

**BWF AGM 2019 - Annexure B**  
**Candidate Profiles - Election of BWF Deputy President**



**BADMINTON WORLD FEDERATION**

**2019 ANNUAL GENERAL MEETING**

**AGENDA ITEM 3**

**CANDIDATES for DEPUTY PRESIDENT**

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**BADMINTON WORLD FEDERATION**

**NOMINATIONS FOR ELECTION OF DEPUTY PRESIDENT**

Please find enclosed, the profiles of the candidates for the position of Deputy President of the Badminton World Federation. The name is accompanied by those of the proposer and seconder(s).

The election for Deputy President will take place under Item 6.1 of the agenda.

The candidates (in alphabetical order) for Deputy President are:

1. **Zhang Jun**
2. Khunying Patama **Leeswadtrakul**

Thomas Lund  
Secretary General  
29 March 2019

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**Zhang Jun**  
**China**

**Proposer:** Chinese Badminton Association

**Seconder(s):**

1. Nepal Badminton Association
2. Badminton Association of Maldives
3. Lebanese Badminton Federation
4. Badminton Association of Indonesia
5. Mongolian Badminton Association

**Born:** 26<sup>th</sup> November 1977

**Languages:** Chinese

**a. Brief statement of nominee's qualifications / experience.**

Positions:

- President of Chinese Badminton Association
- Member of All-China Youth Federation

As Badminton Player:

- 2000 Sydney Olympic Games Mixed Doubles Gold Medalist
- 2004 Athens Olympic Games Mixed Doubles Gold Medalist
- 2001 World Champion - Mixed Doubles
- Three-times All England Champion – 2001, 2003, 2006 – Mixed Doubles

As Badminton Coach:

- 2012 London Olympics Men's Doubles, Mixed Doubles Gold Medal
- 2016 Rio Olympics Men's Doubles Gold Medal
- 2018 Jakarta Asian Games Men's Team Gold Medal
- 2018 Thomas Cup Champions

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**b. Badminton experience and involvement.**

- Significant experience and achievements as a player and coach.
- Previously Vice President of the Chinese Badminton Association.

**c. Statement on behalf of nominee of how he can assist world badminton.**

As a two-time Olympics Gold Medalist, President Zhang Jun of Chinese Badminton Association, understands deeply the demands and needs of badminton players. Therefore, he can better support and help players to gain immediate interests from their own perspective, optimize BWF's current management system, and maintain the balance between BWF and players, thereby facilitate the overall development of badminton.

During his badminton career in Team China, President Zhang Jun won championships as a player as well as led his team to win championships as a coach multiple times, which earns him strong reputation worldwide.

Being the current President of Chinese Badminton Association, Zhang Jun is more influential in China. If appointed, President Zhang Jun could serve as a bridge connecting BWF and Chinese Badminton Association, therefore facilitate the cooperation and development between the two organizations in a more direct way.

China, one of the biggest badminton nations in the world, has strong badminton foundation and market with enormous business opportunities. With his resources in China, President Zhang Jun can assist BWF promoting badminton in China and exploiting Chinese badminton market, thus generating more revenue for BWF to guarantee long-term development of badminton. In addition, President Zhang Jun can offer BWF with assists on promoting and developing badminton in more countries and regions all over the world.

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**Khunying Patama Leeswadtrakul**  
**Thailand**

**Proposer:** Badminton Association of Thailand

**Seconder(s):**

1. Hong Kong Badminton Association
2. Badminton Federation of Macau
3. Badminton Australia
4. Seychelles Badminton Association
5. Central Africa Badminton Federation
6. Badminton Association of Indonesia
7. Iraqi Badminton Association
8. Guyana Badminton Association
9. Nippon Badminton Association
10. Botswana Badminton Association
11. Badminton Denmark
12. Badminton Association of Zimbabwe
13. Myanmar Badminton Federation
14. Laos Badminton Federation

**Born:** 16<sup>th</sup> February 1965

**Languages:** Thai, English

**a. Brief statement of nominee's qualifications / experience.**

- One of the most successful and admired business women in Thailand, running a diverse group of businesses which are all extremely prosperous.
- Establish a remarkable track record of executive leadership.
- Manage to execute all of her businesses and still find time to devote considerable energy to the organizations, charities, and badminton.
- Apply her business experiences to badminton and help make badminton the top three sports in Thailand with football and volleyball.

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#### b. Badminton experience and involvement.

##### Badminton

- Honorary Advisor, The Badminton Association of Thailand Under Royal Patronage of His Majesty the King, 2008-2013
- Team Manager, Badminton Thailand for Asian Games 2010 in Guangzhou, 2010
- Team Manager, Badminton Thailand for Olympic Games 2012 in London, 2012
- President, Badminton Association of Thailand Under Royal Patronage of His Majesty the King, 2013-Present
- Outstanding Award of Sport Association of Thailand in 2016
- Outstanding Sports Philanthropy Award, Sports Authority of Thailand 2018
- Chair of the Organizing Committee for the Thomas and Uber Cup Finals 2018

#### a. Other sporting, commercial, management or professional experience or relevant qualifications.

##### 2004

- National Distinguished Women Award, Business Sector, National Council of Women of Thailand Under Royal Patronage of Her Majesty the Queen
- Ideal Housewife Award, Business Relation of Thailand Association
- Honorary Pilot Decoration, Royal Thai Air Force

##### 2005

- Outstanding Female Employer Award, Private Sector, Ministry of Labour, National Labour Day
- Outstanding Person, Women's Affairs and Public Service Category on the Occasion of the International Women's Day, Ministry of Interiors Ladies Association

##### 2006

- Knight Grand Cross (First Class) of the Most Admirable Order of the Direkgunabhorn
- Knight Commander (Third Class) of the Exalted Order of the White Elephant

##### 2007

- Knight (Fourth Class) of the Most Illustrious Order of Chula ChomKlao
- Knight Datin Padu Mahkota Kelantan Yang Amat Mulia (Al-Ismaili II) D.J.M.K., Malaysia

##### 2009

- Knight Goldenes Verdienstzeichen der Republic Osterreich Austria

##### 2012

- Honorary Doctorate of Philosophy in Management, Lampang Rajabhat University
- Outstanding Team Manager Award, Sports Authority of Thailand

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- Best Team Manager Award, Sport Writers Association of Thailand
- 2014
- Knight Saint Gregory the Great from His Holiness Pope Benedict XVI
  - Honorary Doctorate in General Administration, Ramkhamhaeng University
  - Honorary Doctorate in Music, Mahidol University
  - Outstanding Sport Philanthropy Award, Sports Authority of Thailand
- 2016
- Person of the Year, Thailand Tatler Magazine.
  - Honorary Doctorate Liberal Arts, Rajamangala University of Technology Phra Nakhon.
  - Honorary Doctorate of Arts in Tourism Industry Management, Christian University of Thailand.
  - Valued Person Award, Children and Youth, Foundation of Science and Technology Council of Thailand.
- 2018
- Outstanding Sports Philanthropy Award, Sports Authority of Thailand 2018.

#### d. Statement on behalf of nominee of how he can assist world badminton.

Khunying Patama Leeswadtrakul will be an excellent Deputy President of the Badminton World Federation (BWF). She has demonstrated a clear love of the sport, and she has the right experience and past achievements to assist BWF President in promoting badminton to the next level on the global stage.

Khunying Patama has established a remarkable track record of executive leadership, both in her personal business endeavours, and the organizations to which she has devoted her time and effort. She is one of the most successful businesswomen in Thailand. She owns and runs a diverse group of businesses; the largest steel mill in Thailand, real estates, constructions, and hotels extremely prosperously. Even more impressively, she has managed to do this all while devoting considerable energy to the sports organizations and causes she loves. She is an IOC member, affirming her commitment to not only the Olympic movement but also the development of sports in the country. She has also given amazing support to the arts and music, including serving as President of the Thailand Philharmonic Orchestra. Most notable, however, has been her success with the Badminton Association Thailand (BAT).

Khunying Patama served as Honorary Advisor of BAT in 2009-2013, and President of BAT in 2013-Present. Under her management, BAT has been transformed into an organization with sound financials, world class players, hosting yearly two BWF HSBC World Tour events, hosted Thomas and Uber Cup Finals 2018 and a well-organized office structure with professional staffs. It was a considerable challenge to make the necessary executive decisions to achieve a successful

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turnaround, but she has clearly exceeded. In addition, under her careful watch, many new grassroots programs have been implemented that are expected to lead to more world class players.

To continue to move badminton in the right direction, and to ascend to new levels, the BWF must continue to have strong and experienced leadership. Khunying Patama has vast and unmatched experience at all levels. Under her role as Deputy President, she will support commercially driven BWF events, including BWF major events, BWF World Tour events, and others to be created.

Khunying Patama aims to leverage the success of the past towards forming new relationships and expanding into new opportunities. In her term, Khunying Patama will carry on the strong and long-lasting relationships with the Continental Confederations and move to build upon the backing of BWF from each group.

In summary, Khunying Patama is committed to doing everything in her power to help take BWF to the economic level of all other world sports, where it belongs. On top of elevating the sport's economics, Khunying Patama is dedicated to extending the opportunities given to Para badminton and promoting women's roles in Badminton. Furthermore, she also stands her ground and speak actively of the sport's integrity; anti-doping and anti-match fixing.