



BUSINESS FRANCE BADMINTON CLUB

Friday March 8th, 2024



PROGRAM

18h30 Welcome addresses

- **Marie-Cécile TARDIEU**, Chief Operating Officer, **Business France**
- **Yohan PENEL**, President, **French Federation of Badminton**

18h40 Presentation on the key figures of the power of Badminton in Asia

- **David TAIEB**, French Federation of Badminton

18h50 Success stories

- **Qi LI**, Temasek
- **Pascal DASSEUX**, Secretary General Vivendi Asia Committee, **Vivendi**
- **Thomas Lettry**, Commercial Director Olympics, **On-Location**

19h15 Closing remarks

- **Marie-Cécile TARDIEU**, Chief Operating Officer, **Business France**

WELCOME ADDRESSES

Marie-Cécile Tardieu
Chief Operating Officer
BUSINESS FRANCE

Yohan Penel
President
FRENCH FEDERATION OF BADMINTON



PRESENTATION

Key figures on the power of badminton
in Asia, with a focus on the Yonex French Open

David Taieb

FRENCH FEDERATION OF BADMINTON



BUSINESS FRANCE BADMINTON CLUB

Adidas arena



FFBad

Fédération Française
de Badminton

BADMINTON, A GLOBAL SPORT DOMINATED BY ASIA

- . Nearly 390 million players in 35 countries ... **300 million players in Asia**
- . Nearly 710 million fans in 35 countries... **600 million fans in Asia**
- . Average level of interest in Asia Pacific region : **55 %** (people interested or very interested)

. **Best players**

106 Olympic medals out of 121 awarded have been won by asian players since 1992

**Badminton is one of the favorite sports in Asia,
with football and basketball**

YONEX FRENCH OPEN, ONE OF THE BEST TOURNAMENTS IN THE WORLD

→ **One of the 10 biggest tournaments in the world**

As Super 750, Yonex French Open is at the second level of the World Tour.

→ **The best players**

The current best players, in each category (Women single, Men single, Women double, Men double & Mixed double), propose a great show to the spectators and tv viewers with amazing points.

→ **The top world destination**

Yonex French open is unique and all the players wish to win in France.

A SUCCESSFUL 2023 YONEX FRENCH OPEN

Broadcasting duration last year :

- . 2 030 hours on TV all over the world... 1 775 hours in Asia (37 channels, 8 broadcasters)
- . Nearly 1 800 hours broadcasted on asian streaming platforms

Worldwide board visibility *(yellow location)*

- . 52 hours of exposure
- . media value = 3 million dollars

Amazing brand exposure



BEING A FRENCH BADMINTON FEDERATION PARTNER ALLOWS...

to become sponsor of the big tournaments organized in France (Yonex French Open, World Championships...)

It is relevant for :

- **French firms interested in increasing their brand awareness and their business in Asia** (*they will reach asian markets thanks to these tournaments highly followed in Asia*)

- **Asian firms interested in :**
 - . **consolidating their brand awareness in Asia,**
 - . **increasing their brand awareness and their business in France***(thanks to VIP services, networking events, use of marketing rights, private tournaments with employees – suppliers - clients...)*

**And ministries and embassies are keen on badminton...
Badminton is a strong vector of influence !!**

THE NEXT BIGGEST BADMINTON EVENTS WILL BE HOSTED IN FRANCE



... JOIN US !!!

SUCCESS STORIES

**Qi Li
TEMASEK**

Pascal Dasseux
Secretary General Vivendi Asia
VIVENDI

Thomas Lettry
Commercial Director Olympics
ON-LOCATION



CLOSING REMARKS

Marie-Cécile Tardieu
Chief Operating Officer
BUSINESS FRANCE

