

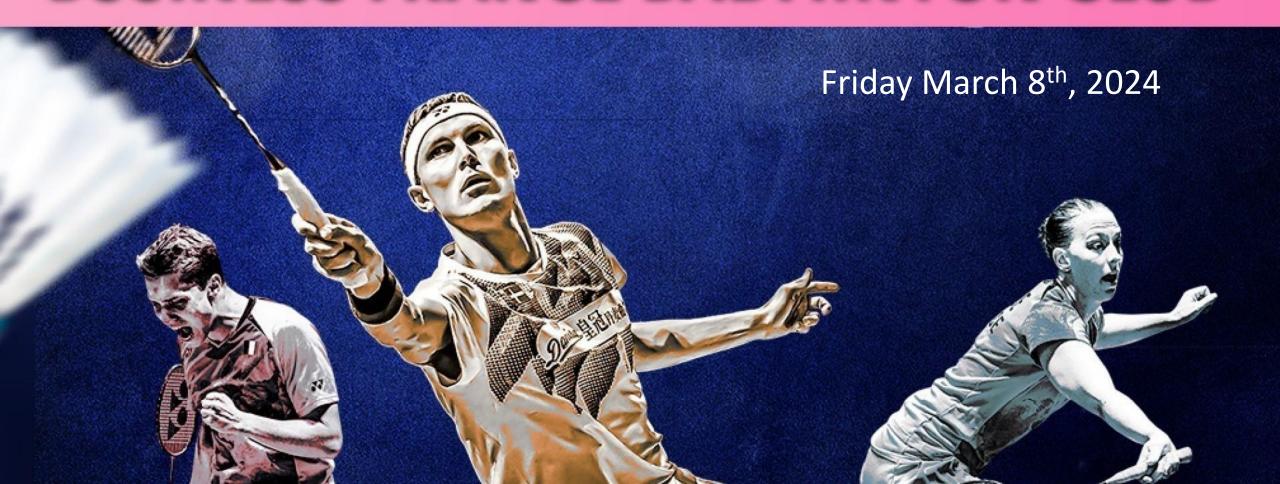








# BUSINESS FRANCE BADMINTON CLUB













#### **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





# 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!!

#### **WORLD BADMINTON IN FRANCE**

# 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

