



Premier All-Weather Surfaces for Golf

Press Release: October 2013

GLOBAL DELEGATES GATHER IN HAMPSHIRE FOR HUXLEY GOLF CONFERENCE



Delegates at the Huxley Golf 2013 Conference

September saw golf experts from around the world gather in Hampshire for a conference with the sport's leading name in premier all-weather surfaces, Huxley Golf.

The event, held at the Marriott Meon Valley Hotel and Country Club, saw Huxley Golf distributors come together to share ideas, demonstrate installation techniques and discuss potential new products. The meet-up also provided the chance for many of the Company's new international partners to get to know one another, with representatives from countries as diverse as the Slovak Republic, Scotland and Spain all in attendance.

With many of the delegates facing vastly different climate and market conditions, there was plenty to talk about. As Managing Director Paul Huxley explained: "It was a privilege to welcome our old and new partners to Hampshire again for a truly interesting meeting, not least because of the myriad challenges that golfing establishments are facing around the world. Some markets, like Georgia, are in their infancy, whereas our partners in Spain and Portugal have a well-established golfing industry. And it's equally varied from an environmental point of view, where our experts help golfing centres and professionals around the world cope with both freezing and desert temperatures alike."

The bi-annual conference aims to discuss new business opportunities and, in doing so, to ensure the sport continues to grow on a global scale. Paul Huxley continued: “Not only is coming together like this is absolutely essential for gaining insight and understanding into international golfing markets, it’s also key to the continuing success and growth of the game around the globe. The opportunity to discuss and exchange ideas face to face is so valuable.”

Speaking after the event new distributor, Jiri Votroubek of Huxley Golf Bohemia which covers the Czech and Slovakian Republics said: “This was my first Huxley Golf conference and I have to say it’s been excellent. It was good to be able to talk about some of the challenges I face, share the successes and hear about different golfing markets around the world. I’ve picked up a lot of interesting insights and some indispensable advice to help build my business and the profile of the sport in my region. I’d like to say thank you and well done to the team at Huxley Golf in the UK for organising such a beneficial event.”

Huxley Golf provides premier all-weather surfaces for golf around the world. Clients include training and coaching establishments, golf resorts, ranges and academies as well as many well-known golf courses including several Open Championship and Ryder Cup venues. For more information about Huxley Golf Premier All-Weather Golf Surfaces, visit www.huxleygolf.com or call 01962 733222.

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Notes to Editors

Huxley Golf is an official supplier to the PGA, the English Golf Union’s National Golf Centre at Woodhall Spa, the Golf Union of Wales and the Scottish Golf Union. A division of the Huxley company founded in 1946, Huxley Golf aims to provide the best possible products, the highest installation standards and the best customer care from advice on product suitability to post installation maintenance. The Huxley Golf team includes a growing network of appointed distributors for the various products in the United Kingdom and overseas. For further information, visit www.huxleygolf.com or call 01962 733222.

Image details:

Back Row from Left to Right: James Stewart (Area Sales Manager, Huxley Golf), Hugh Fraser (Scottish Area Sales Manager), Paul Webb-Llano (Huxley Golf Spain), Lars Aarup (Huxley Golf Andalucia), Richard Lawrence (Huxley Golf Northern East), Simon Townend (Huxley Golf Northern West), Jiri Votroubek (Huxley Golf Bohemia), Mark Scott (Huxley Golf South East), Miguel Bastos (R.E.D. Portugal).

Front Row from Left to Right: Richard White (Installation Manager, Huxley Golf), Barry Huxley (Director, Huxley Golf), Anders Sorensen (Golf Services A/S), Gitte Aarup (Huxley Golf Andalucia), Jo Lyon (Office Manager, Huxley Golf), Paul Chester (General Manager, Huxley Golf), Paul Huxley (Director, Huxley Golf), Trevor Smith (Huxley Golf South West).

Media enquiries to Francesca Weeks at Footprint Communications on 07876 365427 or Francesca@footprint-comms.co.uk