Sec Gen’s Report

Thomas Lund

BWF Secretary General
Highlights

- **Tournament Calendar:** Feasibility study. Consistent and safe basis.
- **Tokyo 2020:** Standout viewer and engagement numbers. Historical Paralympics debut.
- **Partnerships:** Enabled successive Major Championships to be delivered. Drove participation.
- **Year-End 2021:** Position of financial strength.
Return of consistent tournaments in Q3 and Q4.

Re-ignited badminton ecosystem.

Exceptional achievement to stage 5 Major Championships in 3 months.

Big thanks to Member Hosts.
Tokyo 2020

- Global acclaim with Para badminton debut.
- Exceptional on court performances.
- Strong TV numbers; huge social media engagement.
- Great launching pad for Q3 and Q4 tournaments.
- Cemented IOC and IPC relationships.
Partnerships

- Re-signed with TotalEnergies for 5 years.
- Extended with HSBC for 1 year.
- Allowed re-investment into Development programmes.
- More opportunities for participation.
Development Initiatives

- Return of activities stimulated by Membership Grant Programme.
- COVID-19 challenges accommodated.
- Badminton boom in regional areas.
Financial Strength

- Invested in safe return of badminton.
- Successful delivery of high-value tournaments.
- Significant increase in income.
- Reduced activities and prudent spending.
- Recouped lost ground from difficult 2020.
Get Ready for the AGM 2022

Corporate Website

- AGM Agenda
- Profiles – candidates for elections
- Annexure – proposals
- Annual Report 2021
- Audited Accounts 31 Dec 2021
- Budget 2022 and 2023
THANK YOU