SEASON OF PROMISE
Plenty of reasons to smile in 2022
> SEE PAGES 2-7
Welcome to a new year, badminton family.

If 2020 was about adjusting to the Coronavirus, and 2021 about securing badminton’s future, 2022 is about multilateral growth and rejuvenation among the whole Membership.

While COVID-19 has meant organising badminton activities has become difficult, we have collectively found new ways to resume projects and proceed with getting more people to pick up a badminton racket. Widespread success of national vaccination programmes has helped with this and paved the way for participation levels to increase.

Off the back of an important 2021 in terms of elite tournaments with the Tokyo 2020 Olympics and Paralympics, and an unprecedented three BWF Major Championships, BWF’s resumption of international badminton, which is vital to the livelihoods of players and continued development of the sport, will enter its next phase.

We have planned a three-stage action plan with regards to COVID-19 safety protocols, which will see us transition to a more normal playing and travelling environment as we emerge from the pandemic (although we remain vigilant in monitoring developments that may create a need to again strengthen protocols as the situation fluctuates).

This includes some Member hosts being able to stage their events for the first time in two years, and a return of spectators to stadiums as much as possible.

■ Continued on Page 3
Long term, this gradual relaxing of some protocols will instigate a more sustainable cycle of operation for tournament hosts so they can look forward to reinvesting back into grassroots development.

At the same time, we are excited for the launch of the new Para Badminton World Circuit, as part of the new Para Badminton Tournament Structure starting this year. A total of 16 tournaments are sanctioned for 2022, providing greater opportunities for player development and global and regional expansion.

Off court, I look forward to the first full working year with our new Council.

Just recently, Indonesia’s Greysia Polli was named Chair of the Athletes’ Commission, and I join all my colleagues in welcoming Greysia to the BWF Council as a full member.

I trust Greysia and her Deputy Robin Tabeling, along with the four other member of the newly-elected commission, will bring great energy and passion to the posting.

It is important our Athletes’ Commission has a strong voice as we collectively look to make improvements to the sport.

Finally, it is still BWF’s and my intention to host the BWF Annual General Meeting (AGM) 2022 in person on Saturday 7 May 2022 in Bangkok, Thailand in conjunction with the TotalEnergies BWF Thomas and Uber Cup Finals.

It will be great to see everyone’s faces and to hold key discussions in the same room after two years.

BWF will continue to monitor the ability for AGM delegates to travel to Bangkok, however, if this is deemed too complicated, we may have to revert to a Virtual AGM following the successes of the 2021 and 2020 editions.

Please refer to the key dates leading up to this year’s AGM.

All the best in 2022, and may badminton continue to be the winner.

Poul-Erik Høyer

Friday 11 February 2022
Deadline for proposals

Friday 1 April 2022
Deadline for amendments to proposals

Saturday 7 May 2022
BWF AGM

Friday 18 March 2022
Notice of the AGM | Agenda | Papers | Annual Report

Friday 6 May 2022
Members’ Forum 2022
Serving afresh

Following two Covid-disrupted seasons, the badminton calendar is poised to take on a more familiar guise in 2022, giving great hope to athletes and fans alike.

This “season of promise” will usher a host of “returns” for the sport, elevating the optimism that comes with a world navigating its way out of a global pandemic.

Here are “the returns” we can look forward to.

**Tournaments**

With the exception of February and September, every month will see at least one HSBC BWF World Tour event, marking the most normal-looking calendar post pandemic. Including the concluded YONEX-SUNRISE India Open and Syed Modi India International, 2022 features 26 events, the most since the 27 in 2019. To add to the excitement, the popular Super 750 Malaysia and Japan Opens and Super 1000 China Open are set to be back.

**World Junior Championships**

Cancelled in 2020 and 2021, the next-gen shuttlers world over can look forward to putting their skills to test at the BWF World Junior Mixed Team Championships and BWF World Junior Championships in Santander, Spain.

**Guangzhou**

After making Covid-forced stops in Bangkok and Bali, the HSBC BWF World Tour Finals will again be hosted by Chinese city Guangzhou. For the first time in three years, players will fight for the iconic Canton Tower trophy.

**Carolina Marin**

The three-time world champion and Rio 2016 Olympic gold medallist has not been seen on a badminton court since winning the European Championships last year. The Spaniard injured her anterior cruciate ligament for the second time in two years during training in June and skipped the Tokyo 2020 Olympic Games and the TotalEnergies BWF World Championships 2021 as a result. Marin had been eyeing a comeback in March.

On top of that, a new Para Badminton Tournament Structure will make its debut this year (see page 6) and two multi-sport events – the Birmingham Commonwealth Games in August and Hangzhou Asian Games in September – have badminton on their programmes.

So gear up, regularity being on the cards at long last points towards a potentially phenomenal year for badminton.
2022 HIGHLIGHTS

Continental Championships (TUC Qualification)
14-20 February

Yonex All England Open
16-20 March
Birmingham

TotalEnergies BWF Thomas & Uber Cup Finals
8-15 May
Bangkok, Thailand

TotalEnergies BWF World Championships
21-28 August
Japan

Malaysia Open
28 June-3 July
TBC

Indonesia Open
14-19 June
TBC

DAIHATSU YONEX Japan Open
30 August -4 September
Osaka

Asian Games
10-25 September
Hangzhou, China

BWF World Junior Mixed Team Championships
17-22 October
Santander, Spain

YONEX French Open
26-30 October
Paris

BWF World Junior Championships
24-30 October
Santander, Spain

Danmark Open
18-23 October
Odense

VICTOR China Open
29 November -4 December
Changzhou

Fuzhou China Open
6-11 December
Fuzhou

HSBC BWF World Tour Finals
14-18 December
Guangzhou
Para badminton back with a bang

With the Spanish Para Badminton International II poised to kick-start the 2022 Para badminton season on March 1 in Vitoria, there will be plenty of excitement and anticipation on show in Spain. As the circuit returns in 2022 on a more consistent basis, several Para badminton players can expect to shine once more following breakthrough success stories in 2021.

While 2021 had its own challenges, it also marked a watershed moment for many Para badminton players, with the sport making its long-awaited debut at the Tokyo 2020 Paralympic Games in Japan to resounding success. Our Para badminton superstars soared to new heights in its global coverage reaching new audiences after joining the latest Paralympic programme.

Building on the excitement, BWF announced last month that a total of 16 tournaments have been sanctioned. The BWF Council authorised a new tournament structure for international Para badminton competitions at the 2020 Council meeting in Lausanne, which was due to begin in 2021, but postponed owing to COVID-19.

Grades and Levels will form part of the new system starting in 2022. Players will be awarded World Ranking points based on the Grade and Level of the tournament in which they compete, with Grade 2 Level 1 receiving more points than Levels 2 and 3.

BWF will also introduce new regulations with this tournament structure. These regulations have taken effect since 1 January 2022.

Para Badminton World Circuit competitions, Para Badminton Continental Championships, Continental Multisport Games, and the BWF Para Badminton World Championships make up the spectacular list of tournaments set to take place in 2022.

Daniel Bethell SL3 of England was one of the success stories at Tokyo 2020, winning silver after a hard-fought battle with India’s Pramod Bhagat. On the Para badminton circuit returning, he said:

“I’m really excited for the year ahead. It’s fantastic to see tournaments up and running again more regularly. I can’t wait to get back out there and win more medals. I’m feeling great and confident for 2022.”

BWF Secretary General Thomas Lund shared Bethell’s excitement for the year ahead.

“We are delighted to publish a full Para badminton calendar for 2022. Following the sport’s debut success and popularity at the Tokyo 2020 Paralympic Games, many players will be looking forward to competing internationally once more, as it remains critical for players’ livelihoods and the sport’s continued growth,” he said.
<table>
<thead>
<tr>
<th>Event</th>
<th>Country/Municipality</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Asian Para Games</td>
<td>Manama</td>
<td>18-28 February</td>
<td></td>
</tr>
<tr>
<td>Spanish Para Badminton International II</td>
<td>Vitoria</td>
<td>1-6 March</td>
<td></td>
</tr>
<tr>
<td>Spanish Para Badminton International I</td>
<td>Cartagena</td>
<td>8-13 March</td>
<td></td>
</tr>
<tr>
<td>Brazil Para Badminton International</td>
<td>Sao Paulo</td>
<td>18-24 April</td>
<td></td>
</tr>
<tr>
<td>4 Nations Para Badminton International</td>
<td>Dublin</td>
<td>11-17 July</td>
<td></td>
</tr>
<tr>
<td>Canada Para Badminton International</td>
<td>Ottawa</td>
<td>6-12 June</td>
<td></td>
</tr>
<tr>
<td>Dubai Para Badminton International</td>
<td>Dubai</td>
<td>23-29 May</td>
<td></td>
</tr>
<tr>
<td>Bahrain Para Badminton International</td>
<td>Manama</td>
<td>16-22 May</td>
<td></td>
</tr>
<tr>
<td>Thailand Para Badminton International</td>
<td>Pattaya</td>
<td>16-21 August</td>
<td></td>
</tr>
<tr>
<td>Indonesia Para Badminton International</td>
<td>Magelang</td>
<td>22-28 August</td>
<td></td>
</tr>
<tr>
<td>African Para Badminton International</td>
<td>Kampala</td>
<td>12-18 September</td>
<td></td>
</tr>
<tr>
<td>Uganda Para Badminton International</td>
<td>Kampala</td>
<td>19-25 September</td>
<td></td>
</tr>
<tr>
<td>BWF Para Badminton World Championships</td>
<td>Tokyo</td>
<td>1-6 November</td>
<td></td>
</tr>
<tr>
<td>Asian Para Games</td>
<td>Hangzhou</td>
<td>9-16 October</td>
<td>Hangzhou</td>
</tr>
<tr>
<td>European Para Badminton Championships</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
</tr>
<tr>
<td>Pan Am Para Badminton Championships</td>
<td>Colombia</td>
<td>21-27 November</td>
<td></td>
</tr>
<tr>
<td>Peru Para Badminton International</td>
<td>Lima</td>
<td>28 November-4 December</td>
<td>Lima</td>
</tr>
</tbody>
</table>

2022 PARA BADMINTON HIGHLIGHTS
Polii heralds new era

Greysia Polii has been elected Chair of the BWF Athletes’ Commission after a vote between the six members.

With the new position, the Tokyo 2020 Olympic Games champion becomes a member of the BWF Council until the next elections in 2025 and brings a renewed sense of passion, energy and experience.

The 34-year-old Indonesian underwent a vetting process conducted by the BWF Vetting Panel as required for all Council members.

Upon her appointment, Polii said: “I would like to assist my fellow players achieve their dreams and help out with their requests around competing on the international circuit.”

Dutch player Robin Tabeling was elected Deputy Chair by the Commission members.

Other active players on the circuit – Iris Wang, Kim Soyeong, Pusarla V.Sindhu, and Zheng Si Wei of China take up their positions on the new Athletes’ Commission effective immediately.

The newly elected commission will meet again soon to discuss their agenda and formation of the Athletes’ Commission for the four-year cycle.

BWF Athletes’ Commission objectives:

- To act as the official link between players and BWF
- To proactively consider issues relating to players and give advice to BWF on player related matters
- To represent the rights and interests of players to the BWF Council to ensure their opinion is heard at the highest level of governance of badminton
- To maintain contact and good relations with the IOC Athletes’ Commission

Greysia Polii (INA)
Olympic champion in women’s doubles at the Tokyo 2020 Olympic Games with doubles partner Apryani Rahayu, Polii has also won three bronze medals at the World Championships (2015, 2018, 2019).

Pusarla V. Sindhu (IND)
Former world champion is the only incumbent member of the BWF Athletes’ Commission having been elected in 2017. The two-time Olympic medallist aims to act as a link between players and BWF by communicating the interests and feelings of the players.

Robin Tabeling (NED)
Experienced in Athlete representation having been involved in the area for a few years, Tabeling is also the spokesperson for the Netherlands, on behalf of the National Athlete Committee, in meetings with the IOC and the EOC.

Zheng Si Wei (CHN)
Two-time world champion and mixed doubles silver medallist (with Huang Ya Qiong) at Tokyo 2020.

Iris Wang (USA)
A singles player, Wang’s recent results include a bronze medal at the VICTOR Denmark Masters 2021 and the XXIV Pan Am Individual Championships 2021.

Kim Soyeong (KOR)
Kim’s goal as an Athletes’ Commission member is to support and help other players to achieve shared goals.
Despite the uncertainty COVID-19 has brought to the sporting landscape, it has been a busy period for BWF commercially.

Just recently, BWF and its broadcast and commercial partner Infront Sports & Media, announced a new five-year, multi-million-dollar broadcast and digital deal with SPOTV – a pay TV network and sport streaming service operated out of Korea by the Eclat Media Group.

The deal is across 12 territories in Asia and is inclusive of all HSBC BWF World Tour tournaments and TotalEnergies BWF Major Championships.

BWF Secretary General Thomas Lund said this is a game changer for badminton.

“The partnership offers fans in these 12 territories unprecedented opportunity to watch and engage with more badminton, more regularly as we look to strengthen the sport’s popularity in the region,” Lund said.

In China, the demand for badminton increases with BesTV, part of the Shanghai Media Group, acquiring non-exclusive IPTV, digital and cable TV rights for the BWF World Tour, and IPTV and digital rights for the BWF Major Championships.

Incumbent broadcaster YouSports also renewed all BWF World Tour and BWF Major Championships events for their IPTV service on a non-exclusive basis.

And further proof that badminton is a global sport, a long-term deal was struck in 2021 with Star+ for a minimum of 100 hours per year to be beamed into Caribbean, Central America, and South America.

While traditional sport broadcast models have come under the spotlight during COVID-19, the current trend is that revenue from broadcast contracts is still what makes the sports world go.

As BWF strives to strengthen badminton’s future post-COVID-19, and the livelihoods of its industry participants, deals such as these remain significant to BWF’s business outlook.
Introductory and promotional AirBadminton activities continued at a steady pace in the final quarter of 2021, with various initiatives delivered in four different regions.

**OCTOBER**

**Africa**
African AirBadminton Friendly Challenge, the very first tournament of its kind in Africa, was organised on 25 October in Kampala, Uganda. Played on a hockey pitch near the badminton hall, the event coincided with the All-Africa Senior Championships and served as a training ground for African Technical Officials and Badminton Confederation Africa officials and event managers. It attracted 36 players from eight countries and 20 officials from nine countries. Positive feedback was received from players, and intrigued passers-by who stopped to catch the action.

**NOVEMBER**

**Middle East**
An event to launch AirBadminton in Lebanon was held in Beirut on 7 November and attended by more than 75 participants. Able-bodied national players and four of their Para badminton counterparts were among those involved in “fun and friendly” games. With four courts on surfaces like artificial grass and sand, athletes of different genders and abilities sampled the outdoor game in matches against each other. The encouraging response was confirmed by requests for AirBadminton material and enquiries about the next activity.

**DECEMBER**

**Asia**
On 18 December, Badminton Asia Confederation officially launched the AirBadminton project on the Batu Ferringhi beach in Penang, Malaysia. The event included a friendly competition which involved Atlanta '96 men’s singles bronze medallist Rashid Sidek and Tokyo 2020 Paralympic champion Cheah Liek Hou. Many of the first-time participants enjoyed a fabulous experience at the beach. The regional launch aimed to encourage Asian countries to organise AirBadminton activities and use the outdoor game to grow the sport.

**Europe**
Alongside the ElPozo BWF World Senior Badminton Championships 2021 and TotalEnergies BWF World Championships 2021 in Huelva, Spain, activities to increase the popularity of AirBadminton by allowing spectators to experience the game in a safe and fun environment were held. As many as 4,500 schoolchildren got involved. Spanish Badminton Federation plans to continue the implementation of AirBadminton as the country offers great outdoor locations perfect for the game.

---

“I played AirBadminton for the first time, it’s a superb experience. It’s simple, easy and everybody can play it.”

— Mutombo Tshizanga Tony
DR Congo player
Agitos empowers greater African participation

In November last year, the Badminton World Federation, Agitos Foundation and Badminton Confederation of Africa successfully delivered a development project in Africa.

Despite the continued challenges posed by COVID-19, good safety protocols meant more than 60 Para athletes, coaches, administrators and national classifiers from host nation Uganda, Ivory Coast, Mozambique, Zambia, Ethiopia, Algeria and Niger were able to attend the activity.

The 37 athletes (20 male, 17 female) participated in a three-day training camp led by BWF experts Kaity Hall and Guillaume Gailly. The shuttlers were later internationally classified and participated at the Uganda Para Badminton International 2021, with eight of them finishing as medallists.

The coaches – seven male and seven female – from each participating country had the opportunity to attend the ‘BWF Coaching Athletes with a Disability’ workshop and to apply their knowledge through coaching sessions with the athletes.

An administration workshop focusing on a cohesive national Para badminton pathway was also delivered. Additionally, the administrators attended a National Level 1 Classifier Workshop, giving them the knowledge to classify new athletes nationally.

BWF also provided each country with aPara badminton wheelchair to assist in the development of the sport.

BWF Senior Development Manager John Shearer said: "Our goal is to empower and provide the knowledge and tools to participating countries, to allow them to grow Para badminton nationally.

"For this reason, we do not only focus on the development of athletes, but also the coaches, administrators and classifiers.

"We believe this approach provides the best possible opportunity for long-term outcomes and sustainability. Many athletes from the first batch of countries involved in the project in 2018 are now competing at international Para badminton tournaments."

There are plans to deliver a similar project this year in Barbados.

Participant feedback

“I have learnt a lot of things especially on player classification and wheelchair movement. Eager to go home and implement.”
– AMIRA MEROUANI
Algeria National Coach

“For us, Para badminton is not just any other sport, it’s a tool to change lives.”
– IBRAHIMO MUSSAGY
Mozambique Administrator

“Agitos has made my dream come true and I won't let them down.”
– JONATHAN OCHAN
Uganda SU5 Player

“I like Agitos because they are at the forefront of helping developing countries who do not have resources.”
– YAPI CHIA CARINE
Ivory Coast SH6 Player
Get closer to your favourite badminton players with the new Badminton4U app.

Download on the App Store

GET IT ON Google Play

*The App is available in English and Simplified Chinese.*