Peter Tarcala
 Etienne Thobois
 Ng Yoke Weng
 Chipo Zumburani
 Kinji Zeniya (since May 2019)
 Marc Zwiebler (since May 2019)

DEPUTY PRESIDENT
 KhunyingPatama Leeswadtrakul – IOC member

MEMBERS
 Battushig Batbold
 David Cabello
 Robbert de Kock
 Jassem Kanso (until May 2019)

VICE PRESIDENTS
 Paul Kurzo (Para badminton)
 Michel Bau (Africa)
 Jassem Kanso (Asia)
 João Matos (Europe)
 Geraldine Brown (Oceania)
 Vishu Tolan (Pan America)
 Anton Subowo
 (Asia – until May 2019)

Lim Teong Kiat
 Emma Mason
 Moosa Nashid
 Nora Perry
 Koen Ridder (until May 2019)
 Sergey Shakhryay
 Wayne Somers
 Nigel Skelt
 Tang Jiu Hong

HONORARY LIFE VICE-PRESIDENTS
 Dr Kang Young Joong
 Sir Craig C. Reedie – IOC member
 Jeffrey Robson
 Mme Lu Shengrong
 Justian Suhandinata
 Charoen Wattanasin

Events Committee

Another successful year featured the concurrent staging of the World Championships and Para Badminton World Championships for the first time.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Oversee the sanctioning of international competitions, effective calendar management and review of laws and competition regulations to ensure they are fit for purpose.
- ◀ Showcase badminton through the delivery of major championships – World Championships, Thomas & Uber Cups, Sudirman Cup and World Junior and World Senior Championships.
- ◀ Work with BWF’s partners – event hosts, sponsors and media partners – to fulfil tournament related commercial and media agreements and deliver world-class tournaments to grow the fanbase.
- ◀ Coordinate the appointment of technical officials to international competition and deliver training and development programmes.
- ◀ Lead the delivery of the badminton competition at the Olympic and Paralympic Games and support other multi-sport games.

HIGHLIGHTS 2019

- ◀ The second year of the HSBC BWF World Tour was successfully completed and highly praised by title sponsor HSBC as being “way above their expectations”.
- ◀ In an incredibly busy year, five BWF Major Championships were completed:
 - An excellent TOTAL BWF Sudirman Cup Finals in Nanning, China, with 31 teams and hosts China reclaiming the title.
 - History was made with the TOTAL BWF World Championships being hosted alongside the TOTAL BWF Para Badminton World Championships at the St. Jakobshalle arena in Basel, Switzerland.
 - In addition, the BWF World Championships celebrated its 25th edition with a special reception for



- the inaugural World Championship medallists from 1977.
- The BWF World Junior Championships were held in Kazan, Russia, for the first time and attracted 43 entries in the team competition and players from 54 Member Associations in the individual championships.
- The Yonex BWF World Senior Championships were held for the first time in Katowice, Poland, and included 1511 players from 56 Member Associations. Live streaming garnered a remarkable 796,287 views.
- BWF progressed planning with the Tokyo 2020 Organising Committee for the delivery of the Olympic Games and Paralympic Games with both test events proving highly successful in testing key elements for Tokyo 2020.
- ◀ There were also a number of Technical Officials highlights for 2019:
 - Full implementation of the fixed height service rule using fixed height measuring devices.
 - BWF recruited seven semi-professional umpires and continued to enhance the quality of officiating.



COMMITTEE MEMBERS

- Peter Tarcala – Chair*
- Tang Jiu Hong – Deputy Chair*
- Geraldine Brown*
- Koen Ridder (until May 2019)*
- Vishu Tolan*
- Ng Yoke Weng*
- Marc Zwiebler (since May 2019)*

Athletes’ Commission

A new Chair of the Athletes’ Commission was appointed in May.



COMMISSION MEMBERS

- Marc Zwiebler – Chair*
- Ville Lång – Deputy Chair*
- Peter Briggs*
- Kirsty Gilmore*
- Shintaro Ikeda (until May 2019)*
- Koen Ridder – Chair (until May 2019)*
- Pusarla V. Sindhu*
- Akvile Stapušaityte (until May 2019)*

KEY OBJECTIVES OF THE COMMISSION ARE TO:

- ◀ Seek a wide range of opinions from athletes on issues of major importance to badminton.
- ◀ Work constructively with BWF to provide player feedback on areas of player interest.
- ◀ Act in good faith towards the players and the Athletes’ Commission and uphold the good reputation of BWF and the sport.
- ◀ To promote clean sport and fair play from all involved in the sport.

HIGHLIGHTS 2019

- ◀ The term of three members of the Athletes’ Commission (AC) – Koen Ridder (Chair), Akvile Stapušaityte, and Shintaro Ikeda – ended in May. The



whole BWF family and especially the players thank them for their professional work.

- ◀ Elections were called with only two candidates nominated for the three positions available. The two new members, Peter Briggs (ENG) and Ville Lång (FIN), started their term in May. In May 2021, all six positions will become vacant and elections will be held for the Commission for a four-year term 2021-2025.
- ◀ Marc Zwiebler was elected by the Commission as Chair and joined the Council and Ville Lång was elected Deputy Chair.
- ◀ Former Chair of the AC, Koen Ridder, will continue his work at the IOC Athletes’ Declaration Steering Committee and will continue to support the new BWF Athletes’ Commission.
- ◀ The first AC meeting was held during the World Championships in Basel, where strategic goals were discussed and roles defined. As part of a communication strategy, online groups have been installed to ensure the exchange between the BWF Athletes’ Commission and those of the Continental Confederation.
- ◀ The Council supported a proposal to the AGM 2020 to include the BWF Para Badminton AC Chair as a BWF Council position and the proposal to amend the constitution will go with the order papers to the membership in April.
- ◀ 17 athletes began their English language learning journey as part of the Rosetta Stone pilot project. Learning was tailored to be badminton focused and monitored by BWF.
- ◀ From 2020 onwards, a player targeted newsletter will be sent every two months to inform players about rule changes but also help them to stay up-to-date with player related issues.
- ◀ The goals for 2020 are to increase awareness of the AC within the player community and to have more players stepping forward for elections in 2021.

Para Badminton Committee

The first concurrent staging of the BWF Para Badminton World Championships and the BWF World Championships was built upon the 'one sport, one team' theme.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Promote Para badminton and provide advice on the integration of Para badminton at all levels.
- ◀ Review and recommend changes to laws and regulations.
- ◀ Monitor planning and delivery of Para badminton competitions and the calendar of events.
- ◀ Oversee the development of Para badminton including education programmes – classifiers, technical officials, coaches, event organisers.

- A Para badminton development project was delivered in Kampala, Uganda, in April in conjunction with the Uganda Para Badminton International 2019. A total of 47 players, coaches, administrators and national classifiers were trained.
- ◀ BWF provided female participant grants to 19 players which allowed new female athletes to compete in their first international competition.
- ◀ BWF provided badminton wheelchairs to 10 countries in 2019 and will provide a further 50 wheelchairs to countries in 2020 in partnership with the Agitos Foundation.



COMMITTEE MEMBERS

Paul Kurzo – Chair
Wayne Somers – Deputy Chair
Geraldine Brown
Khunying Patama
Leeswadtrakul
Nora Perry

HIGHLIGHTS 2019

- ◀ The TOTAL BWF Para Badminton World Championships 2019 were hosted in August alongside the TOTAL BWF World Championships at the St Jakobshalle in Basel. It was the largest championships to date with 296 athletes from 45 countries and five Continental Confederations.
- ◀ Para badminton made its debut at the Lima 2019 Parapan American Games with 49 athletes participating in eight events.
- ◀ The qualification period for the Tokyo 2020 Paralympic Games commenced 1 January with the first of 10 qualifying tournaments beginning in Turkey.
- ◀ A total of 170 new athletes were classified and entered Para badminton tournaments in 2019. Afghanistan, Bahrain, Benin, Burundi, Central African Republic, Democratic Republic of Congo, Kuwait, Lebanon, Syria, and Zimbabwe all participated in Para badminton international tournaments for the first time.
- ◀ Successfully delivered workshops in partnership with the Agitos Foundation in 2019:
 - The Sport Technical Workshop in Sharjah, UAE, in February saw a total of 12 coaches, 7 national classifiers and 17 athletes trained.



Para Badminton Athletes' Commission

It was a vital year for the Commission in raising awareness of Para badminton activities as the sport builds towards its debut at the Tokyo 2020 Paralympic Games.



COMMISSION MEMBERS

Richard Perot – Chair
Raúl Eduardo Anguiano
Araujo – Deputy Chair
Chan Ho Yuen Daniel
Anand Kumar
Bello Rafiu Oyebanji

KEY OBJECTIVES OF THE COMMISSION ARE TO:

- ◀ Liaise with players, organise player meetings at tournaments and canvas their views and opinions on technical regulations, development, and the direction of Para badminton.
- ◀ Represent the views of Para badminton athletes at Para Badminton Commission meetings through its representatives.
- ◀ Report back to the players on outcomes of meetings and representations made at the Para Badminton Commission meetings.

HIGHLIGHTS 2019

- ◀ Four player meetings in four continents were organised to meet athletes, seek input and discuss issues in Para badminton.
- ◀ Both Para Badminton Athletes' Commission representatives attended and were actively involved in discussions at the three Para Badminton Commission meetings in 2019 – Dubai, Geneva, and Tokyo.
- ◀ The Chair of the Para Badminton

Athletes' Commission participated in the WADA Symposium and Athlete Forum in Lausanne in March.

- ◀ The Chair of the Commission supported new athletes from Africa during the Uganda training camp which was co-funded by the Agitos Foundation as a development activity for the sport.
- ◀ The Chair addressed the BWF Membership at the AGM on the role of the Commission and the importance of sport integrity, and gave a status report on preparations for Tokyo 2020.
- ◀ Through the participation of the Chair, the Commission was an active supporter of BWF's collaboration with the Japan Anti-Doping Agency and their activations with the "i am badminton" integrity campaign at the Japan Para Badminton International.
- ◀ In November 2019, the Chair of the Para Badminton Athletes' Commission attended the International Paralympic Committee (IPC) Athlete's Representative Forum in Colorado, USA. The three-day brainstorming session covered topics such as sport governance, future directions in classification, and intentional misrepresentation.

Development & Sport for All Committee

The global launch of BWF's new outdoor game AirBadminton heightened the sport's efforts to put a racket in the hand of as many children as possible.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- Ensure plans for the development of badminton are in line with the BWF Strategic Plan.
- Work closely with the Continental Confederations and oversee the development grants programme – its structure, focus and investment, and to ensure accountability.
- Develop training and educational materials and models for Continental Confederations and Members, which support grassroots development and the education of the badminton workforce.
- Build effective partnerships with key international bodies to maximise opportunities for badminton.

HIGHLIGHTS 2019

- AirBadminton was launched with a number of activities and projects to further raise awareness and participation in the sport.

- A high-quality BWF World Coaching Conference was delivered in conjunction with the World Championships in Basel. The conference was attended by 128 coaches from 45 countries.
- BWF continued to support programmes for refugees through collaborations.
- BWF continued to develop its partnership with Special Olympics International and signed a MoU at the Special Olympics World Games in Abu Dhabi in March 2019.
- BWF continued its support of Continental Confederation partners by further investing in the area of Human Resources with the objective of increasing their capacity to support the development of BWF's Member Associations.
- Commencement of the consensus project to aid injury prevention among badminton players.
- Shuttle Time online resources were launched, which will increase accessibility to resources and offer further support to the 137 participating Member Associations.



COMMITTEE MEMBERS

David Cabello – Chair
Moosa Nashid – Deputy Chair
Michel Bau
Geraldine Brown
Paul Kurzo
Khunying Patama Leeswadtrakul
João Matos (since May 2019)
Anton Subowo (until May 2019)
Wayne Somers
Vishu Tolan
Gregory Verpoorten (until May 2019)
Kenji Zeniya (since May 2019)
Chipo Zumburani

IOC & International Relations Committee

BWF President and IOC Member Poul-Erik Høyer led the representation of BWF at a number of events, conferences and meetings.



COMMITTEE MEMBERS

Khunying Patama Leeswadtrakul – Chair (since May 2019)
Robbert de Kock – Deputy Chair
Battushig Battbold
Tang Jiu Hong
Jassem Kanso
Paul Kurzo
Etienne Thobois
Anton Subowo (until May 2019)

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- Establish and maintain productive relationships and partnerships within the Olympic and Paralympic movement to enhance the recognition of the sport and the promotion of excellence at BWF events and its development initiatives.
- Continue to strengthen BWF's position and value as a sport within the Olympic programme and a sport in the Paralympic programme to enhance BWF's representation and image as a Summer Olympic Games and Paralympic Games International Federation.

HIGHLIGHTS 2019

- Through its good working relationships with IOC and IPC, the Committee concentrated on experience and legacy initiatives for Tokyo 2020.
- The election of Odette Assembe Engoulou, President of the Badminton Federation of Cameroon, as an IOC member at the 134th IOC Session in June 2019 strengthened BWF's representation in the IOC where she joins BWF President Poul-Erik Hoyer,

- BWF Deputy President Khunying Patama Leeswadtrakul, BWF Honorary Life Vice President Sir Craig Reedie, and former Council members Li Lingwei and Dagmawit Gernay Berhane. Etienne Thobois is also the CEO of the Paris 2024 Organising Committee.
- BWF is also represented in the athlete arena by former Council member Koen Ridder, a member of the Charter of Athlete Rights Steering Committee, and Petr Koukal, member of WADA's Athlete Committee.
- BWF Secretary General Thomas Lund continued as a member of GAISF's .sport board and of IPACS, a working group on corruption in sport.
- Active participation in various meetings and conferences by the BWF President, Council Members and senior staff resulted in partnerships with Special Olympics International and the Taekwondo Humanitarian Foundation.
- A key highlight of 2019 was the hosting of key partner institutions including the IOC, ASOIF, WADA and Olympic Solidarity during the World Championships and the Para Badminton World Championships. IOC President Thomas Bach attended finals day.



Marketing Committee

The Committee strengthened commercial partnerships and implemented innovative solutions to position badminton as a global sport.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Ensure that the strategic direction of the management of the external agencies working with BWF is maintained at all times in order to continually enter into new commercial partnerships, to grow the properties, maintain and grow existing partnerships, and maximize revenue opportunities with the highest levels of profitability.
- ◀ Develop incremental revenue models for BWF to grow the sport commercially.
- ◀ Manage and further develop 'Brand Badminton' in clearly defined partnerships with BWF's Continental Confederations, Member Associations and Host Cities.

- ◀ BWF launched its new outdoor game AirBadminton and the new AirShuttle to the public in May in Guangzhou, and subsequently to the BWF Membership in Nanning at the BWF AGM.
- ◀ Following the successful launch, BWF together with its Global Development Partner HSBC announced the establishment of a number of permanent outdoor AirBadminton courts as part of the legacy programme.
- ◀ The seventh and eighth Major Championships sponsored by TOTAL were delivered: the TOTAL BWF Sudirman Cup in Nanning, China and the TOTAL BWF World Championships in Basel, Switzerland. TOTAL also title sponsored the BWF Para Badminton World Championships.
- ◀ The second edition of the HSBC BWF World Tour Finals took place with significantly more fan engagement.
- ◀ Nielsen Sports continued to deliver Broadcast Analysis Reports and Media Evaluation Reports for all events.
- ◀ BWF established its own in-house graphic design capability.
- ◀ BWF successfully concluded a study with Sportcal on the tourism impact of the TOTAL BWF World Championships in Basel.

HIGHLIGHTS 2019

- ◀ Infront Sports & Media successfully managed all media and commercial rights of BWF Major Events and the HSBC BWF World Tour. BWF has 54 traditional and digital broadcasters on four continents and successfully achieved all income targets in all commercial relationships by the end of 2019 within the current cycle.



COMMITTEE MEMBERS

- Etienne Thobois – Chair*
- Battushig Batbold – Deputy Chair*
- David Cabello*
- Robbert de Kock*
- Nigel Skelt*
- Peter Tarcala*



Communications and Media Committee

BWF's digital footprint expanded and its fanbase grew exponentially across all BWF platforms.



COMMITTEE MEMBERS

- Nigel Skelt – Chair*
- Emma Mason – Deputy Chair (until May 2019)*
- João Matos – Deputy Chair (since May 2019)*
- Koen Ridder (until May 2019)*
- Anton Subowo (until May 2019)*
- Gregory Verpoorten (until May 2019)*
- Kenji Zeniya (from May 2019)*
- Marc Zwiebler*

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Ensure regular and accurate communication of all matters in the sport of badminton through the development of communication tools to badminton fans, Member Associations, badminton players, the sports institutional world, and the media.
- ◀ Educate three key groups on all communication matters: the BWF Council, staff and Member Associations.
- ◀ Oversee the development and maintenance of key BWF websites as a communications tool.
- ◀ Develop strong media and public relations to increase exposure of BWF and the sport in the print media.
- ◀ Incorporate new media and streaming strategies of BWF activities and events.

HIGHLIGHTS 2019

- ◀ Significant increase in volume of content published and fan growth on BWF social and digital platforms – 292.4K new Facebook followers; 37.4K new Twitter

- followers; 592.4K new YouTube subscribers; 824.7K new Weibo followers.
- ◀ Successful launch of BWF Instagram account with 237,200 followers and counting since launch date on 13 August 2019.
- ◀ Growth of team with appointment of a new Social Media Producer.
- ◀ Appointed leading global sports digital agency Mailman to run and oversee BWF's Chinese social and digital operations.
- ◀ Improved relations with mainstream sports and badminton media headlined by the staging of the BWF Media Forum at the BWF World Championships in Basel.
- ◀ BWF's e-newsletter Shuttle World was produced every quarter in 2019 and was delivered to its global and institutional audience.
- ◀ Successful media launch of AirBadminton in May 2019 with a total global reach of 14.4 billion people, including 229 media clippings and 19 pieces of video or TV coverage worldwide.

Administration Committee

The Committee focused on good governance, ethics and sport integrity.

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

1. Review the BWF Statutes and provide recommendations to the Council.
2. Ensure structures and process are in place for good governance and ensure compliance with the BWF constitution.
3. Oversee and guide the Council on membership issues and ensure the autonomy of Member Associations are protected in line with the Olympic Charter.
4. Ensure effective and clear governance and collaboration processes are in place between BWF and Continental Confederations.

HIGHLIGHTS 2019

- ◀ The Governance & Ethics Commission continued to lead the focus on governance innovation and ethics, providing recommendations to Council to enhance the governance rules system.
- ◀ BWF and the five Continental Confederations (CCs) continued with the Governance Review Project throughout 2019. This project aims to achieve greater alignment of governance rules and practices and improve efficiencies through shared rules and structures, particularly around ethics, codes of conduct and judicial processes. The project also aims to better define the governance and operational relationship between BWF and CCs.
- ◀ Considerable refinement of various governance regulations continued in 2019 and included the Code of Ethics, Codes of Conduct, Complaint Procedures, Judicial Procedures and the Code on the Prevention of the Manipulation of Competitions. These documents will be on the agenda for the Council meeting in February 2020.
- ◀ The Integrity Unit continued its work on anti-doping and anti-match manipulation. One additional staff



member joined the team in 2019, an Intelligence Analyst, whose role is to analyse information and use intelligence to help guide investigations into potential match manipulation and corruption.

- ◀ An Ethics Hearing Panel barred a player for 18 months for four violations of the Code of Conduct in Relations to Betting, Wagering and Irregular Match Results. An appeal to CAS from two players upheld the Ethics Hearing Panel decision 2018 to ban two players for 15 and 20 years respectively.



COMMITTEE MEMBERS

- Vishu Tolan* – Chair
- Emma Mason* – Deputy Chair (since May 2019)
- Gregory Verpoorten* – Deputy Chair (until May 2019)
- Jassem Kanso*
- Lim Teong Kiat*
- Moosa Nashid*
- Ng Yoke Weng*
- Nora Perry*

Finance Committee

Overall, a good year with better-than-expected revenues and effective budget management which delivered a good year-end result.



COMMITTEE MEMBERS

- Dato' Wira Lim Teong Kiat* – Chair
- Chipo Zumburani* – Deputy Chair
- David Cabello*
- Paul Kurzo*
- Khunying Patama Leeswadtrakul* (since May 2019)
- Nigel Skelt*
- Anton Subowo* (until May 2019)
- Peter Tarcala*
- Etienne Thobois*
- Vishu Tolan*

KEY OBJECTIVES OF THE COMMITTEE ARE TO:

- ◀ Ensure all statutory and legal obligations related to finance are fulfilled within the time frame stipulated by authorities.
- ◀ Ensure that adequate procedures and financial controls are applied to all accounting functions.
- ◀ Oversee and ensure that full and accurate financial accounts are maintained to reflect the true and accurate state of affairs of the Federation.
- ◀ Present timely and accurate financial information to the Council as appropriate to facilitate management decisions.
- ◀ Assist and provide financial guidelines in the implementation of any activity of the Federation transferred to the Continental Confederations. Ensure proper accountability of any or all resources provided by the Federation to the Continental Confederations.

HIGHLIGHTS 2019

- ◀ Continued oversight of Finance Committee included financial control systems, accounting and reporting functions, audit processes, and

investments policy.

- ◀ Overall, another very good year with a total income of US\$25,790,919.
- ◀ Effective budget management and prudent spending against the budget resulted in total expenditure of US\$28,272,545, US\$2.8 million less than budgeted for.
- ◀ In 2019, the BWF Council decided to invest in a Membership Grants Programme to enhance the capacity of Members to better govern, administer, promote, and develop the sport at a national level. The programme will be rolled out in 2020 and will provide a significant investment in capacity building.
- ◀ The Continental Confederations Human Resources (HR) Grants Programme continued in 2019 providing US\$469,873 to the CCs to build the staffing structure and enhance capacity to deliver better development programmes in each region. BWF has allocated US\$6 million over a six-year period starting 2018.
- ◀ The deficit for the year was US\$1,805,093 against a budget expectation of a deficit of US\$5,756,824.
- ◀ The above meant a reserve carried forward as at 31 December 2019 of US\$39,715,655.



MEMBERSHIP ENGAGEMENT

BWF Members' Forum 2019

The Members' Forum 2019 was an important opportunity to engage the membership in BWF's strategic planning process.

On Friday 24 May 2019, BWF hosted its 9th annual Members' Forum in Nanning with a theme of 'Towards 2024'. The forum aimed to explore four topics related to the development of the BWF Strategic Plan 2020-2024, a task the Council was undertaking in 2019. The workshops provided an opportunity to better understand the needs and expectations of BWF's membership as it looks towards the next four-year cycle.

FORMAT AND FOCUS

The Forum had a different format than usual as participants were divided into four groups with each group in a different room – approximately 50 participants per room. Four facilitators rotated around the four rooms, presenting content and leading workshops on the following themes:

1. Events / Competitions – Improving the quality and technical delivery of international tournaments.
2. Participation – Getting people into badminton and keeping them in the sport.
3. Building the capacity of BWF's Member Associations – Developing more effective organisations with better governance practices and better administration.
4. Sport Integrity – Ensuring clean and fair competitions for all athletes.



FORUM BY NUMBERS



143

Member Associations



210

Participants



5

Facilitators



4

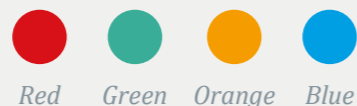
Themes

- Competitions • Participation
- Capacity Building • Sport Integrity



4

Teams



572

Ideas recorded

In each room, participants were organised on tables of about 10 and each session explored two questions, with the responses being recorded and tabulated for each table and for the whole room. The participants then voted on the ideas generated to determine the priority ideas for each theme. The votes were recorded and tabulated across all themes and rooms throughout the day.

Overall, the participants were highly responsive and engaged with many passionate discussions. A total of 572 ideas and suggestions were generated, recorded and voted on. A master list of the most important ideas identified by the participants were documented in a report sent to the membership in June 2019.

TOP LINE TAKEAWAYS

There were a number of common themes:

- Education is vitally important.
- Better knowledge sharing across the badminton family – tools, models, practice.
- Funding support for development programmes and organisational capacity.

- Significant interest in AirBadminton – road shows, competitions, equipment.
- Shuttle Time is seen as a major success story. What next for the programme?
- Investment in grassroots development of the sport is essential.
- The importance of constitutions, laws and a comprehensive rules system.
- The biggest threat to integrity is match fixing, manipulation and doping.
- There was a strong desire for those who breach the rules to face consequences.
- More and better administrators in the sport at the national level.
- Promotion of the sport, especially through social media, and global television broadcasts.

The ideas and priorities identified in the Members' Forum gave the Council the confidence that BWF is on the right track, as many of the ideas were part of the programmes and planning the Council had endorsed. That said, the ideas generated were valuable in developing the detail of the strategic priorities for the BWF Strategic Plan 2020-2024.

SEE MORE ONLINE

<https://corporate.bwfbadminton.com/about/forum-agm>



Setting the Course Towards Paris 2024 and Beyond

Five strategic priorities ensure continuity – Entertainment, Participation, Athletes, Partnerships, and Capacity Building.

The last four-year cycle was extraordinary for badminton, Para badminton and BWF. There was tremendous progress in the areas of event delivery, grassroots development, commercial and brand development.

BWF also continued to strengthen good governance practices and to implement strategies to protect the integrity of badminton.

In the year before each Olympic Games, the BWF Council reviews the current Strategic Plan and determines the strategic direction for BWF for the next four-year cycle.

The BWF Strategic Plan 2020-2024 was approved by the Council at its meeting in

Kuala Lumpur in October 2019 and sent to the membership and published on the corporate website in mid-December.

The publishing of the Strategic Plan was the culmination of eight months' work which engaged various stakeholders along the way.

Towards 2024

As BWF looks to Paris 2024, the BWF Strategic Plan 2020-2024 provides the framework towards achieving its vision of "giving every child a chance to play for life".

The plan provides continuity with the five strategic priorities of the previous four-year plan: Entertainment, Participation, Athletes, Partnerships, and Capacity Building. Athletes

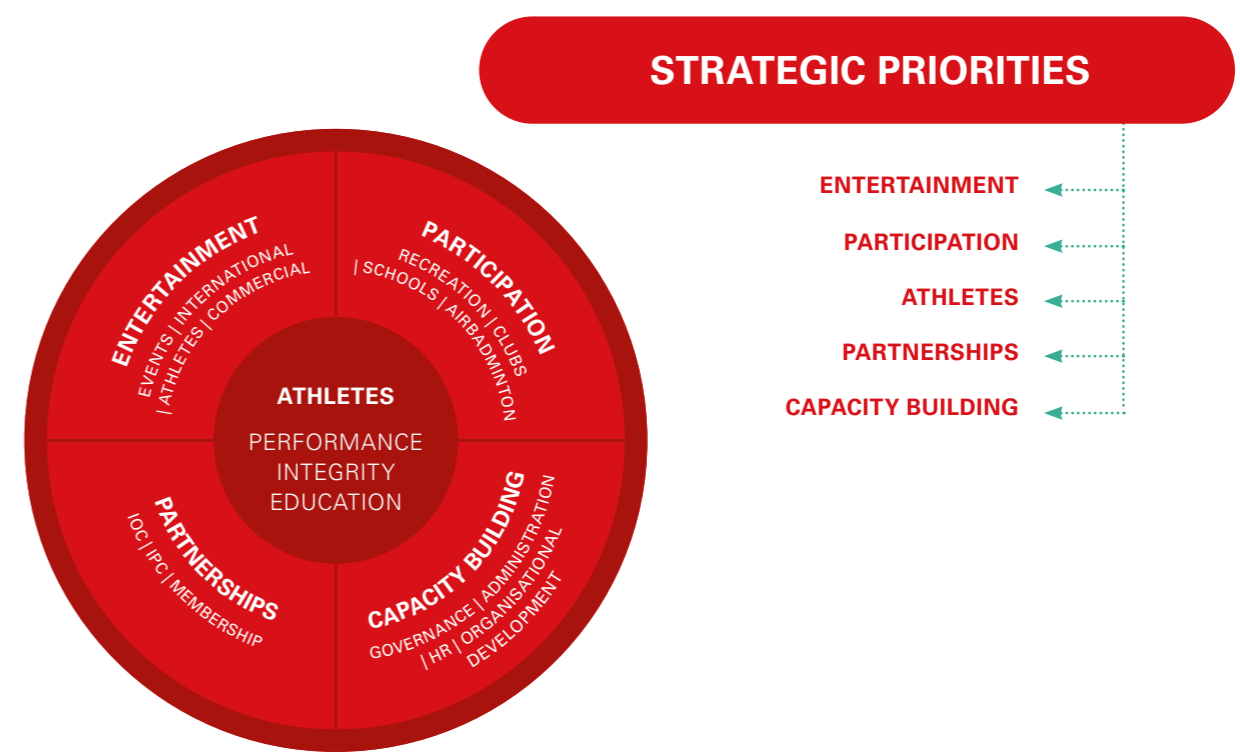
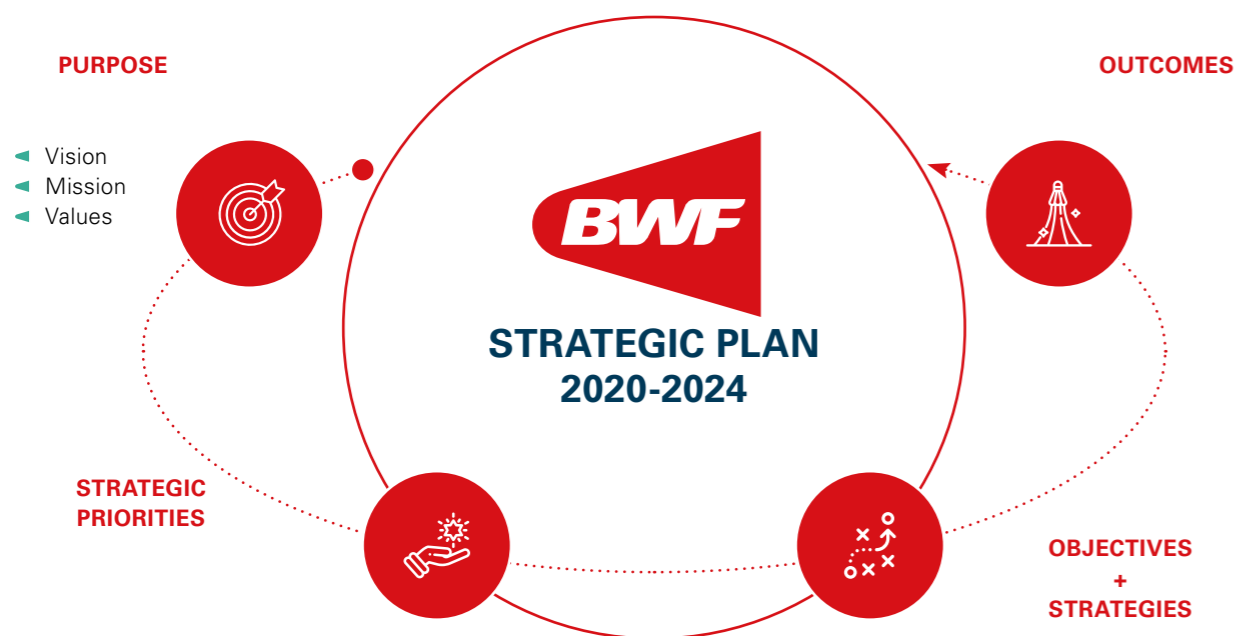
continue to be at the centre of BWF's work, whether these athletes are at the recreational end of the spectrum or those talented individuals who deliver inspirational performances on court for the hundreds of millions of fans globally.

BWF's role in these areas is to provide

leadership, deliver programmes and initiatives to develop the sport, support and energise stakeholders, and deliver quality outcomes for badminton globally.

The BWF Council hopes the Strategic Plan will be a useful guide for all stakeholders as BWF embarks on the next four-year cycle.

<p>8 March Birmingham, England</p>	<p>24 May Nanning, China</p>	<p>23 August Basel, Switzerland</p>	<p>11 September Kuala Lumpur</p>	<p>7-11 October Kuala Lumpur</p>
<p><i>The BWF Council conducted workshops to review the strategic priorities and key performance indicators of the 2016-2020 plan and confirm the priorities for the next four years.</i></p>	<p><i>The four themes of Competitions / Tournaments, Participation, Capacity Building and Sport Integrity were explored in a series of workshops at the 9th annual Members' Forum in Nanning.</i></p>	<p><i>The Executive Board meeting reviewed the draft content of the Strategic Plan 2020-2024 and provided further input on the detailed content of the plan.</i></p>	<p><i>The Continental Confederations were provided copies of the draft plan and in Kuala Lumpur, elements of the draft plan were discussed and input provided.</i></p>	<p><i>The Council committees reviewed the content of each area of the plan during the week in their sessions and the Council approved the plan on Friday 11 October.</i></p>



HARMONISATION

BWF and Continental Confederation Governance Rules

BWF and the Continental Confederations are working on a governance project to harmonise governance rules and processes.

In October 2018, BWF initiated an 18-month project with the five Continental Confederations (CCs) to achieve greater harmonisation and alignment of governance rules and practices between the six organisations.

The initial meeting in October 2018 of BWF / Continental Confederation Presidents and Secretaries General helped to define the project and agree on a process to work together to achieve shared outcomes.

The project aims are:

1. To better define the governance and operational relationship between the CCs and BWF.
2. To work towards greater harmonisation and alignment – governance, ethics, judicial processes, and technical sport rules.
3. To look for efficiencies in processes – governance, ethics, and judicial processes.
4. To agree on the key areas for adjusting and harmonising the governance frameworks.

CONTEXT OF THE PROJECT

Whilst each organisation is autonomous, there are strong governance and operational links between BWF and each CC that requires the six organisations to work together closely and efficiently to optimise the development outcomes for badminton globally.

The links between the organisations include the following:

1. A shared membership.
2. A common purpose around the regulation and development of the sport.
3. A common set of technical rules – Laws of Badminton, General Competition Regulations and various tournament regulations with some variations for CC tournament regulations.
4. Some shared ethics rules and Codes of Conduct – players, technical officials, classifiers, coaches and educators – as well as a system of administrative fines.
5. Significant funding of CCs by BWF through the BWF Continental Confederations Development Grants Programme to support the development



- of the sport globally and to support the human resources and operations of the CCs.
- 6. Significant change in the six organisations since 2009 in terms of organisational development – including annual turnover and the number of staff each organisation has.
- 7. External expectations on sport to raise its game as far as governance practices and integrity are concerned. This is about the credibility of sport generally and all six organisations (including their membership) have the responsibility to continuously improve in these areas.

- ◀ Two key areas of harmonisation identified – clauses related to membership and judicial provisions.
- ◀ A shared judicial framework proposed and model clauses provided for judicial provisions so there is harmonisation around the judicial system and minimum standards applying across all six organisations.
- ◀ Working closely with delegated groups and individuals on making suggestions to enhance CC constitutions – general enhancements and standardised wording where possible on membership and judicial processes.
- ◀ Workshops with some CC boards or Rules and Laws Committees on amendments to constitutions on general enhancements and harmonisation on clauses related to membership and judicial processes.

PROJECT PLAN AND PROGRESS

The BWF & Continental Confederations Governance Review Project made good progress since the first meeting in October 2018. This includes the following:

- ◀ The project plan was distributed in January 2019.
- ◀ Completion of a Governance Self-Assessment Questionnaire and individual feedback provided.
- ◀ Review of each CCs constitution and general feedback provided.

This project is expected to conclude in June 2020 when governance rules are approved by the various governing bodies and BWF. Each CC signs a Memorandum of Understanding (MoU) that defines the operational relationship between BWF and the CCs.

Celebrating Excellence and Service: BWF Awards 2019

Extraordinary talent and distinguished service were recognised in the 2019 awards.

BWF recognised long service and excellence in the annual Administrators Awards 2019 with the following individuals receiving awards from BWF.

Meritorious Service Awards

Kalie van Heerden: Kalie was an Executive Board member of Badminton South Africa for 28 years and was made a Life Member in 2017. He has been Chairman of the Cape Winelands Badminton Association since 1984.

Klaas Visser: Klaas has been actively engaged in driving Shuttle Time in South Africa and was elected to the Executive Board of Badminton South Africa in 2007.

Tjiyapo Eunice Mokobi Mokhosoa: Eunice represented the Botswana national team from 1981 to 1995 and participated

at the Commonwealth Games in 1994. She was an Executive Committee member of the Botswana Badminton Association from 1998 to 2012 and the first female President of the Association. She was also the first woman to be elected to the Botswana NOC board.

Thomas Lohwieser: Thomas's involvement in badminton started in 1981 as a Youth Development Officer for the Federal Badminton Association of Berlin. He has been Chairman of the Youth Development Committee of the German Badminton Association since 1998.

Kim Myo Jung: Kim was a prominent singles player and national champion before starting her career as a coach and umpire. To date, she has trained more than 400 umpires and 200 coaches in Para badminton.



BWF Player of the Year Awards

Male Player of the Year

Kento Momota (JPN)

Female Player of the Year

Huang Ya Qiong (CHN)

Most Improved Players of the Year

Kim So Yeong/Kong Hee Yong (KOR)

Eddy Choong Most Promising Player of the Year

An Se Young (KOR)

Male Para Badminton Player of the Year

Qu Zimo (CHN)

Female Para Badminton Player of the Year

Leani Ratri Oktila (INA)

Women in Badminton Award

Shirly Gabay: Shirly became a Badminton Pan Am Accredited Umpire in 2004, was certificated as a Pan Am Referee in 2006 and has been a BWF Accredited Referee since 2015.

Distinguished Service Award

Gretha Prinsloo: Gretha's list of accomplishments includes being the first female BWF Accredited Umpire and BWF Accredited Referee in Africa, as well as the continent's first BWF Certificated Referee. In June 2019, Gretha joined the elite ranks of the BWF Referee Assessors – the first woman from Africa to be admitted.

Player of the Year Awards

BWF recognised the extraordinary talent and performances of the year at the annual BWF Player of the Year Awards.

Kento Momota had an outstanding season during which he won most of the major titles, including the World Championships, the Badminton Asia Championships, the All England Championships and the HSBC BWF World Tour Finals.

Huang Ya Qiong picked up the Female Player of the Year for the second consecutive year.

Huang and her mixed doubles partner Zheng Si Wei were nearly unstoppable claiming the World Championships for the second time, all three Super 1000 titles, and the HSBC BWF World Tour Finals.

Korean women's doubles pair Kim So Yeong and Kong Hee Yong were voted Most Improved Players of the Year winning four titles, including the Japan Open and the Korea Open.

Korea had more reason to cheer as 17-year-old women's singles prodigy An Se Young was named Most Promising Player of the Year. An finished the year in the top 10 of the world rankings.

China's Qu Zimo, winner of 12 gold medals this year, won the Male Para Badminton Player of the Year award. Indonesia's Leani Ratri Oktila claimed her second successive Female Para Badminton Player of the Year award.

Oktila's season haul consisted of 12 gold, 2 silver and 1 bronze.



2. Championships and Tournaments

BWF created history with the first concurrent staging of the TOTAL BWF World Championships and TOTAL BWF Para Badminton World Championships in Basel, Switzerland. It also coincided with the 25th staging of the BWF World Championships, making for a festival of badminton at St. Jakobshalle in August.

- 36 Major Tournaments in 2019
- 38 HSBC BWF World Tour
- 40 HSBC BWF World Tour Finals
- 42 TOTAL BWF Sudirman Cup
- 44 TOTAL BWF World Championships
- 46 TOTAL BWF Para Badminton World Championships
- 48 BWF World Junior Championships
- 50 YONEX BWF World Senior Championships
- 52 Road to Tokyo – Olympic Games
- 54 Road to Tokyo – Paralympic Games

Major Tournaments in 2019

Top-class athletes competing at elite international tournaments on a truly global stage.



TOTAL BWF SUDIRMAN CUP
19-26 May
Nanning, China

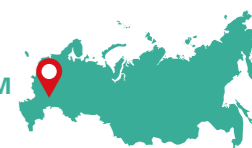


TOTAL BWF PARA-BADMINTON WORLD CHAMPIONSHIPS
20-25 August
Basel, Switzerland



BWF WORLD JUNIOR MIXED TEAM CHAMPIONSHIPS

30 September – 5 October
Kazan, Russia



36



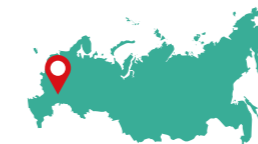
YONEX BWF WORLD SENIOR CHAMPIONSHIPS
4-11 August
Katowice, Poland



TOTAL BWF WORLD CHAMPIONSHIPS
19-25 August
Basel, Switzerland



BWF WORLD JUNIOR CHAMPIONSHIPS
7-13 October
Kazan, Russia



HSBC BWF WORLD TOUR FINALS

11-15 December
Guangzhou, China



37

Setting New Benchmarks

The HSBC BWF World Tour 2019 delivered high-quality experience for fans and players alike.

The HSBC BWF World Tour entered its second season in which the presentation of events set new benchmarks.

This sets the stage for 2020 and beyond, where the planet's best shuttlers will continue to battle it out in an increasingly competitive field.

What was particularly significant in the last year was that BWF, in partnership with HSBC and tournament hosts, built on the lessons of the inaugural season in 2018 and delivered a high-quality experience for fans through the year. The HSBC BWF World Tour has now evolved into a distinct brand which has strengthened the awareness and value of the sport.

The partnership also allowed BWF and HSBC a platform on which to build the sport to greater heights, drawing on its strategic vision and competitiveness.

The restructured World Tour now appeals to vast numbers of fans worldwide, while players are reaping the benefits of higher prize money, greater television coverage and spectacular presentation.

In 2019, the World Tour reached 611 million households from 21,170 hours of broadcast coverage; and across the next 12 months the aim is to bring the marquee World Tour to even more fans.

RECOGNISING HOSTS

The recently-announced HSBC BWF World Tour Host Organisers Award Scheme gives hosts a greater incentive to deliver tournaments of the highest standard.

This initiative is aimed at raising the overall quality of the World Tour across six key deliverables: Sports Presentation, Media Operations, VIP Experience, Arena Bowl &



HEROES



Chen Yu Fei

The Chinese (pictured) asserted her superiority in women's singles by winning all seven finals she featured in, including the All England, Fuzhou China Open and the HSBC BWF World Tour Finals.

Chen Qing Chen/ Jia Yi Fan

After a relatively quiet 2018, the Chinese stormed back and proved their mettle against the dominant Japanese pairs. They won six titles in 2019, including the All England, Malaysia Open, Victor China Open and the World Tour Finals.

Kento Momota

The Japanese set a record in 2019 for most titles won in a season (11). An early-season loss in the Indonesia Masters final was a wake-up call as he went on to win his next ten finals.



"The inaugural edition of the HSBC BWF World Tour in 2018 was a huge success, and it's extremely pleasing that we have been able to build on that."

POUL-ERIK HØYER
BWF PRESIDENT

Field of Play Presentation, Transport, and Player Experience.

These additions promise to take the overall tournament experience up a notch.

BWF President Poul-Erik Høyer hailed the outcomes of the 2019 World Tour.

"The inaugural edition of the HSBC BWF World Tour in 2018 was a huge success, and it's extremely pleasing that we have been able to build on that and deliver an even more memorable World Tour season in 2019 reaching out to more fans globally."

The season culminated at the spiritual home of the finale, the stunning Chinese city of Guangzhou, which will stage the showpiece HSBC BWF World Tour Finals until 2021.



HSBC BWF World Tour Data

	Total No. of Players	Total No. of Matches	Total No. of Days
<p>Super 1000 (3 Tournaments)</p>	973	465	17
<p>Super 750 (5 Tournaments)</p>	1540	775	30
<p>Super 500 (7 Tournaments)</p>	2615	1279	42
<p>Super 300 (11 Tournaments)</p>	4049	1987	66

HSBC BWF WORLD TOUR FINALS

Guangzhou Finals Reach New Heights

The sport's stars blazed new trails as the 2019 season finished in a brilliant spectacle at the HSBC BWF World Tour Finals.

The season-ending HSBC BWF World Tour Finals in Guangzhou saw the best of the best squaring off against each other as they competed for their share of the biggest prize pool ever seen in badminton – US\$1.5 million.

Kento Momota clinched the one major title that had evaded him in 2018 as he captured the HSBC BWF World Tour Finals 2019 with a gritty fightback against Anthony Sinisuka Ginting.

In doing so, Momota set a new record in men's singles of 11 titles in a season,

overtaking Lee Chong Wei's 2010 record of 10. Momota, however, was modest about his accomplishment.

"Although I broke the record of Lee Chong Wei, I don't think I can be compared to him as a player and as a human being. I feel like I have not yet become a legend, but I will work hard in order to continue playing well," said the world No.1.

Earlier, China's Zheng Si Wei and Huang Ya Qiong added the HSBC BWF World Tour Finals crown to their victories at the World



RESULTS

Men's Singles
Gold: Kento Momota (JPN)
Silver: Anthony Sinisuka Ginting (INA)

Women's Singles
Gold: Chen Yu Fei (CHN)
Silver: Tai Tzu Ying (TPE)

Men's Doubles
Gold: Mohammad Ahsan/ Hendra Setiawan (INA)
Silver: Hiroyuki Endo/ Yuta Watanabe (JPN)

Women's Doubles
Gold: Chen Qing Chen/Jia Yi Fan (CHN)
Silver: Mayu Matsumoto/ Wakana Nagahara (JPN)

Mixed Doubles
Gold: Zheng Si Wei/ Huang Ya Qiong (CHN)
Silver: Wang Yi Lyu/ Huang Dong Ping (CHN)



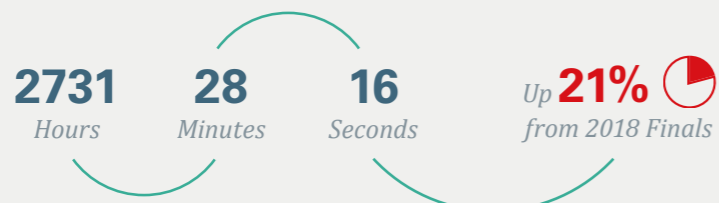
HEROES



Mohammad Ahsan/ Hendra Setiawan
 With the HSBC BWF World Tour Finals 2019 trophy to go with the All England and World Championships, the Indonesian pair (pictured) finished a dreamlike season. The 'Daddies' were in 11 finals in 2019 – a great achievement for a pair that had split and gone separate ways after Rio 2016.

Zheng Si Wei/ Huang Ya Qiong
 The world No.1 pair went from strength to strength, coming good on the biggest of stages time and again. This year they annexed the one major title that had eluded them the previous season, winning the HSBC BWF World Tour Finals to add to their three Super 1000 titles and the World Championships gold.

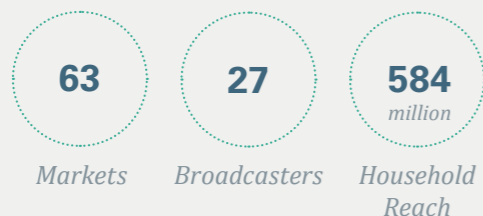
BROADCAST HOURS



The HSBC BWF World Tour Finals 2019 generated \$153.0M QI Media Value for 15 brands from the broadcast on linear TV (\$117.1M) and online (\$35.9M). China, Pan Malaysia and Thailand were the top three TV markets by media value. The HSBC BWF World Tour Finals 2019 saw a 37% increase in its aggregated QI Media Value, with an increase in online value by 203%. YouTube contributed to 66% of the total online value.

QI MEDIA VALUE (TV, ONLINE STREAMING AND NEWS)

\$153.0 MILLION
 up 37% from 2018



Championships and all three Super 1000 titles this year – completing a 'Super Grand Slam' in the process.

Chen Yu Fei won her seventh title of the season from as many finals in downing Tai Tzu Ying of Chinese Taipei. As a bonus, Chen was elevated to world No.1 the following week, becoming the first No.1 from China since Li Xuerui.

Chen Qing Chen and Jia Yi Fan made it a treble of titles for China on the day, winning the women's doubles over world champions Mayu Matsumoto and Wakana Nagahara.

In the final match, Mohammad Ahsan and Hendra Setiawan won their third big title of the year in securing the HSBC BWF World Tour Finals trophy to go with the All England and World Championships.

The by-invitation HSBC BWF World Tour Finals featured the top eight players and pairs who qualified via the year-long HSBC Race To Guangzhou across the five

disciplines, with the reigning world champions gaining automatic entry. This high-stakes showdown appealed to fans and audiences across the globe as badminton's glamorous event continued to set new standards of presentation.

"The HSBC BWF World Tour Finals is the pinnacle of the badminton season with our athletes competing for a share of the biggest prize pool on offer in the sport. With this we continue to reach out to more fans globally than ever before and we look forward returning to Guangzhou in 2020," said BWF Secretary General Thomas Lund.



TOTAL BWF SUDIRMAN CUP

A Year of Milestones

30 years of the World Mixed Team Championships was celebrated in style with host nation China clinching their 11th Sudirman Cup.

The week of the TOTAL BWF Sudirman Cup 2019 saw BWF and TOTAL celebrate five years of their successful partnership. The previous year, BWF had extended its partnership with TOTAL as Official Energy Partner of the World Tour and title sponsor of BWF Major Championships up until 2021.

“BWF and TOTAL have enjoyed tremendous success together and we look forward to this relationship continuing for many years to come,” said BWF President Poul-Erik Hoyer.

On the court, there was more significance as it was the 30th year of the World Mixed Team Championships.

CHINA STORM BACK

So often sporting success springs from previous bitter defeats – and so it proved with China’s triumph in the TOTAL BWF Sudirman Cup 2019 in Nanning, China, in May.

Stung badly by their loss in the 2017 final to Korea, China returned with a vengeance on home soil to claim their 11th World Mixed Team Championships, dropping just one match all week and authoritatively demolishing top seeds Japan in the title decider.

The Chinese dished out an imperious 3-0 drubbing in the final to the rivals who have most threatened to steal their thunder in recent years.

The cherry on top of the cake was clinching the trophy against Japan’s Kento Momota. The world No.1 succumbed 15-21 21-5 21-11 to a fired-up Shi Yu Qi.

China’s first point came from men’s doubles aces, Li Jun Hui/Liu Yu Chen, who clinically stifled Hiroyuki Endo/Yuta Watanabe, 21-18 21-10.

Chen Yu Fei then further enhanced her



HEROES



Shi Yu Qi

Shi (pictured) cemented his reputation as a big match player. The manner in which he handed a clinical defeat to Kento Momota in the final was stunning to watch – a near replica of the HSBC BWF World Tour Finals in December 2018.

Li Jun Hui/ Liu Yu Chen

The men’s doubles duo were the pivots around China’s campaign. They were unshakeable despite being in trouble in their opening match, and then destroyed their three following challengers. The 2018 world champions crushed their rivals in the final to hand the opening advantage to China.



credentials with a gritty 17-21 21-16 21-17 win over Akane Yamaguchi.

China’s head singles coach, Xia Xuanze, was delighted by his players’ performance, candidly highlighting the role of their 2017 demise in this year’s success.

“We gained a lot of experience which laid a good foundation. We made a lot of progress in our training, competition preparation and knowledge of opponents. The last Sudirman Cup loss to Korea was instrumental to our victory.”

By contrast, Japan’s head coach Park Joo Bong – who had declared “we’ll go all out in the final” – was at pains to explain their spectacular meltdown.

“It is a comprehensive defeat for me. I cannot say our players played their best and I’m sorry about that. I commit myself to preparing better for the Olympic Games.”

Canada took top place in Group 2, overcoming France 3-1 in their final. Sri Lanka were Group 3 champions again following a stunning comeback to beat Ireland 3-2, having been 0-2 down in the group finale.



RESULTS

Sudirman Cup Final Standings

- Group 1**
1. China
2. Japan
- 3/4. Indonesia, Thailand**
5/8. Denmark, Korea, Chinese Taipei, Malaysia
- 9/12. England, Hong Kong**
China, India, Russia
- Group 2**
13. Canada 14. France 15. Netherlands 16. Germany 17. Singapore 18. Vietnam 19. USA 20. Israel
- Group 3**
21. Sri Lanka 22. Ireland 23. Switzerland 24. Australia 25. Slovakia 26. New Zealand 27. Lithuania 28. Nepal
- Group 4**
29. Macau China 30. Kazakhstan 31. Greenland



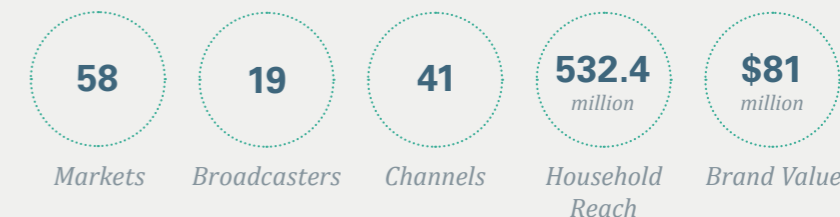
BROADCAST HOURS

2436 Hours 45 Minutes 25 Seconds

TOTAL BWF Sudirman Cup 2019 generated \$200.6M QI Media Value for 19 brands from the broadcast on global TV (\$167.8M) and online (\$32.8M) channels. TV QI media value increased by 67% as the result of changes in brand duration and broadcast hours. Moreover, streaming on YouTube and Zhibo further contributed to the QI Media Value.

QI MEDIA VALUE (TV, ONLINE STREAMING AND NEWS)

\$200.6 MILLION
up 67% from 2018



TOTAL BWF WORLD CHAMPIONSHIPS

Pusarla Makes History for India

After two successive losses, Pusarla V. Sindhu came good in her third World Championships final.

Quite appropriately, BWF celebrated the 25th edition of the World Championships by inviting champions of the first edition – 1977 in Malmö – to Basel, where they relived memories from over four decades ago.

BWF was also proud to have its Major Events sponsor TOTAL on board again.

“It is very important that we celebrate our heroes and remember the achievements of the past. It is where we create a lasting legacy for badminton. I would sincerely like to thank all the legends from 1977 for being part of the special occasion,” said BWF

President Poul-Erik Høyer.

“We must also acknowledge the five years in partnership with TOTAL and we look forward to many fruitful years ahead.”

The legends of '77 were treated to badminton of the highest level on finals day as India's Pusarla V. Sindhu silenced her critics and vanquished her demons in emphatic fashion, winning the women's singles world title in her third consecutive final.

The Indian produced the most devastating



HEROES



Mayu Matsumoto/Wakana Nagahara

In the closest of the five finals, defending champions Matsumoto and Nagahara (pictured) saw rivals Yuki Fukushima and Sayaka Hirota save five match points to nearly pull off one of the great escapes in World Championships history. However, Nagahara's calm under pressure helped relieve her partner as the pair closed out the match.

Pusarla V. Sindhu

After multiple losses in major finals, the pressure was on Sindhu as she took on 2017 nemesis Nozomi Okuhara. This time there were no marathon rallies as the Indian bulldozed her way past the Japanese, winning the final in just 37 minutes.



RESULTS

Men's Singles

- Gold:** Kento Momota (JPN)
- Silver:** Anders Antonsen (DEN)
- Bronze:** Sai Praneeth B. (IND), Kantaphon Wangcharoen (THA)

Women's Singles

- Gold:** Pusarla V. Sindhu (IND)
- Silver:** Nozomi Okuhara (JPN)
- Bronze:** Chen Yu Fei (CHN), Ratchanok Intanon (THA)

Men's Doubles

- Gold:** Mohammad Ahsan/Hendra Setiawan (INA)
- Silver:** Takuro Hoki/Yugo Kobayashi (JPN)
- Bronze:** Fajar Alfian/Muhammad Rian Ardianto (INA), Li Jun Hui/Liu Yu Chen (CHN)

Women's Doubles

- Gold:** Mayu Matsumoto/Wakana Nagahara (JPN)
- Silver:** Yuki Fukushima/Sayaka Hirota (JPN)
- Bronze:** Du Yue/Li Yin Hui (CHN), Greysia Polii/Apriyani Rahayu (INA)

Mixed Doubles

- Gold:** Zheng Si Wei/Huang Ya Qiong (CHN)
- Silver:** Dechapol Puavaranukroh/Sapsiree Taerattanachai (THA)
- Bronze:** Wang Yi Lyu/Huang Dong Ping (CHN), Yuta Watanabe/Arisa Higashino (JPN)

performance of her career, pushing Nozomi Okuhara into submission 21-7 21-7 in 37 minutes.

This time it was all “Sindhu, Sindhu” with the 9,000 fans packed into St. Jakobshalle urging her on to a brighter destiny.

“I’m so happy. I was expecting this for a long time. It’s definitely a proud moment for me and for India. A lot of people have been waiting,” said the new queen of badminton.

“This is my answer to the people who have asked me questions over and over. I just wanted to answer with my racket and with this win – that’s all.”

She became India's first world champion in badminton.

KING KENTO DEFENDS TITLE

Kento Momota defended his men's singles title with a comprehensive 21-9 21-3 defeat of young Dane Anders Antonsen. Antonsen started out well but once Momota caught up in the opening game, it was the

Japanese all the way. His defence was strong enough to counter Antonsen's attack, and his placement was too accurate.

Momota said he was thrilled to defend his title: “I came here wanting to win and I had the confidence that I would do well. I trained a lot for this. This competition was always on my mind. I played at a consistently high level.”

HISTORY MAKERS

Pusarla's historic feat was in keeping with other milestones that the tournament achieved. This was the first joint staging of the World Championships and the Para Badminton World Championships, and its first staging in Switzerland since Lausanne in 1995.

Other records included Thailand's best haul of one silver and two bronze, Hendra Setiawan's accomplishment as the oldest winner of a world title, and Momota and the pairing of Mayu Matsumoto and Wakana Nagahara becoming the only non-Chinese to win two titles in their categories.



BROADCAST HOURS

2805
Hours

30
Minutes

03
Seconds

Up 15%
from 2018 Finals

The 2019 TOTAL BWF World Championships generated \$273.8M QI Media Value for 20 brands from the broadcast on linear TV (\$239.6M) and online (\$34.2M) channels. Both broadcast hours and QI Media Value of TOTAL BWF World Championships have increased by 15% (excluding YouTube and OTT) and 56% respectively.

QI MEDIA VALUE (TV, ONLINE STREAMING AND NEWS)

\$273.8 MILLION

up 56% from 2018

68

Markets

31

Broadcasters

60

Channels

671.1
million

Household
Reach

\$101
million

Brand Value

TOTAL BWF PARA BADMINTON WORLD CHAMPIONSHIPS

Poveda Steps Up for Peru

Close to 300 Para badminton athletes competed in 22 wheelchair and standing events in Basel.

Basel 2019 will remain etched in sporting history for it was one of the first times that a Para sport World Championships had been integrated fully into an able-bodied World Championships.

Close to 300 Para badminton athletes competed in Basel in 22 wheelchair and standing events at the TOTAL BWF Para Badminton World Championships 2019. Six days of thrilling badminton action showcased some of the most exciting matches seen in the sport.

Giuliana Poveda became Peru's first Para badminton world champion when she defeated England's Rachel Choong 21-9 21-19 in the women's singles Short Stature (SH6) final.

"This has been my dream for two years since I lost to Rachel in Korea. I've been waiting for this moment all my life, to be the world champion," said the 18-year-old from Lima.

NO LET-UP FROM BHAGAT

England had to settle for second again, this time when Daniel Bethell fell to India's Pramod Bhagat in the men's singles Standing Lower (SL3) final 21-6 14-21 5-21.

"Initially I took the game lightly, but I recovered and started playing strokes. I managed to read his game, found weak points and calculated that, and turned it into a victory," explained Bhagat.



"This landmark occasion of staging both World Championships concurrently represents BWF's vision of 'one sport, one team'."

POUL-ERIK HØYER
BWF PRESIDENT



HEROES



Kim Jungjun
The big question was whether Kim (pictured) could rediscover his winning touch after earlier losses to close rival Chan Ho Yuen. The Korean proved his mettle under pressure, holding off his rival for the Wheelchair 2 (WH2) crown.

Leani Ratri Oktila
The Indonesian was once again prolific in her three categories, winning the SL4 singles over Cheng Hefang, mixed doubles SL3-SU5 with Hary Susanto, and silver in women's doubles with Khalimatus Sadiyah.

Liu Yutong
Liu won her first World Championships title in 2017 aged 13. By 2019, she was viewed as the star of the women's singles WH2 category, and added the WH1-2 women's doubles with Yin Menglu.

Qu Zimo
Qu returned home with two titles – partnering Mai Jianpeng to win the men's doubles WH1-2 against Korea's Kim Jungjun/Lee Dong Seop and winning the men's singles WH1, denying Lee again.

"This is a big achievement which I think will give me a good lead into the Tokyo 2020 Paralympics. I think this can 90 per cent confirm my dream of going to the Paralympics."

Jack Shephard provided a reprieve for England when he retained his world title, defeating Wong Chun Yim 21-17 21-10 in the men's singles SH6 final.

"It's a good feeling being world champion twice but if you don't work hard, you don't get what you want. And there's only one answer to what I want next – a Paralympic medal."

CHINA STAY STRONG

China flexed its muscles in the other categories claiming seven of the 17 gold medals on offer at St. Jakobshalle. Yang Qiuxia of China avenged her 2017 World Championships loss to Japan's Ayako Suzuki by defeating the Japanese 17-21 21-17 21-15 in the women's singles Standing Upper (SU5) final.

"I think this time it came down to my mental strength. Suzuki has been a

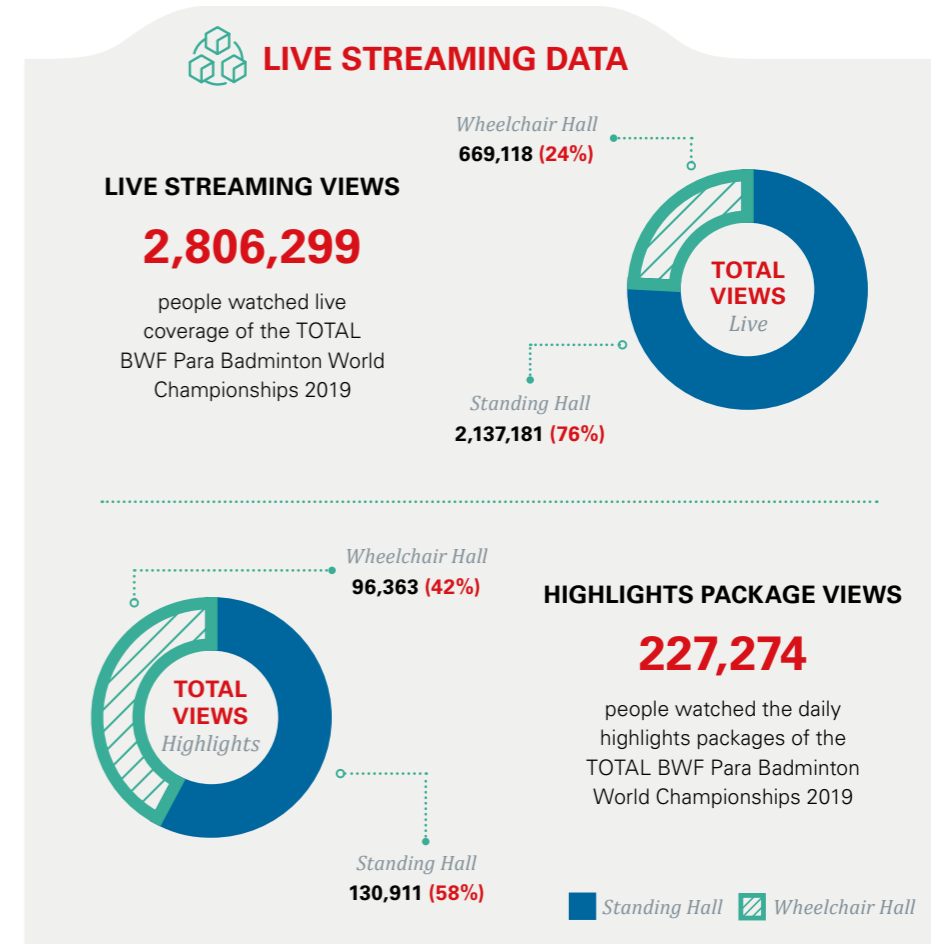
dominant player for so long and highly respected, but I was prepared for this," said Yang.

Suzuki, 31 years old and a decade older than her opponent, said: "Coming second is frustrating but I'm glad I managed to stay in the game and fought to the finish."

China triumphed again, this time in the men's doubles Wheelchair (WH1-WH2), when Qu Zimo/Mai Jianpeng defeated Korea's Kim Jungjun/Lee Dong Seop, 18-21 21-18 21-15.

Indonesia's Leani Ratri Oktila added to her gold medal collection when she and mixed doubles SL3-SU5 partner Hary Susanto defeated Germany's Jan-Niklas Pott and Katrin Seibert, 21-4 21-11.

BWF President Poul-Erik Hoyer said at the close of the tournament: "This landmark occasion of staging both World Championships concurrently very much represents BWF's vision of 'one sport, one team'. A big thank you sponsors, particularly TOTAL, corporate partners, officials and volunteers for this successful edition."



Springboard for Future Stars

Players from countries that are not traditional powers are now contemplating a career in badminton, which would never have been the case a few years ago.

Since its inception in 1992, the BWF World Junior Championships have traversed more continents and a greater diversity of nations than any other major event.

Kazan in Russia hosted its latest edition with a level of organisation that would compare favourably with top-tier events.

There were several standout moments during the fortnight-long event: Indonesia won their first Suhandinata Cup team title; Kunlavut Vitidsarn won a hat-trick of men's singles titles; while Christo Popov became

the first World Junior medallist from France.

Players from less developed badminton countries such as French Polynesia (Tahiti), Kazakhstan, Belarus, Estonia, Uzbekistan, and Mongolia competed with their peers from more mainstream powers, returning with a wealth of experience not just from the on-court competition but from activities off it.

BWF President Poul-Erik Høyer emphasised the significance of this event: "The World Junior Championships provide



HEROES



Riko Gunji

Gunji, 17 (pictured), took the first step towards emulating her idol Akane Yamaguchi when she won the women's singles title. She was unbeaten in Kazan, guiding Japan to the semifinals of the team event before picking up her country's sole title in the individual competition.

Kunlavut Vitidsarn

The Thai was expected to win his third straight World Junior title and he did, dropping only one game on the way.

Leo Rolly Carnando/ Daniel Marthin

The duo was a cut above the rest in Kazan, helping Indonesia win the team title while they also picked up the men's doubles gold.



RESULTS

Men's Singles

- Gold:** Kunlavut Vitidsarn (THA)
- Silver:** Christo Popov (FRA)
- Bronze:** Yonathan Ramlie (INA), Li Yun Ze (CHN)

Women's Singles

- Gold:** Riko Gunji (JPN)
- Silver:** Zhou Meng (CHN)
- Bronze:** Phittayaporn Chaiwan (THA), Dai Wang (CHN)

Men's Doubles

- Gold:** Leo Rolly Carnando/Daniel Marthin (INA)
- Silver:** Di Zi Jian/Wang Chang (CHN)
- Bronze:** Dai En Yi/Feng Yan Zhe (CHN), Takuma Kawamoto/Tsubasa Kawamura (JPN)

Women's Doubles

- Gold:** Lin Fang Ling/Zhou Xin Ru (CHN)
- Silver:** Febriana Dwipuji Kusuma/Amalia Cahaya Pratiwi (INA)
- Bronze:** Kaho Osawa/Hinata Suzuki (JPN), Li Yi Jing/Luo Xu Min (CHN)

Mixed Doubles

- Gold:** Feng Yan Zhe/Lin Fang Ling (CHN)
- Silver:** Leo Rolly Carnando/Indah Cahya Sari Jamil (INA)
- Bronze:** Jiang Zhen Bang/Li Yi Jing (CHN), Ratchapol Makkasathorn/Benyapa Aimsaard (THA)

Mixed Team

- Gold:** Indonesia
- Silver:** China
- Bronze:** Japan, Thailand

a great platform for developed and developing badminton nations to showcase their next-generation talent."

In particular, it was a special occasion for Tahiti's Louis Beaubois and Teiva Politi, who became the first players from the Pacific to compete at the World Junior Championships, showing how far badminton has spread.

COACHING CLINICS

On top of the experience of competing and watching elite badminton, among the takeaways for the juniors were the coaching clinics conducted by former greats Lee Wan Wah (Malaysia) and Allan Budi Kusuma (Indonesia).

While Lee Wan Wah demonstrated some useful techniques and tactics in doubles, Kusuma dealt primarily with footwork and speed in singles.

The hosting of events such as the World Championships, the World Junior Championships and the Sudirman Cup in places such as Glasgow, Basel, Markham, and Gold Coast in recent years has provided a boost to badminton in those regions.

HIGHER QUALITY

There is little wonder then that the standard of badminton worldwide has also improved. Players from countries that are not traditional powers are now contemplating a career in badminton. Just ask some of the budding superstars present in Kazan.

"To have the World Junior Championships in Markham made a big difference to me," said Canada's Brian Yang. "I was training there at the time. I was familiar with it; it was like my home town. It was a big confidence booster for me."

"I think it gave everyone a bout of inspiration and made everyone in training motivated to reach that level," said Scotland's Joshua Apiliga of the World Championships in Glasgow.

"I wanted to reach that level ever since we watched the World Championships in Glasgow."

With BWF planning long-term development initiatives in line with Paris 2024 and Los Angeles 2028 Olympics, this boom is expected to continue long into the next decade.



BROADCAST DATA

BROADCAST HOURS

224 Hours 30 Minutes 11 Seconds

TEAM

106 Hours 58 Minutes 30 Seconds

INDIVIDUAL

117 Hours 31 Minutes 41 Seconds

STREAMING HOURS ON BADMINTONWORLD.TV

21 Hours 51 Minutes 06 Seconds

TEAM

11 Hours 07 Minutes 28 Seconds

INDIVIDUAL

10 Hours 43 Minutes 38 Seconds

Mega Success in Katowice

This year's World Senior Championships saw the introduction of an Instant Replay System, which was welcomed by all players.

A massive field of 1,511 players attended the YONEX BWF World Senior Championships in Katowice, Poland, held during 4-11 August 2019.

The mammoth exercise involved 45 events in nine categories, and with entries totalling 1,860, it indeed was a great organisational achievement by the local hosts to deliver a memorable tournament.

The World Senior Championships have grown from strength to strength, attracting higher participation and fan interest. The entries had more than doubled from the previous edition in Cochin, India.

50

This year saw the introduction of a new age category and an Instant Replay System (FlyEye) managed by a local company; the option to challenge line calls was welcomed by all players. With high quality live streaming from six courts, the action was followed by fans across the world.

STARS ARE BACK

Among the participants were a few stars from yesteryear. Commonwealth Games champion and All England finalist Dan Travers returned with a haul of three medals in the 60 years age category – gold in men's doubles (with former world champion Jesper Helledie); and silver in singles and mixed doubles (with Christine Black).

Former Indian international Rajeev Bagga – one of the most successful players at the Deaflympics with 10 gold medals – won the mixed doubles (50 years) with Elizabeth Austin.

Israel's Svetlana Zilberman, former European Championships bronze medallist, picked up a double, winning her singles and women's doubles (with Germany's Heidi Bender) in the 60 years age category. Other former internationals included

Indonesia's Bobby Ertanto and India's Sanave Thomas and Vijay Lancy.

WORLD-CLASS VENUE

The Spodek Indoor Stadium, with a capacity of 10,000 spectators, was prepared in advance. With 12 competition courts, the arena hosted a total of 1,764 matches. Twelve practice courts and five warm-up courts were also made available to players.

BWF President Poul-Erik Høyer hailed the success of the event. "A big thank you to our hosts in Katowice for staging a memorable tournament. A special mention to the Mayor of Katowice and to the sponsors for making these championships possible.

"It is a huge task to host the BWF World Senior Championships with 1,511 participants from 56 Member Associations. BWF, the players and the officials are truly satisfied with the organisation and delivery of the championships."

"BWF, the players and the officials are truly satisfied with the organisation and delivery of the championships."

POUL-ERIK HØYER
BWF PRESIDENT

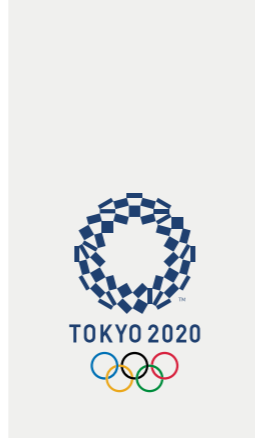


51

Live Streaming Data			
	Views	Watch Time (Hours)	Average View Duration
8 August 2019 (Day 5)	55.1K	4.3K	4'39"
9 August 2019 (Day 6)	56.0K	5.5K	5'52"
10 August 2019 (Semifinals)	75.0K	7.2K	5'48"
11 August 2019 (Finals)	73.0K	8.4K	6'54"
Total	259.1K	25.4K	

Positives Line Road to Tokyo

Badminton marched steadily toward the ‘Land of the Rising Sun’ with the start of a competitive qualification period and a successful test event that brought rave reviews.



Excitement is palpable as the Olympic Games return to Japan after 56 years, where badminton will make its eighth appearance as an Olympic sport.

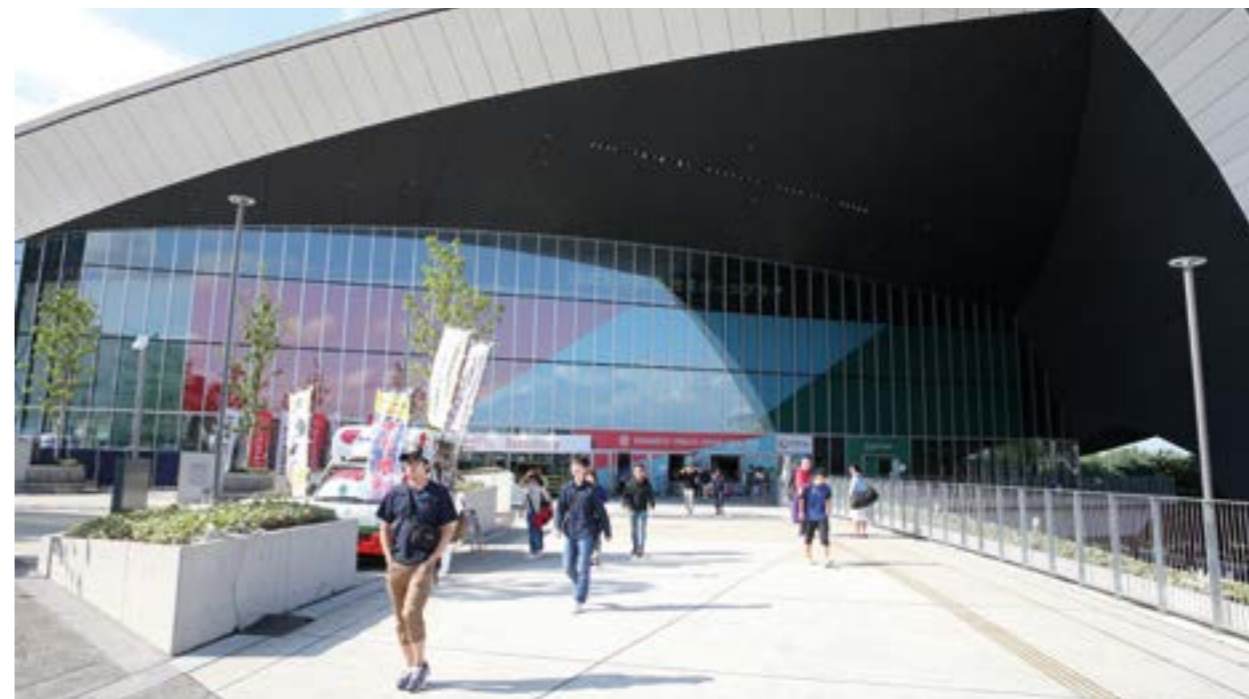
A lot of work has gone on behind the scenes with BWF in close contact with the International Olympic Committee (IOC) and the hosts in Tokyo to ensure the Games turn out to be a success story for the sport.

Competition for places reached fever pitch with every passing week as the players edged toward the business end of their qualification period that began on

29 April, 2019. The intense period has seen defending women’s singles gold medallist Carolina Marin put her defence firmly back on track after an emphatic comeback victory at the VICTOR China Open in September.

It came only seven months after a career-threatening ACL injury in the Indonesia Masters final, which clouded her participation in Tokyo.

Men’s singles reigning champion Chen Long also looks good to join the Spaniard with his healthy position in the Race to Tokyo ranking.



“With Japan’s fantastic pedigree in the sport and recent successes, atmosphere at the Musashino Forest Sport Plaza will be amazing.”

POUL-ERIK HØYER
BWF PRESIDENT

Badminton’s official test event at the DAIHATSU YONEX Japan Open 2019 also went extremely well and brought about positive feedback from players and fans.

The Musashino Forest Sports Plaza, badminton’s sparkling venue at Tokyo 2020, was given the thumbs up by the athletes involved at the Japan Open.

“This is like a real hall for badminton. It’s easy to control, there’s not much wind. It’s really good that we play the Olympics here,” USA’s women’s singles player Beiwen Zhang remarked.

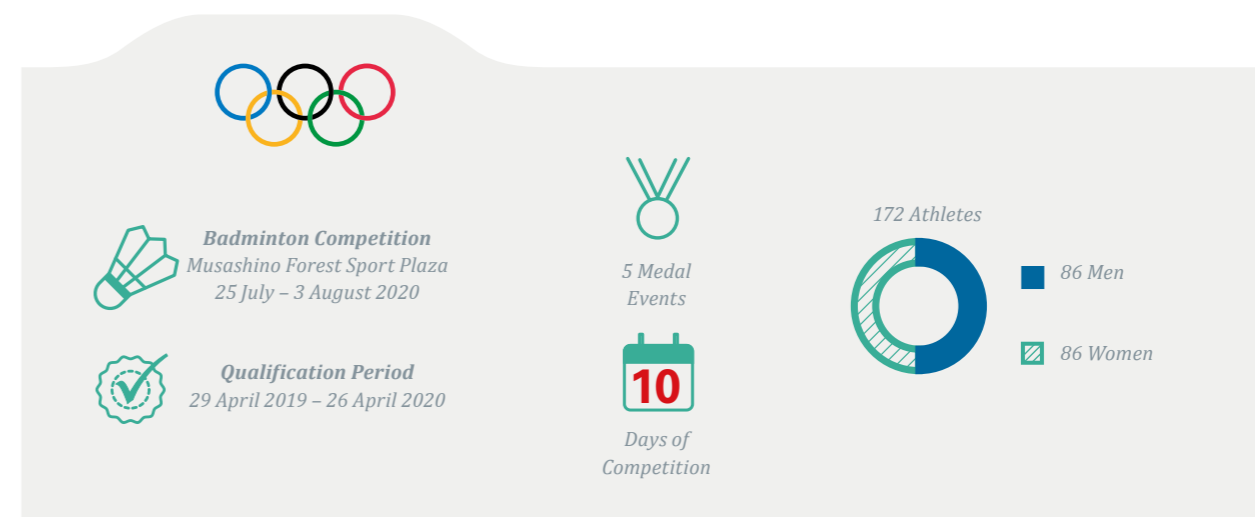
BWF President Poul-Erik Høyer added: “With Japan’s fantastic pedigree in the

sport and recent successes, the atmosphere at the Musashino Forest Sport Plaza will be amazing.

“We are very satisfied the venue will stage a wonderful tournament.”

Tickets went on sale in May and the indications are that badminton will have no shortage of supporters in Japan, where the sport has a significant stature and fantastic presence.

With support from the IOC and the hosts in Tokyo, BWF is optimistic of delivering another world-class Olympic programme and one of the most exciting weeks of the year for the badminton community.



ROAD TO TOKYO – PARALYMPIC GAMES

Pace Ramps Up As Para Badminton Nears Big Debut

With a smooth qualifying campaign, Tokyo's readiness promises the sport a year to remember.

The year 2019 was welcomed with high anticipation by the Para badminton athletes as it marked the first ever qualifying campaign for the Paralympic Games.

The excitement jumped up a few notches with the official announcement of Para badminton's inclusion at the following Summer Games in Paris in 2024 during an International Paralympic Committee (IPC) Governing Board meeting in London on 25 January.

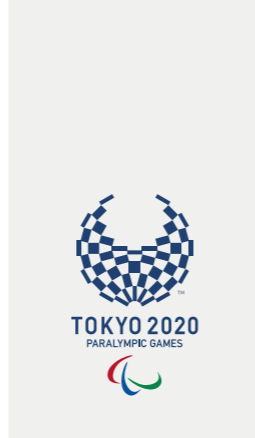
Elated BWF President Poul-Erik Høyer lauded the fantastic news and looked forward to utilising the platform to help the sport flourish even further beyond Tokyo 2020.

"The decision provides us with a great opportunity to build upon all the hard work that has been done in the lead-up to Tokyo 2020 and will continue to create awareness of the sport and our development initiatives for the foreseeable future," Høyer said.

These back-to-back guaranteed participations on the grandest stage will give BWF the scope to keep building international competition pathways for athletes, growing participation and integrating Para badminton into its systems and structures.

The journey towards the sport's maiden appearance at the prestigious Games continued in March with the Turkish Para Badminton International in Antalya kicking off the 14-event qualifying period. The much-awaited competition drew 278 players in 22 categories, including all the top guns.

The TOTAL BWF Para Badminton World Championships in August in Basel, which saw close to 300 athletes compete in 22 wheelchair and standing events, was also one of the first Para sport World Championships to be fully integrated into



"The Yoyogi National Stadium is a venue we're familiar with. The old structure has been touched up and it looks like a venue that we will be happy to play badminton at for the Paralympics."

THOMAS LUND
BWF SECRETARY GENERAL

its able-bodied equivalent.

The HULIC DAIHATSU Japan Para Badminton International 2019, also the Paralympics Test Event, was then held at the refurbished Yoyogi National Stadium 11-17 November and the local organisers grabbed the chance to demonstrate their readiness for Tokyo 2020.

"Japan is a fitting backdrop to present our Paralympic disciplines. It has for many years hosted numerous tournaments considered among the best and most prestigious by our players," BWF Secretary General Thomas Lund said.

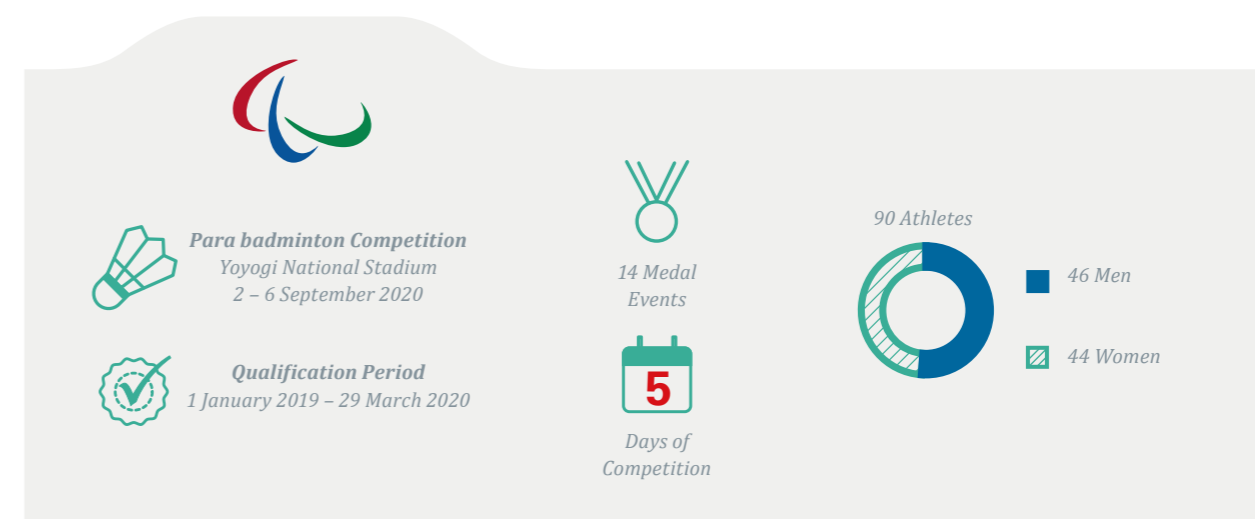
"The Yoyogi National Stadium is a venue we're familiar with. The old structure has been touched up and it looks like a venue that we will be happy to play badminton at for the Paralympics.

"It's certainly a landmark occasion for our sport that Para badminton is debuting at Tokyo 2020 and it's fantastic for our players and the wider badminton community to be accepted into the Paralympic Games family."

Leading Japanese player Sarina Satomi was heartened by the elevation of the sport's status.

"It was like playing at the real Paralympics," she said. "Usually Para badminton is contested in smaller stadiums and only big events are held here, so it's a good feeling to try it out."

Tickets went on sale in May and have been in high demand since. The ticket lottery attracted the interest of 390,000 people, three times more than what London 2012 Paralympics garnered.





3. Fan Engagement

Brand badminton was brought to life by the fantastic on-court performances of elite stars who showcased the best the sport has to offer on the global stage. This accentuated BWF's ability to reach more fans in more countries through a heightened digital presence and its overall aim of bringing the fan and athlete relationship closer together.

- 58 *Digital Footprint*
- 60 *Star Performers*

DIGITAL FOOTPRINT

Trendsetters in Social and Digital

BWF expanded its digital resources and set the bar for social growth and fan engagement among International Federations.

BWF is well on its way to delivering its goal of being the number one International Federation on social media with exponential growth on all native platforms in the past 12 months. Its efforts on Instagram were particularly remarkable given the account was only launched on 13 August 2019.

MAJOR ACHIEVEMENTS:

- 292.4K new Facebook followers (up 50.06%); 37.4K new Twitter followers (up 27.6%); 592.4K new YouTube subscribers (up 72%); 824.7K new Weibo followers (up 92.1%).
- 6.85 million engagements on Facebook compared to previous 12-month cycle (up 249%).
- 233,015 followers on BWF Instagram account since launch date with 8.68 million engagements.

On top of this, the successful audit and revamp of short-form video content led to a boost in views.

- 235.5 million video views on Facebook (up 419%) and 160.9 minutes of video viewed on Facebook (up 321%); while on YouTube there were 240.7 million video views (up 134%).

When compared to rival sport federations, these numbers look even better.

BWF topped one category and featured in the top five on numerous others in the 2019 International Sports Federations Social Media Rankings released by Burson Cohn & Wolfe Sports (BCW Sports).

SOCIAL MEDIA RANKINGS:

- No.1 for True Reach on Instagram with an average reach per post of 149,000 people (which is based on real users, as opposed to automated bots or the sporadic users).
- Combined No.1 for Highest Engagement on Facebook: 4,442,731 likes (2nd), 186,064 comments (3rd), 596,349 shares (2nd).
- Highest growth rates on Twitter with 35% for @bwfmedia and 56.48% for @bwfscore.
- No.2 for Total Views on Facebook at 659,782,934 sandwiched between FIBA 3x3 and FIBA.
- No.2 for Most Interactions on Twitter with 588 per post behind only FIFA.
- No.4 for Highest Follower Growth on Instagram with 233,015 new followers since launch date on 13 August – an increase of 5,602.7% (behind only FIVB, FIBA, and World Rugby).
- No.5 for Highest Growth of Page Likes on Facebook with 202,697 new likes at a spike of 42.72%.

Overall, BWF's high level of engagement with fans has it poised to reach even higher in 2020.



“BWF is able to get high engagement on every post that is shared, ensuring that the information/post is not only consumed by one individual, but by hundreds, if not thousands.”

BURSON COHN & WOLFE SPORTS

BWF SOCIAL MEDIA PERFORMANCE

f FACEBOOK

6.85 MILLION *Up by 249%**
Total engagements

Instagram

8.68 MILLION *With 233,015*
Total engagements *New followers***

292.4K
New followers

37.4K
New followers

592.4K
New subscribers

824.7K
New followers

f *Up by 50.06%**

Twitter *Up by 27.6%**

YouTube *Up by 72%**

Weibo *Up by 92.1%**

f FACEBOOK

235.5 MILLION *Up by 419%**
Video views

YouTube

240.7 MILLION *Up by 134%**
Video views

*Compared to previous 12-month cycle
**On BWF Instagram account since launch

BWF PERFORMANCE IN 2019 INTERNATIONAL SPORTS FEDERATIONS SOCIAL MEDIA RANKINGS (BURSON COHN & WOLFE SPORTS)

f FACEBOOK

Combined No.1 for Highest Engagement on Facebook

2nd **4,442,731**
Likes

3rd **186,064**
Comments

2nd **596,349**
Shares

Twitter

Highest Growth Rates on Twitter

35%
Growth rate for @bwfmedia

56.48%
Growth rate for @bwfscore

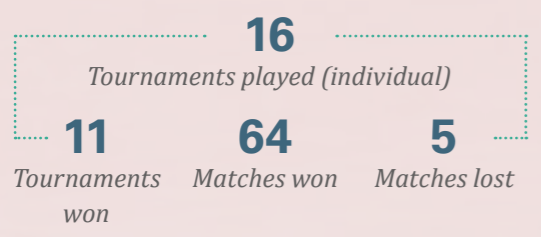
2nd **588**
Interactions per post





KENTO MOMOTA
(JAPAN)

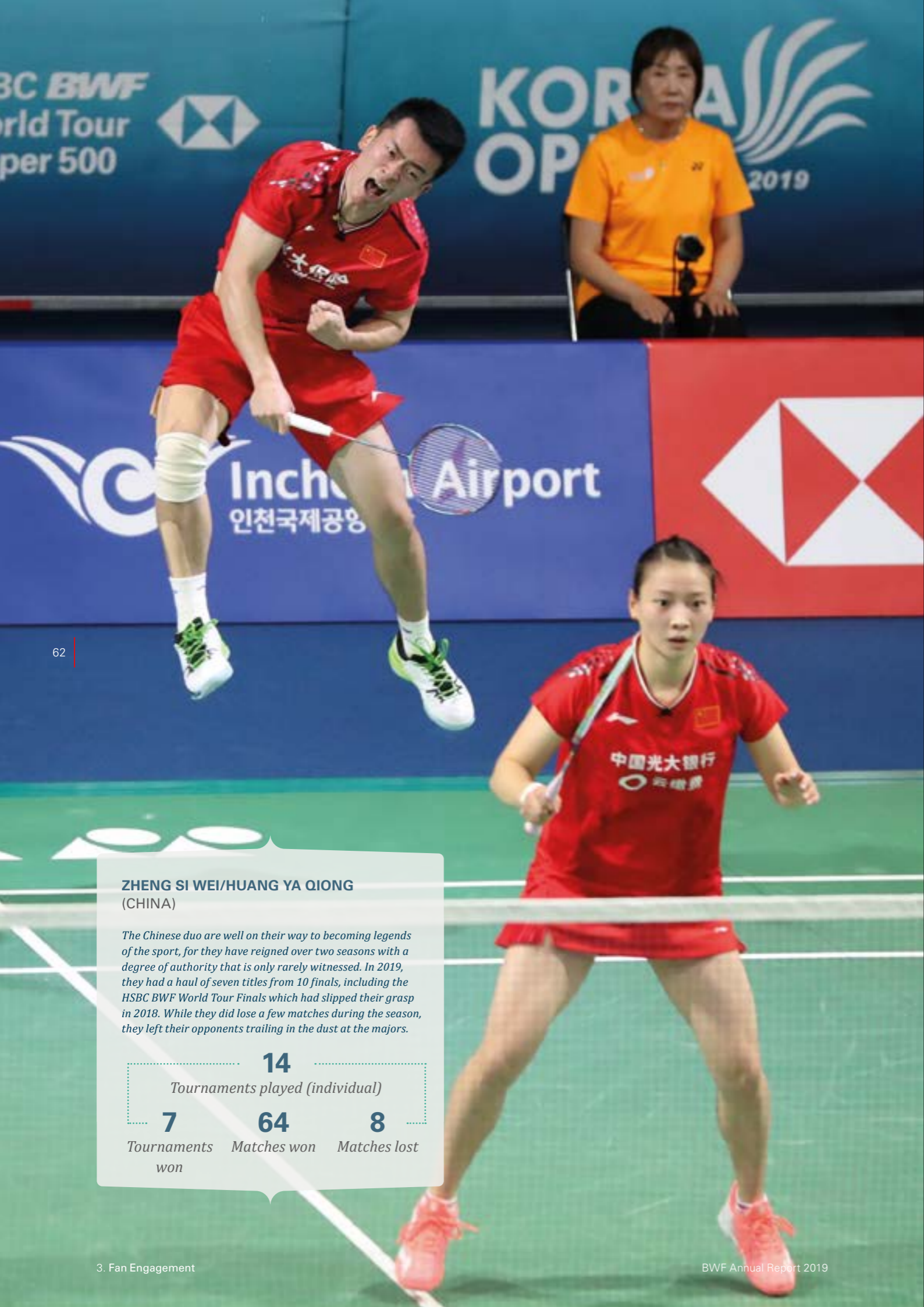
The left-hander suffered two blows in the first half of the season – defeats at the Indonesia Masters and the TOTAL BWF Sudirman Cup 2019. Like a true champion, he used each setback to return even stronger, and was unstoppable in the major tournaments that followed. His first HSBC BWF World Tour Finals title was a perfect ending to a dream season, for he had achieved a record 11th title in a calendar year.



PUSARLA V. SINDHU
(INDIA)

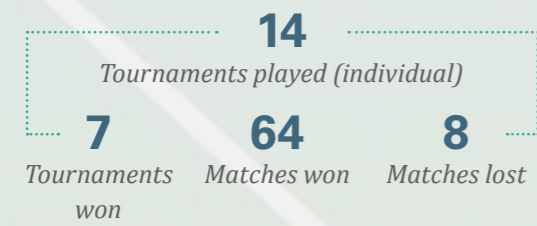
Over the last three years, the Indian had fallen one step short of the pinnacle. This time though Pusarla was ready, blowing away 2017 champion Nozomi Okuhara in the final of the TOTAL BWF World Championships 2019. Although a relatively quiet season followed, Pusarla will be content in the knowledge that she scaled a summit that had eluded every previous Indian challenger. The heartbreak from losing the finals at Rio Olympics 2016, and World Championships in 2017 and 2018, finally came to an end.





ZHENG SI WEI/HUANG YA QIONG
(CHINA)

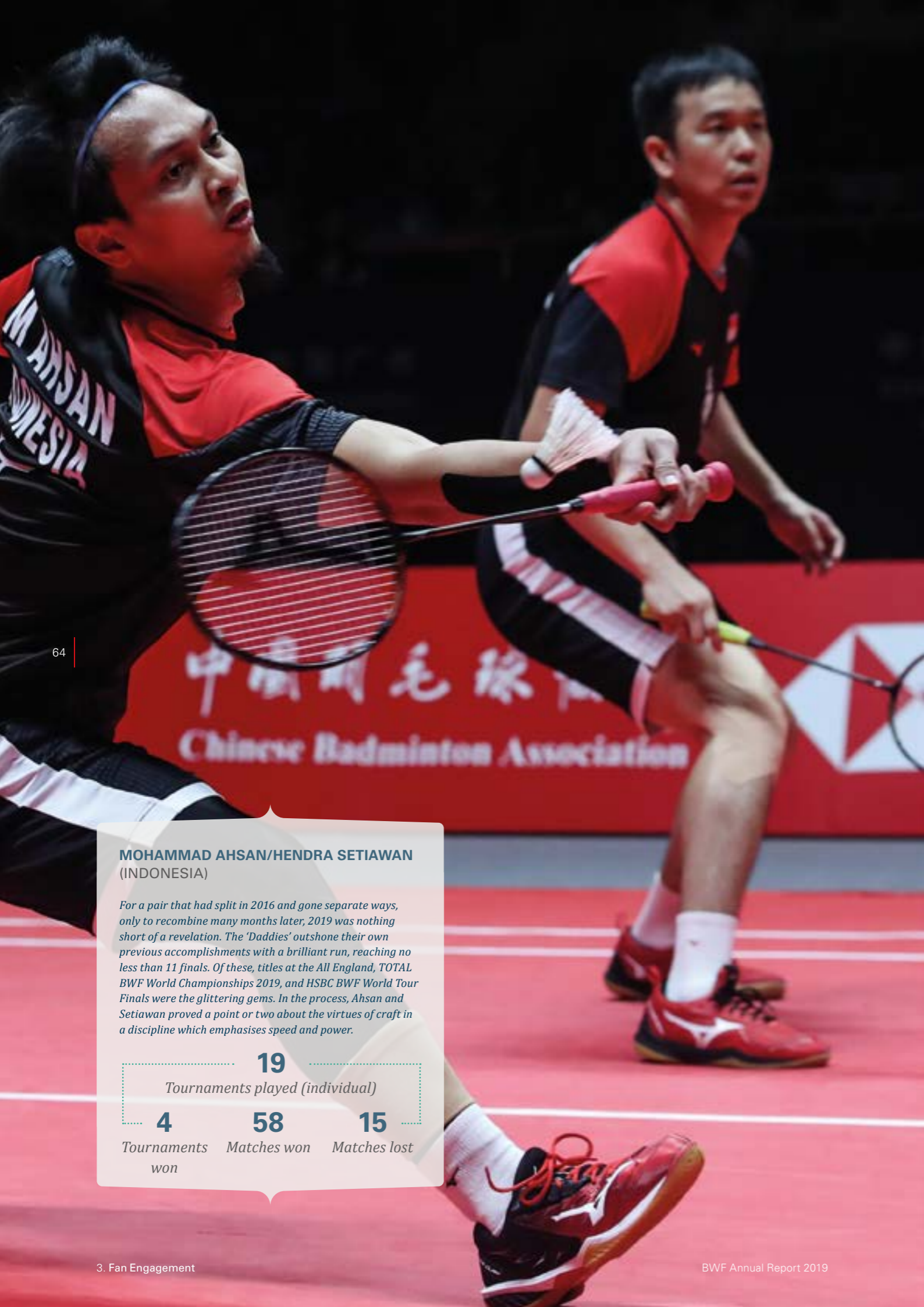
The Chinese duo are well on their way to becoming legends of the sport, for they have reigned over two seasons with a degree of authority that is only rarely witnessed. In 2019, they had a haul of seven titles from 10 finals, including the HSBC BWF World Tour Finals which had slipped their grasp in 2018. While they did lose a few matches during the season, they left their opponents trailing in the dust at the majors.



CHEN YU FEI
(CHINA)

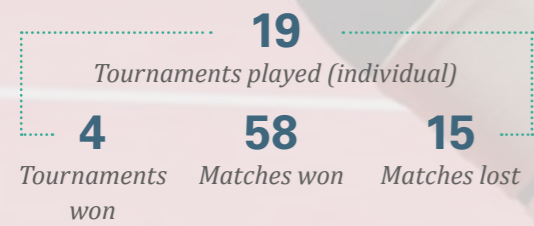
Rio 2016 saw the fading out of the last dominant generation of Chinese women's singles players. Over the last few years China have searched for a spearhead, and in Chen Yu Fei, they found one. Still in her early 20s, Chen re-established China at the top of the rankings during a season in which she won seven titles, including the All England, the Fuzhou China Open, and the HSBC World Tour Finals, as well as helping her team recapture the Sudirman Cup. Impressively, she won every final, consistently beating the best the world.





MOHAMMAD AHSAN/HENDRA SETIAWAN
(INDONESIA)

For a pair that had split in 2016 and gone separate ways, only to recombine many months later, 2019 was nothing short of a revelation. The 'Daddies' outshone their own previous accomplishments with a brilliant run, reaching no less than 11 finals. Of these, titles at the All England, TOTAL BWF World Championships 2019, and HSBC BWF World Tour Finals were the glittering gems. In the process, Ahsan and Setiawan proved a point or two about the virtues of craft in a discipline which emphasises speed and power.



ANDERS ANTONSEN
(DENMARK)

The Dane had a breakthrough season, and with his defeat of Kento Momota in the final of the Indonesia Masters, acquired a reputation for being a quick learner immune to big-match pressure. Antonsen followed up with consistent performances through the year, highlighted by a runner-up place at the World Championships, where he was outplayed by Momota. Expect to see him more frequently in the title rounds of major tournaments, leading Europe's challenge against Asia.





AN SE YOUNG
(SOUTH KOREA)

Only rarely does a teenaged talent come in a complete package. An Se Young is reckoned to be one such. The Korean has already beaten some of the biggest names; at the French Open she shut out no less a player than Carolina Marin 21-5 in the third game. With talent, composure and physical ability, there appears to be no limits on what An can achieve.

19		
Tournaments played (individual)		
5	45	14
Tournaments won	Matches won	Matches lost



LEANI RATRI OKTILA
(INDONESIA)

The Indonesian Standing Lower (SL4) player was prolific in 2019, finishing with 12 gold, two silver and one bronze. In two back-to-back events – the Canada and Irish Para Badminton Internationals – Oktila swept all three titles. The TOTAL BWF Para Badminton World Championships 2019 saw her pocket two gold and a silver. Her achievements were recognised with her second consecutive BWF Female Para Badminton Player of the Year award.

12	
Gold	
2	1
Silver	Bronze



68

QU ZIMO
(CHINA)

The Wheelchair (WH1) ace struck up a stunning sequence of victories in 2019. He started with a triple crown at the Turkish Para Badminton International and followed up with rich hauls at his next four tournaments – a double in Dubai and Basel (World Championships), another triple in China, followed by a third double, this time in Japan, for a total haul of 12 gold medals. Little surprise that he was voted BWF Male Para Badminton Player of the Year.

12
Gold

**TOTAL BWF Para
World Chan**

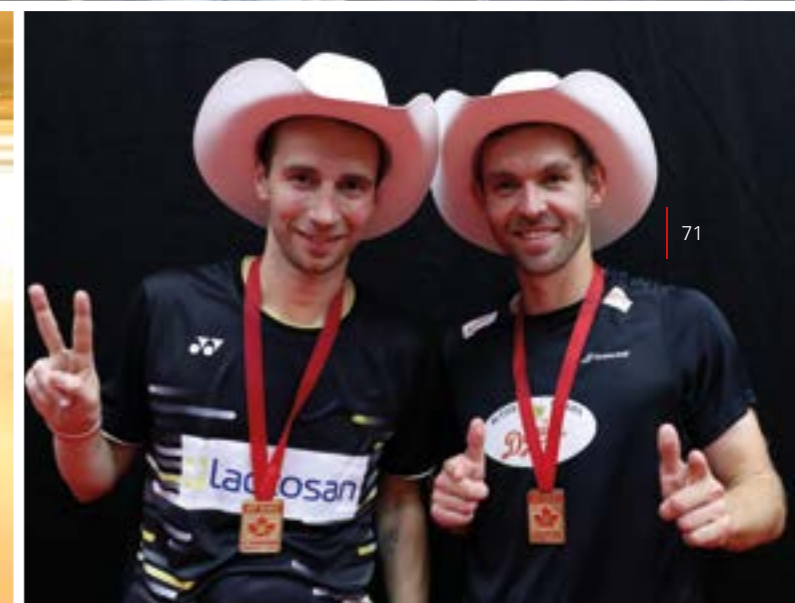


69

PRAMOD BHAGAT
(INDIA)

The Standing Lower (SL3) left-hander was in good touch all through the year, with his 10 gold, four silver and four bronze medals making him a contender for the BWF Male Para Badminton Player of the Year award. His 10 gold medals included six in singles – three of them on the trot (Turkey, Dubai, Uganda). Bhagat clinched a double at four events, including at the TOTAL BWF Para Badminton World Championships 2019.







4. Global Badminton Development

BWF continues to excel in executing market-leading sports science research and delivering holistic grassroots programmes to safeguard the future of the sport.

- 74 *AirBadminton*
- 76 *Shuttle Time*
- 78 *BWF World Coaching Conference 2019*
- 80 *Partnerships - Special Olympics International*
- 82 *Badminton For All - Refugee Cause*
- 84 *Sports Science*

AIRBADMINTON

AirBadminton Lifts Off

The AirBadminton global rollout envisioned by BWF and its Global Development Partner, HSBC, took shape in 2019.

For the past five years, BWF and the Institute for Sports Research (ISR) at Nanyang Technological University (NTU), Singapore worked together to develop a new outdoor shuttlecock with increased durability, stability and wind resistance to allow people to have a more positive experience of badminton outdoors.

The end goal was to create a new concept of the game, with the potential for a new, highly attractive form of competitive badminton, with a key focus on global participation.

It was with great satisfaction then that in May 2019, BWF together with its Global Development Partner, HSBC, launched its new outdoor game, AirBadminton, and new outdoor shuttlecock, the AirShuttle, at a global ceremony in Guangzhou, China.

BWF President Poul-Erik Høyer officiated the launch and said: "This is a momentous occasion for badminton. Strategically, AirBadminton will allow us to fulfil our overall objective of putting a badminton racket in the hands of as many people as possible."

Global Head of Brand Partnerships, HSBC, Jonathan Castleman, added: "HSBC is thrilled that more people will be able to enjoy the sport as a result of AirBadminton."

Later in the year, BWF and HSBC announced phase two of the project with

"AirBadminton will allow us to fulfil our overall objective of putting a badminton racket in the hands of as many people as possible."

POUL-ERIK HØYER
BWF PRESIDENT



the delivery of a number of permanent AirBadminton courts on various surfaces for public usage as part of their community outreach programme.

The first of these courts were unveiled at a special AirBadminton Community Project launch held in conjunction with the HSBC BWF World Tour Finals.

President Høyer said: "We have been working very hard with HSBC and our friends at the Chinese Badminton Association and the Guangzhou Sports Bureau (GSB) to transform under-utilised spaces and install permanent AirBadminton courts in available public areas.

"If successful, we hope to see permanent AirBadminton courts erected all around the world."

At the same time, BWF also partnered with GSB to stage its first AirBadminton Ambassador Campaign, where some 50 local players were trained by BWF staff on the rules of the game during a one-day

workshop. The participants were then recognised as Certified AirBadminton Ambassadors.

This is in line with the BWF Strategic Plan 2020-2024 to systematically implement AirBadminton globally and facilitate participation by developing courts in public outdoor spaces.

BWF also had the opportunity to pilot several AirBadminton competitions in different countries, where important elements of the game were tested.

These events provided BWF staff with hands-on experience of running AirBadminton activities.

The experience will be useful in future collaborations to ensure smooth operations in other countries.

With the mass production of the AirShuttle in place, BWF now looks forward to bringing AirBadminton closer to everyone through the global roll-out.

SEE MORE ONLINE

Find out more about AirBadminton here:

www.youtube.com/watch?v=FYLjvXb7tOU

www.youtube.com/watch?v=iCJRspdu56s

SHUTTLE TIME

Healthier Children With Shuttle Time

Another fantastic year for Shuttle Time, highlighted by the results of an independent study and exponential growth in numbers following digitalisation of the programme.

The Shuttle Time Schools Programme continued to grow by leaps and bounds in 2019.

BWF's flagship programme hit major milestones including being implemented in 137 countries across five Continental Confederations, with Shuttle Time resource material made available in 20 language versions.

BWF was also successful in digitalising the programme with some 18,000 online registrations, close to 25,000 App downloads, and a total of 3 million video views on YouTube.

All this was achieved as the programme neared 50,000 trained teachers worldwide across 156 nationalities.

BWF Secretary General Thomas Lund said: "This has been our flagship programme for the last eight years and the latest numbers only go to show the success it has attained in maintaining badminton's global pull.

"It gives us confidence that Shuttle Time will continue to make major forward strides and give birth to a whole new generation of badminton enthusiasts, and perhaps, elite talents."

Also, in 2019, results of an independent study found that BWF Shuttle Time was proven to positively impact the health and

"It gives us confidence that Shuttle Time will continue to make major forward strides and give birth to a whole new generation of badminton enthusiasts, and perhaps, elite talents."

THOMAS LUND
BWF SECRETARY GENERAL



BY THE NUMBERS

Shuttle Time Schools Programme - 2019 milestones:

Implemented in
137
Countries across
5
Continental
Confederations

Shuttle Time resource
material available in
20
Languages

18,000
Online registrations
25,000
App downloads

3 million
YouTube video views

50,000
Trained teachers
worldwide

well-being of school children, following a six-week study of two age groups (6-7 years and 10-11 years).

Conducted in the UK in 2018, the evaluation focused on scientifically assessing if Shuttle Time enhanced fundamental movement skills (FMS) in children.

Results showed that Shuttle Time improved the body mass index (BMI) of children in both age ranges, while also having long-term benefits on the motor competence of children aged 6-7 years only.

The study – entitled 'The Effectiveness of the BWF Shuttle Time Programme on Children's Fundamental Movement Skills' – concluded that "the results support the assertion that Shuttle Time enhances fundamental movement skills and is superior to statutory Physical Education classes".

BWF Chair – Development & Sport For All Committee, David Cabello, said: "The key message from this is that BWF Shuttle Time is particularly beneficial in developing fundamental movement skills and motor fitness for children who have not yet matured their FMS.

"We are committed to growing badminton at a grassroots level and we can use these results to further promote the benefits of Shuttle Time and badminton as a whole."

DAVID CABELLO
BWF CHAIR – DEVELOPMENT & SPORT FOR ALL COMMITTEE

"Shuttle Time can be a fun and safe catalyst to get young children into sport activity. Apart from this study, we have seen thousands of children globally embrace and enjoy the programme.

"We are committed to growing badminton at a grassroots level and we can use these results to further promote the benefits of Shuttle Time and badminton as a whole."

SEE MORE ONLINE

Watch the official BWF-UN Badminton For All Project video here: <https://youtu.be/xLmXH-Jq9SI>



Developing Badminton's Best

Elevating coaching standards and providing opportunities for knowledge sharing of best-practice methods within the sport.

BWF staged its biannual World Coaching Conference at the TOTAL BWF World Championships in Basel in August.

The conference provided the latest information about the art of coaching athletes, including practical sessions and formal presentations.

It continued the tradition of giving coaches at all levels access to some world-class coaches and experts within and outside the game.

Headlining the list of guest speakers were legendary women's doubles player and coach Zhao Yunlei, former Denmark head coach Lars Uhre, sports performance consultant and mindset coach Allistair McCaw, Korea's Para badminton head coach Kim Myo Jung, and Penny Briscoe OBE, Director of Sport at the British Paralympic Association.

BWF President Poul-Erik Høyer said it was fantastic to have a panel of renowned badminton experts as well as specialists from other spheres to share key issues with the coaches.

"It has been BWF's ongoing endeavour to consistently promote the exchange of knowledge and expertise worldwide.

"The ultimate aim is to provide the framework to be able to inspire our coaches

"It has been BWF's ongoing endeavour to consistently promote the exchange of knowledge and expertise worldwide."

POUL-ERIK HØYER
BWF PRESIDENT

to continue to develop the next badminton superstars around the world.

"In keeping with our 'one sport, one team' theme, it was also great that there was a session on the development of wheelchair athletes," Høyer said.

Participants were particularly wowed by Chinese legend Zhao's presentation on the role of the female player in mixed doubles.

Two-time Olympic gold medallist Zhao focused on some of the principles that she demonstrated on court in a stellar career including the daily grind that went into making her one of the greatest in the game.



BY THE NUMBERS

BWF World Coaching Conference 2019

128
Coaches in attendance from
45
Countries



"I started playing when I was eight years old, and I retired when I was 30. I didn't get one day off in my entire career. Persistence and resilience are what kept me going," she said.

Former Denmark head coach Lars Uhre presented on managing the length of rallies and employing the relevant tactics for singles players to cope with defence-minded opponents.

SEE MORE ONLINE

For the full programme, presentations and video clips: <https://development.bwfbadminton.com/basel-2019>

"If we have to work one minute for every point, it can be a tough night. If we can win some easy ones by having some different serves, different returns, doing some homework with videos of opponents' habits, then we can get some shortcuts to winning," Uhre said.

The BWF World Coaching Conference was attended by 128 coaches from 45 countries, and covered a variety of topics relating to Elite Coaching, Para Badminton, Sport Science and Talent Identification.

BWF provided scholarships to 10 female coaches from the Africa and Middle East region who attended the conference as part of a female mentorship programme.

BWF and Special Olympics Begin Long-Term Partnership

BWF and Special Olympics have forged an exciting new partnership to promote positive experiences of badminton for all.

BWF and Special Olympics International (SOI) signed a landmark Memorandum of Understanding (MoU) in March 2019 to increase the growth, quality and frequency of badminton participation around the world.

BWF President Poul-Erik Høyer and Special Olympics Senior Vice President of Sport and Health, Drew Boshell, undertook the signing.

Høyer said the landmark agreement aligned with BWF's commitment of providing high-quality sporting experiences and opportunities for all.

"This partnership will hopefully foster the establishment of more platforms to allow children and adults with intellectual disabilities to experience badminton all the time," he said.

The announcement came at the conclusion of a fantastic week of badminton at the Special Olympics World Games Abu Dhabi 2019, with 202 badminton players from 60 countries participating.

Special guests Wang Yihan and Peter Gade were touched by the positive attitude of participants.

"I feel that it is very meaningful to be here at the Special Olympics World Games. I'm greatly influenced by the athletes' optimism

"If badminton can be the main focus of their life and they strive to be better every day, I think it's a positive process. That's what badminton can do. If I can inspire that, I'm very happy."

PETER GADE
DANISH FORMER BADMINTON PLAYER



BY THE NUMBERS

Special Olympics
World Games 2019

202

Badminton athletes

60

Countries participating

100+

Badminton volunteers

2

Badminton ambassadors

1

Inclusive technical
officials programme

and eagerness to compete. Their smiles have truly touched me," said Wang, world champion in 2011.

Gade, World Championships silver medallist in 2001, was equally impressed.

"I think the whole badminton world appreciates what's happening here. I'm just happy I can inspire these players to take up badminton even more," said the Dane.

"If badminton can be the main focus of their life and they strive to be better every day, I think it's a positive process.

"That's what badminton can do. If I can inspire that, I'm very happy."

The partnership also saw the staging of the inaugural Special Olympics Asia Pacific Unified Badminton Championships in Bangkok in November.

Hosted by Special Olympics Thailand and supported by the Badminton Association of Thailand, some 150 athletes from 14 countries took part.

President Høyer added: "As the International Federation, we are so excited to be part of this event, and I thank Special Olympics Thailand for their leadership, dedication and support of badminton within the Special Olympics movement.

"This is a fantastic first step in the partnership between BWF and Special Olympics International.

"We hope these championships will enable more children and adults with intellectual disabilities to experience more badminton."

In 2020, the two organisations will launch a new development strategy which feeds into the BWF 2020-2024 Strategic Plan.

Badminton Beyond Borders

Through various partnerships, BWF has provided avenues of sport and physical activity for refugee children and youth.

BWF continued to support programmes for refugees through collaborations with a number of partners including UNHCR, World Taekwondo (WT), Taekwondo Humanitarian Foundation (THF), the Jordan Badminton Federation, and Peace & Sport.

In late 2019, BWF and the Jordan Badminton Federation delivered a training course to educate Syrian refugees as badminton teachers using the BWF Shuttle Time programme.

The initiative is part of BWF’s commitment to further humanitarian, peace and development-supporting activities in the Middle East, combining with WT and THF to deliver fun activities for the many children and youth situated at the Azraq Refugee Camp in Jordan.

In January, the two sports signed a Memorandum of Understanding (MoU) as part of a collaboration to promote and support humanitarian and social

development initiatives around the world through sport.

BWF President Poul-Erik Høyer met with WT President and THF Chairman Dr. Chungwon Choue, and THF Executive Director Roger Piarulli, to sign the collaboration agreement on 14 January in Lausanne.

The activation at the Azraq Refugee Camp in November saw two badminton experts from Badminton Africa and the Jordan Badminton Federation train six male and seven female Syrian refugees.

The next step is for the trained teachers to deliver weekly badminton sessions to boys and girls in the camp.

BWF President Poul-Erik Høyer said: “Badminton is a sport for all and as such we see great opportunity in working together with our friends at World Taekwondo to provide avenues of sport and physical activity for the children and

“Our BWF Shuttle Time programme is the perfect vehicle via which to bring in additional sports and fun activities for the camp’s population and we are excited to see the first teachers trained up.”

POUL-ERIK HØYER
BWF PRESIDENT



youth at the Azraq Refugee Camp.

“Our BWF Shuttle Time programme is the perfect vehicle via which to bring in additional sports and fun activities for the camp’s population and we are excited to see the first teachers trained up.”

“We hope that by the end of the programme all the children at the Azraq Refugee Camp will now see badminton as a fun and enjoyable sport and will want to play more badminton.”

BWF further committed its support for refugees in 2019 through the signing of the UNHCR-IOC’s Importance of Sports for Refugees Statement and Pledges.

The pledge outlined the following:

- ◀ To promote and ensure access for all refugees, without distinction of any kind, to safe and inclusive sporting facilities.
- ◀ To promote and facilitate equal access to and participation of refugees in sporting events and competitions at all levels.

Through its ongoing partnership with UNHCR, BWF also delivered Shuttle Time courses in conjunction with the Lebanese Badminton Federation to Syrian refugee children currently displaced in the Bekka region of Lebanon. More badminton activities for refugees are planned in 2020.

Global Health Badminton Study

Protecting athletes' health, preventing injuries and promoting the health benefits of playing badminton are the priorities for BWF's sports science initiatives.

BWF supported a total of 18 scientific projects connected to badminton in 2019.

Following acknowledgment from BWF's Science and Medicine Research Commission that there was a need for high-quality research in the field of injuries and injury prevention in badminton, BWF signed off on a Global Health Badminton Study (GHBS) to report injuries among elite junior badminton players and to investigate if certain risk factors are associated with previous and present injuries.

Phase two of the study began in 2019 with the commencement of the consensus project to establish definitions and appropriate, methodological

implementation and reporting standards to be used in studies of injuries among badminton players.

The Injury Consensus Group is composed of experts in the field of badminton injuries, including trainers, podiatrists, physiotherapists, sports medicine doctors, emergency medicine doctors, teachers, and experienced players.

Ultimately, the goal is to investigate the prevalence, type and burden of injury in elite junior badminton players and develop a normative physical profile as a reference for healthcare professionals, exercise professionals and coaches working within badminton.



“These results now vindicate the view that regular badminton could reduce the risk of myopia in children.”

POUL-ERIK HØYER
BWF PRESIDENT

The study is led by the University of Malaga in Spain, and will conclude in mid-2020.

Also last year, BWF and the National Badminton Federation of Russia (NBFR) revealed the results of the Badminton Against Myopia Project during the BWF World Junior Championships in Kazan, Russia.

The Badminton Against Myopia Project began in 2013 with the aim of reducing the number of school-age children that suffer from or are at risk of myopic eye disease globally.

Following extensive research conducted by the Helmholtz Moscow Research Institute of Eye Diseases, scientists identified that

regular badminton participation does have a positive impact on the functional capacity of the visual organ.

The report also indicated that badminton could be used to not only reduce the risk of myopia in children but also treat one of the most common types of myopia – pseudo myopia or false myopia.

BWF President Poul-Erik Høyer said: “The goal of the Badminton Against Myopia Project was to contribute to the control of progressive myopia, a disease that has grown so drastically in our contemporary societies.

“These results now vindicate the view that regular badminton could reduce the risk of myopia in children.”



5. Sport Integrity

Elevating integrity standards within badminton to ensure clean and fair competitions free of doping and match manipulation.

88 *BWF Integrity Framework*

90 *BWF Integrity Unit - Key Areas*

Clean and Fair Badminton

Protecting the integrity of badminton involves strengthening each of the four pillars of BWF's Integrity Framework.

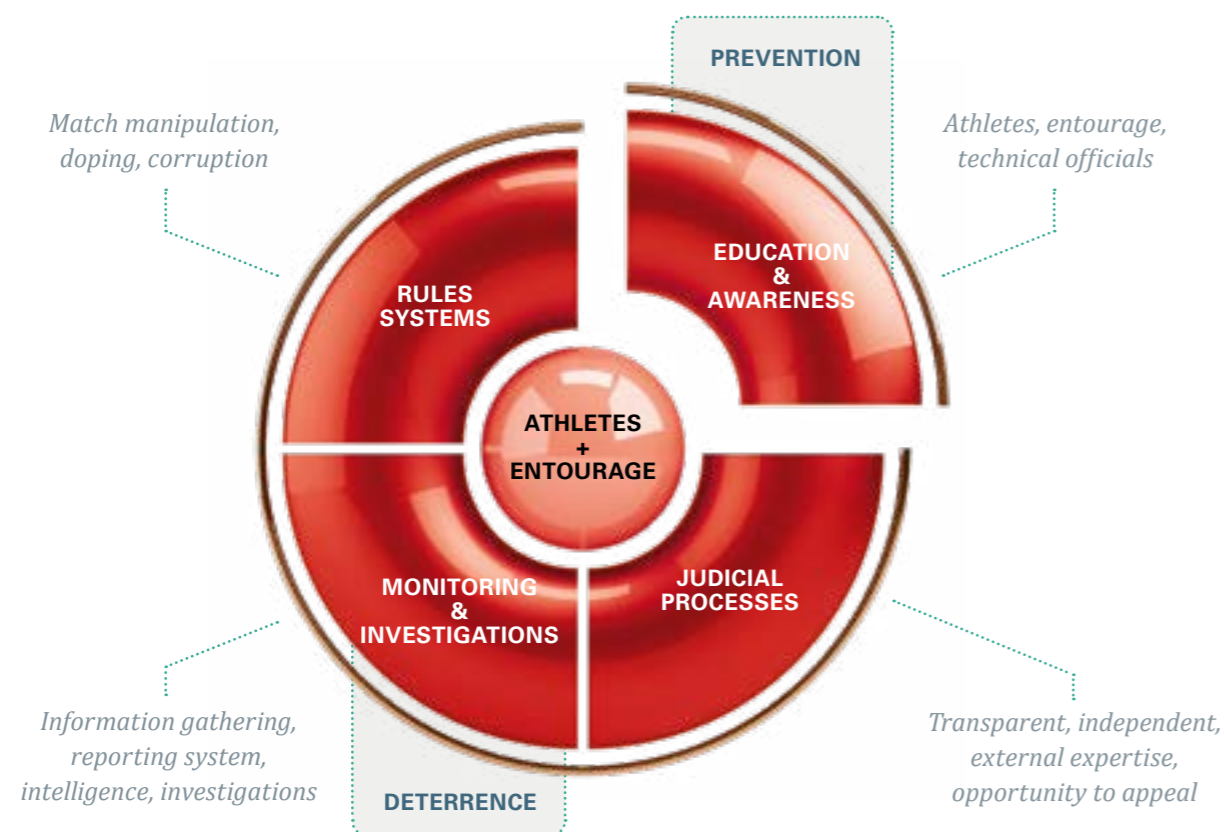
BWF and the entire badminton community have a responsibility to protect the sport and the right of all athletes to compete cleanly and fairly – sport without doping, and competitions that are free from match manipulation.

With the Tokyo 2020 Olympic and Paralympic Games on the horizon, the unit heightened its anti-doping and anti-match manipulation efforts to ensure both competitions are completed with the utmost integrity.

BWF continued to focus on enhancing the work in each of the four pillars of its Integrity Framework.



FOUR PILLARS – BWF'S INTEGRITY FRAMEWORK



“Every athlete has the right to compete in clean and fair sport.”

POUL-ERIK HØYER
BWF PRESIDENT

This model has four pillars – Rules Systems, Education & Awareness, Monitoring & Investigations, Judicial Processes – with athletes and the entourage at the centre of this as key stakeholders and the main focus of the unit's work.

◀ **Rules Systems:** BWF spent much of 2019 reviewing its ethics and integrity regulations including the Badminton Code of Ethics, the seven Codes of Conduct and the new Code on the Prevention of the Manipulation of Competitions as well as the Judicial Procedures. The Council approved these in February 2020 and these enhanced regulations will come into effect after the BWF AGM in May 2020.

◀ **Education & Awareness:** Preventative measures to make sure athletes have good sports values and the right information to make good choices.

◀ **Monitoring & Investigations:** Gathering information about players and the entourage from reports of alleged corrupt behaviour and to initiate 'fact finding' around suspicious behaviour.

◀ **Judicial Processes:** Having clear processes which are transparent and fair and which are documented in regulations. It is also about independent and external experts who are part of panels to judge allegations when a case is brought forward and an appeal process once a decision has been handed down.

Protecting Our Sport

Three key areas remained the focus of the BWF Integrity Unit throughout 2019.



EDUCATION AND AWARENESS

BWF's 'i am badminton' integrity campaign continued to be the main vehicle to raise awareness through activations at tournaments, provide comprehensive information on the website and communicate this to the membership.

In 2019, integrity activations were completed at the following tournaments:

- ◀ Oceania Championships 2019
- ◀ Uganda Para Badminton International 2019
- ◀ Canada Para Badminton International 2019
- ◀ BWF World Junior Championships 2019
- ◀ Japan Para Badminton International 2019



Collaborations with hosts were central to the success of these. At the Japan Para Badminton International 2019, the hosts and BWF worked closely with Japan Anti-Doping Agency (JADA) and its Play True programme to deliver integrity awareness activities for players, coaches and for the general public at the tournament.

Hosted as a test event for the Tokyo 2020 Paralympic Games, the event utilised partnerships to deliver not only integrity awareness but also to promote 'Sport for Tomorrow', a Japanese Government programme which seeks to share the values of sport and the Olympic and Paralympic movements.

BWF Secretary General Thomas Lund said: "The target audiences for the iZone have been our youth and Para badminton players as they are perceived to be at greater risk of match manipulation and doping in relation to their exposure on the international circuit."

In particular, the athletes were educated on what to do and how to act if they are ever placed in a situation where they are approached and attempts are made to compromise integrity.

MONITORING AND INFORMATION GATHERING

BWF's monitoring programme consists of two kinds of data collection – 1) monitoring of betting markets to see if there are any suspicious patterns that might indicate match manipulation and 2) collection and analysis of samples (urine and blood) for the anti-doping programme.

The monitoring programme also includes gathering information on players and coaches and other 'covered persons' through various sources including whistle-blower reports.

Monitoring for Potential Match Manipulation:

Through its partnership with Genius Sports, BWF monitored a total of 6699 matches across 40 tournaments in 2019. This included all tournaments on the HSBC BWF World Tour, the TOTAL BWF Sudirman Cup, the TOTAL BWF World Championships and the Asian Team Championships 2019.

Reports to BWF are provided after each competition and this includes:
 a) suspicious betting patterns
 b) specific matches involved

"Education and awareness is key to the prevention of doping and competition manipulation in sport."

POUL-ERIK HØYER
BWF PRESIDENT

- c) players
- d) any other relevant information from other betting operators

This information is then entered into the BWF database and may be used to investigate suspicious matches, match play or players. This is an on-going process.

Sample Collection and Analysis: For the anti-doping programme, BWF has a robust in-competition and out-of-competition testing programme which involves the collection of urine and blood samples and the analysis of these for prohibited substances and methods. BWF engages a number of sample collection service providers to complete this work, especially collecting samples out-of-competition. BWF also contracted 25 National Anti-Doping Organisations (NADOs) to collect samples

before and during BWF sanctioned competitions.

INVESTIGATIONS

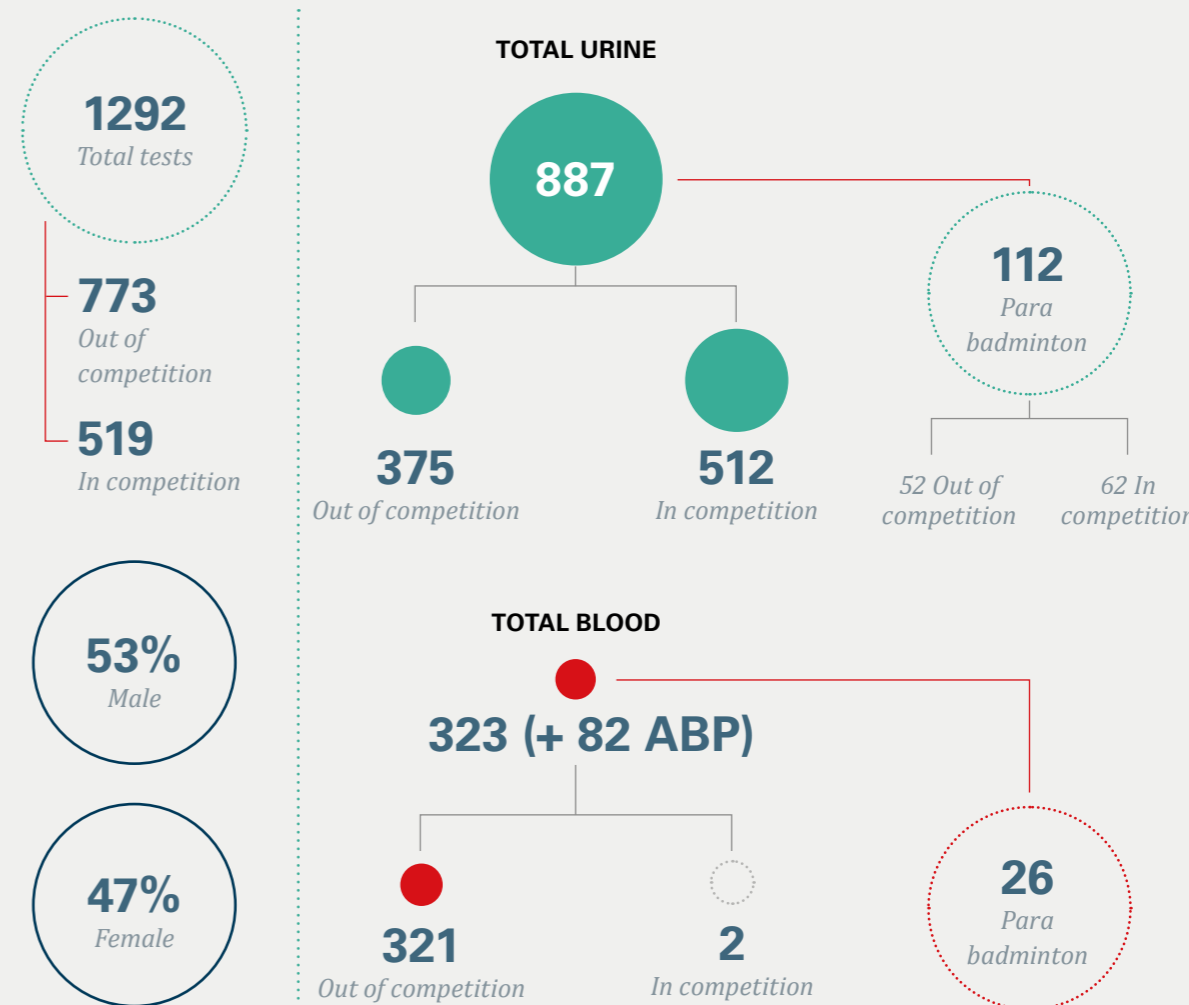
A new staff member joined the Integrity Unit in 2019, an Intelligence Analyst.

This person's role is to source information, provide guidance and support investigations and assist with preparing case files for BWF's legal team for integrity hearings.

Key tasks include gathering and entering information from a wide range of sources, analysing this data and identifying intelligence and working with the Integrity Unit Manager and external investigators to prioritise strategies for investigations of potential violations of the BWF integrity regulations.



ANTI-DOPING TESTING STATISTICS 2019





6. Finance

Higher-than-expected revenues from broadcast and sponsorship deals and prudent spending produced a positive fiscal year for BWF.

94 Overall Results

96 Financial Statements



FINANCE

Prudent Spending – A Good Year-End Result

Better-than-expected revenues and good budget management realises a positive year-end result for BWF.

OVERALL RESULTS

Overall, there was a very good financial result for the year, partly due to additional income from the BWF Major Championships related to media and commercial rights income together with the HSBC Development Programme.

This was the second year of the HSBC BWF World Tour and a fifth year in the relationship with TOTAL. These key partnerships, together with other commercial and media rights partners, helped BWF maintain and consolidate income streams.

The actual performance for the year compared favourably against the budget.

In its 2019 budget approved by the Council, BWF expected a deficit of US\$5,756,824 million, however the final result was substantially less, with a deficit of US\$1,805,093. The difference between budget and actual was largely due to:

- ◀ better than expected revenues of USD\$965,309, with half of this being attributed to income from interest on fixed deposits;
- ◀ some delays in implementing projects related to the digital strategy, some cost savings compared to the budget for Major Events and Grade 2 tournaments, and not all of the CC HR funding for the year was utilised;
- ◀ prudent spending in each of the major areas of activity.

HIGHLIGHTS 2019

- ◀ The Finance Committee continued its oversight role of the financial control systems, accounting and reporting functions, audit processes and investments policy.
- ◀ Overall, a good result for the year with better than expected revenues and effective management of the budget to

ensure a lower deficit than expected compared to budget.

- ◀ Effective budget management and prudent spending against the budget resulted in a total expenditure for the year of US\$28,272,545. The deficit for the year was US\$1,805,093 against a budgeted deficit of US\$5,756,824.
- ◀ The above meant a reserve carried forward as at 31 December 2019 of US\$39,715,655.

EXPENDITURE

During the past year, BWF continued to support and invest in a number of major areas of work related to:

- ◀ Investment in development, through the development programmes in cooperation with the Continental Confederations. There was quite a substantial financial support in 2019 of USD\$4.28 million distributed across the various programmes with the five Continental Confederations.
- ◀ Investment in events, including travel grants for participants to the BWF World Junior Championships in Kazan Russia, and travel grants to participants of the TOTAL BWF Para badminton World Championships in Basel, Switzerland;
- ◀ Support for Members to participate in the annual Members Forum and AGM;
- ◀ BWF's new digital platforms including continuing investment in IT projects related to the BWF mobile app for fans, the data warehouse project as well as improving BWF's websites and social media platforms to ensure positive experiences for fans and stakeholders.
- ◀ Continued investment in the work of the Integrity Unit to ensure the necessary resources to plan and deliver athlete monitoring programmes and where necessary, investigate suspicious behaviour to determine whether there were any breaches of integrity regulations.

CURRENCY FLUCTUATIONS

The rising USD against all other currencies and the weakening Malaysian Ringgit are two factors BWF has had to continue to deal with this year. Currency fluctuations will continue to be a factor in its business as it works through 2020, taking steps to minimize currency risk wherever possible.

FORECAST

BWF's commercial models and broadcast rights agreements positions it well for the medium-term future. The BWF's reserve will allow it to continue to operate with a reasonable capacity for a period of four years, if some major global downturn affects international sport.

AUDITOR

The AGM in 2019 confirmed the re-appointment of BDO PLT as the auditor for the reporting financial year to 31 December 2019, and overall the audit process for this year with BDO PLT has gone smoothly.

The Council will propose at the 2020 AGM to reappoint BDO PLT as the auditor for the 2020 financial year.

STATEMENT OF COUNCIL'S RESPONSIBILITIES

For each financial year, the BWF constitution

requires the financial statements which give a true and fair view of the financial position of BWF and of its financial performance and cash flows for that period to be prepared. In preparing those financial statements, the Council has:

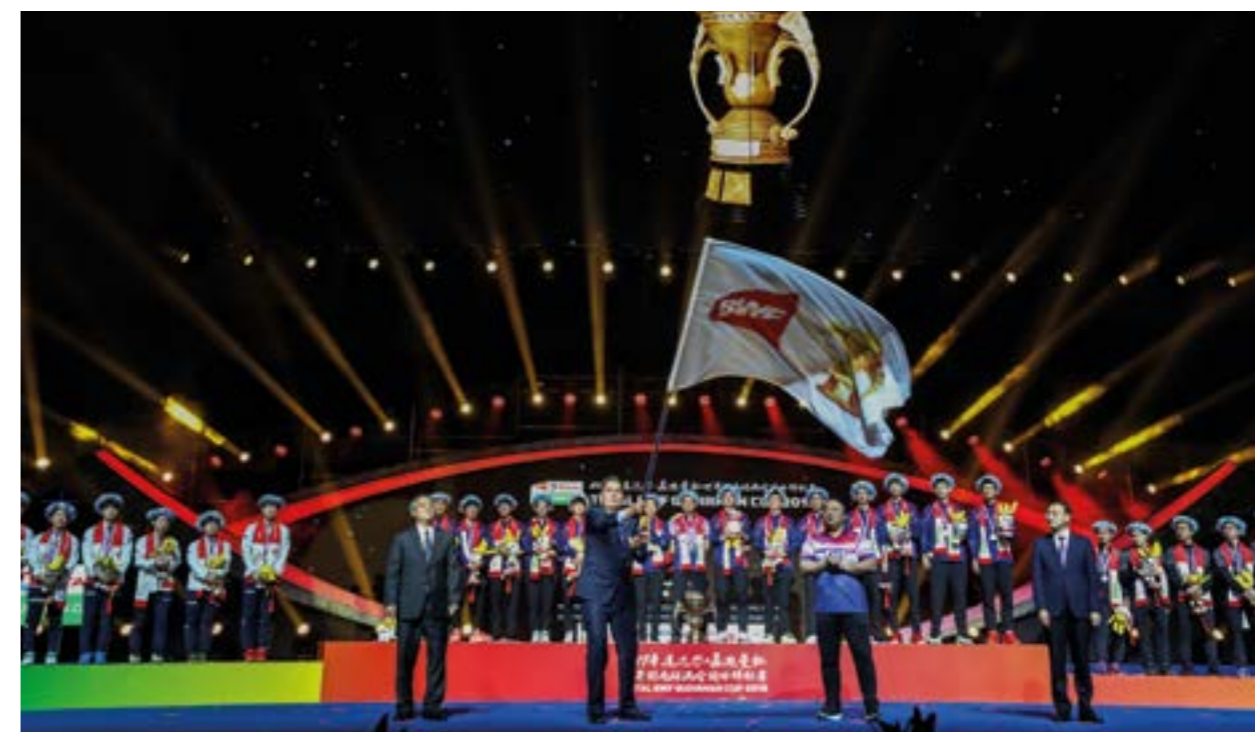
- ◀ selected suitable accounting policies and apply them consistently;
- ◀ made judgements and estimates that are reasonable and prudent;
- ◀ stated whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- ◀ prepared the financial statements on the basis that BWF shall not be dissolved.

The Council has general responsibility for taking such steps as are reasonably open to it to safeguard the assets of BWF and to prevent and detect fraud and other irregularities.

The following two pages from the BWF Audited Financial Statements for Year Ending 31 December 2019 (see pages 96-97) provide the essential overview of the accounts.

The full Audited Financial Statements are available for download from the BWF corporate website:

www.bwfcorporate.com/about/annualreports/



Statement of profit and loss and other comprehensive income for the financial year ended 31 December 2019:

	2019 USD	2018 USD
GROSS INCOME		
BWF tournaments and open events	25,134,075	29,368,981
Olympic development grants	84,050	79,830
Subscriptions	228,400	228,000
International Paralympic Committee ("IPC") sport grants	74,127	93,560
Other income	270,267	172,948
TOTAL GROSS INCOME	25,790,919	29,943,319
EXPENDITURE		
Events		
BWF tournaments and open events	14,675,422	14,343,238
Development		
Continental grants	4,279,537	3,871,117
Continental Confederation workshop	54,815	47,236
Educational activities	337,394	287,674
Other development activities	724,240	583,037
Para badminton development	194,990	259,718
TOTAL	5,590,976	5,048,782
International Olympic Committee & International Relations	3,158	8,622
Marketing	1,146,030	130,055
Communication	546,129	366,180
Administration	23,857	203,098
Integrity	778,299	727,016
Representation / Ad-hoc Meeting Committee, Commission and Staff Travel	304,375	275,402
Governance		
Annual general meeting	264,919	213,684
BWF Members' forum and gala dinner	128,505	86,052
Council, athlete commission and disciplinary committee	710,968	617,022
TOTAL	1,104,392	916,758
General and Administrative Expenses	3,518,531	3,006,808
Professional and Other Fees		
Insurance	55,173	78,270
Legal and professional charges	16,011	14,365
Audit fee	24,000	24,000
Bad debts written off	-	17,875
Depreciation on equipment	84,624	78,324
Depreciation on right-of-use asset	206,758	-
Impairment loss on trade receivables	59,226	201,892
Net unrealised losses in currency exchange	30,204	47,395
Net realised losses in currency exchange	-	3,861
TOTAL	475,996	465,982

96

Statement of profit and loss and other comprehensive income for the financial year ended 31 December 2019 (continued):

	2019 USD	2018 USD
Finance Costs		
Lease liability	59,005	-
Others	46,375	34,973
	105,380	34,973
TOTAL EXPENDITURE	28,272,545	25,526,914
OPERATING (DEFICIT)/SURPLUS	(2,481,626)	4,416,405
Bad debts recovered	600	-
Interest income	547,490	363,958
Late payment interest	-	846
Net realised gain in currency exchange	79,492	-
Reversal of impairment loss on trade receivables	187,746	-
	815,328	364,804
(DEFICIT)/SURPLUS BEFORE TAXATION	(1,666,298)	4,781,209
Taxation	(138,795)	(93,328)
TOTAL (DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR	(1,805,093)	4,687,881

Statement of financial position as at 31 December 2019:

	2019 USD	2018 USD
ASSETS		
Non-current assets		
Equipment	27,171	79,798
Right-of-use asset	671,966	-
	699,137	79,798
Current assets		
Trade and other receivables	2,841,182	12,836,316
Cash and bank balances	43,137,753	35,259,061
	45,978,935	48,095,377
TOTAL ASSETS	46,678,072	48,175,175
FUNDS AND LIABILITIES		
Funds		
Accumulated surplus	39,715,655	41,636,599
F S Coaching fund	10,000	10,000
World Junior Championships fund	317,966	317,966
Dr. Kang Young Joong's fund	177,203	208,818
	40,220,824	42,173,383
LIABILITIES		
Non-current liability		
Lease liability	577,510	-
Current liabilities		
Other payables and accruals	5,512,173	5,908,792
Lease liability	224,616	-
Current tax liabilities	142,949	93,000
	5,879,738	6,001,792
TOTAL LIABILITIES	6,457,248	6,001,792
TOTAL FUNDS AND LIABILITIES	46,678,072	48,175,175

97

AirBadminton
The New Outdoor Game






BWF

BADMINTON WORLD FEDERATION

Unit 1, Level 29 Naza Tower
10 Persiaran KLCC 50088 Kuala Lumpur
t. +603 2381 9188
f. +603 2303 9688

www.bwfbadminton.com
www.bwfcorporate.com
www.bwfsuttletime.com

 [bwfbadminton](https://www.facebook.com/bwfbadminton)
 [bwfmmedia](https://twitter.com/bwfmmedia)
 [BadmintonWorld.tv](https://www.youtube.com/BadmintonWorld.tv)