



Friday 31 January 2020

Dear Continental Confederations and Member Associations

It is with great pleasure that I share with you and our wider badminton community that the Badminton World Federation (BWF) has signed an agreement with an important manufacturer based in Chinese Taipei for the mass production of the AirShuttle.

The production has already begun and the first batch of AirShuttles will become available in selected markets very soon.

This is very exciting news, not only for the many of you who have supported and expressed interest in this project over a number of years, but the thousands of avid badminton fans around the globe waiting to take their love of badminton outdoors.

Such a significant milestone has only come with much hard work and dedication from the Development team at the BWF and its partners who have ensured that this five-year vision comes to fruition.

More importantly, the announcement aligns with a key pillar of the recent BWF Strategic Plan 2020 – 2024, which is to systematically implement AirBadminton globally and facilitate participation by developing courts in public outdoor spaces.

With the AirShuttle readily available, we look forward to working closely together with you the Continental Confederations and Member Associations to implement and spread the project globally.

BWF is keen to build partnerships and networks to assist the growth and implementation of the project and work with brands and retailers to ensure the AirShuttle and associated equipment are accessible to everyone at an affordable price.

Implementation guidelines will be shared with Member Associations in February to provide you with a clear understanding of the project's different elements, as well as recommendations on how to implement AirBadminton activities locally.

I am personally very excited by these new advancements in the project and I thank everyone involved for playing their part in the AirBadminton journey.

Sincerely

A handwritten signature in black ink, appearing to read 'Poul-Erik Høyer', with a stylized flourish at the end.

Poul-Erik Høyer
BWF President

ABOUT BWF

The Badminton World Federation (BWF) is the international governing body of the sport of badminton, recognised by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). It was originally the International Badminton Federation (IBF) which was founded on 5 July, 1934, before being rechristened the Badminton World Federation in 2006. The purpose and objectives of BWF include regulating, promoting, developing and popularising the sport of badminton throughout the world and organising, conducting and presenting international events at the highest level.

The BWF's vision is to make badminton a leading global sport accessible to all – giving every child a chance to play for life. Its mission is to lead and inspire all stakeholders; to deliver entertainment through exciting events to drive fan experience; and to create innovative, impactful and sustainable development initiatives.

BWF has its headquarters in Kuala Lumpur, Malaysia, with 193 Member Associations worldwide. Poul-Erik Høyer is the BWF President and Thomas Lund is the BWF Secretary General.

Websites: www.bwfbadminton.com and www.bwfcorporate.com

Facebook: <https://www.facebook.com/bwfbadminton>

YouTube: <http://badmintonworld.tv/>