

### Thursday 27 May 2004

Session 1 - 8:30	Topic - title	Speakers	Organization
<b>Teeing Off the Event</b>	Welcome to the Golf Business Forum 2004 Introduction by the moderator of this years' event	Gill Wilson	CECTA
<b>Focus on Central &amp; Eastern Europe</b>	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>■ Europe's fastest growing golf market: CEE</li> </ul> <p><b>Panel moderated by Gill Wilson</b></p> <ul style="list-style-type: none"> <li>■ How to capitalize on this growing market?</li> </ul>	<p>Andrea Sartori</p> <p>Andrea Sartori Vladimir Junek Attila Vitai Hans-Georg Erhardt</p>	<p>KPMG CEE, Travel Leisure and Tourism</p> <p>KPMG CEE Czech Golf Association Hungarian Golf Fed. Golf &amp; Land Design</p>
<i>Coffee Break</i>	<i>Sponsored by InterContinental Budapest</i>		
Session 2 - 10:45	Topic - title	Speakers	Organization
<b>Focus on other Emerging Markets</b>	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>■ Potential of South East Europe</li> <li>■ Monitoring the Mediterranean</li> <li>■ Getting perspective: The point in the development curve, key rules to follow</li> </ul> <p><b>Panel moderated by Colin Hegarty</b></p> <ul style="list-style-type: none"> <li>■ What can investors/developers expect in these emerging markets?</li> </ul>	<p>Dimitri Spanos Fabio Locatello Colin Hegarty</p> <p>Dimitri Spanos Alexey Nikolov Howard Swan Fabio Locatello</p>	<p>Ernst &amp; Young RCI Golf Research Group</p> <p>Ernst &amp; Young Russian Golf Ass. Swan Golf Design Ltd. RCI</p>
<i>Networking Lunch</i>	<i>Sponsored by Robert Trent Jones II</i>		
Session 3 - 14:00	Topic - title	Speakers	Organization
<b>Case Study: South Africa</b>	<b>Learning from the World Golf Resort of the Year</b>	Kwakyé Donkor	Fancourt Hotel and Country Club Estate
<b>Operational Challenges &amp; Opportunities</b>	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>■ Public vs. Private golf courses: operational differences</li> </ul> <p><b>Panel moderated by Thomas Bruff</b></p> <ul style="list-style-type: none"> <li>■ Operational issues in the current environment</li> </ul> <p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>■ The conditions of golf operations in emerging markets: The golf simulator business</li> </ul>	<p>Thomas Bruff</p> <p>Jens Bernitzky Attila J. Hegyi</p> <p>Francois du Plessis</p> <p>António Henriques da Silva</p> <p>Peter Linhardt</p>	<p>KPMG Golf Industry Practice</p> <p>Hartl Life Resort Birdland Golf &amp; Country Club Fancourt Hotel and Country Club Estate</p> <p>Vilamoura</p> <p>Datalink SW</p>
<i>Coffee Break</i>	<i>Sponsored by Interval International</i>		

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Session 4 - 16:15	Topic - title	Speakers	Organization
<b>Golf Tourism: Understanding its full potential</b>	Driving for Distance, Putting for Par and Energizing an Economy The Economic Impact of Golf Tourism	Richard Miller	WTTC
		Mark Pearce	Sports Marketing Surveys
<b>Case Study: Portugal</b>	<b>The development and promotion of a successful tourism destination</b>	Pedro Breyner	Portuguese Tourism
	<b>Panel moderated by Andrea Sartori</b>		
	<ul style="list-style-type: none"> <li>Golf tourism: positioning &amp; marketing</li> </ul>	Richard Miller Pedro Breyner	WTTC Portuguese Tourism Board
		Mark Pearce	Sports Marketing Surveys
		Ingrid Diesel	Fancourt Hotel and Country Club Estate
<i>Dinner on the Danube</i>			

## Friday 28 May 2004

Session 5 - 8:30	Topic - title	Speakers	Organization	
<b>Development &amp; Design Issues</b>	<b>Presentations</b>			
		<ul style="list-style-type: none"> <li>Creating a vision for the type of integrated resorts required for the consumer of tomorrow</li> </ul>	Muriel Muirden	ERA
		<ul style="list-style-type: none"> <li>The role of timeshare in golf resorts</li> </ul>	David Clifton	Interval In't
		<ul style="list-style-type: none"> <li>What it takes to develop a golf course: Construction issues in today's environment</li> </ul>	Kurt Huseman	Landscapes Unlimited
		<ul style="list-style-type: none"> <li>Critical analysis: From site selection to design</li> </ul>	John Strawn	Robert Trent Jones II
		<b>Panel moderated by John Strawn</b>		
	<ul style="list-style-type: none"> <li>How to maximize your return?</li> </ul>	Muriel Muirden Rob Day David Clifton Kevin Underwood Jeremy Slessor	ERA WATG Interval In't EDAW European Golf Design	
<i>Coffee Break</i>		<i>Sponsored by Landscapes Unlimited</i>		
Session 6 - 10:45	Topic - title	Speakers	Organization	
<b>Finance and Investment</b>	<b>Technical presentation</b>			
		<ul style="list-style-type: none"> <li>Applying for EU grants during the development phase</li> </ul>	Mathieu Hoeberigs	EU Tourism Unit
<b>Case study: Ireland</b>	<b>EU funding opportunities: what can we learn from the Irish case</b>	Diarmuid Herhily	ADPM Consult	
	Who is putting money into golf? What are they looking for?	Falk Billion	Golf course valuer's office	
	<b>Panel moderated by Falk Billion</b>			
	<ul style="list-style-type: none"> <li>Investment appetite for golf course developments in emerging markets</li> </ul>	Julián Tzvetkov Sven Lemmes Hubert Warsmann Frank Ward	Hungarian Development Bank AIG capital EBRD Financial Engineering	
<i>Closing Networking Lunch</i>		<i>Sponsored by ADPM Consult / Tiros Resources Limited</i>		
<b>Golf Tournament - 16.00</b>	<b>Sponsored by Pannonia Golf &amp; Country Club</b>			