



Bukit Timah Golf Sdn Bhd
Senibong Golf Club
KM36, Mukim Tanjung Kupang
81550, Gelang Patah,
Johor Malaysia

IMMEDIATE RELEASE

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KPRJ AND CHAMPIONS GOLF UNVEILED THE JOHOR GOLF EXPO 2024 (JGE2024)

Gelang Patah: The Johor Golf Expo 2024 (JGE2024) is a premier golfing event that will help to enhance Johor's economic growth and position Johor as the premier destination for golf enthusiasts, industry professionals and businesses, tourist and travellers, families and social groups and general public.

The expo aims to celebrate golf's rich history by bringing together various stakeholders in the sport. This includes golf equipment manufacturers, retailers, course owners, travel providers, training services, technology innovators and golf associations. The event emphasises golf ability to unite people across cultures and generations.

Champions Golf, in collaboration with KPRJ Sports Sdn Bhd (KSSB), are co-organisers for the JGE2024. This prestigious event will enhance Johor's reputation as a premier golf destination.

Scheduled for three exciting days beginning on October 18, the expo will offer a diverse range of activities designed for the public, spanning over two months. With a focus on engaging both domestic and international visitors, JGE2024 promises to be a landmark event for golf enthusiasts and a significant boost for the local economy.

The development and promotion of golf activities during JGE2024 are anticipated to create numerous job opportunities for locals across various sectors, including hospitality, retail, and event management.

JGE2024 is committed to raising golf awareness while actively contributing to Johor's economic growth. Key highlights of the event include:

Golf & Leisure Exhibition:

Over 70 exhibitors, including local businesses, will showcase cutting-edge innovations in golf, sports and leisure products, ensuring there's something for everyone to discover and enjoy.

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Recreational Activities:

To attract a diverse audience, JGE2024 will feature an array of engaging activities such as fishing, walking, cycling, footgolf and a vibrant music festival, creating an inclusive atmosphere that appeals to all.

Professional and Amateur Tournaments:

More than 600 amateur golfers will have the opportunity to compete alongside professionals, vying for significant prize money and prestigious trophies, elevating the competitive spirit of the event.

Turf and Club Management Seminar:

Endorsed by the Malaysian Golf Association, this seminar will bring together industry professionals for insightful workshops and panel discussions.

JGE2024 aims to make golf more inclusive and accessible while elevating Johor's status as a global golf destination.

Dato' Lukman Abu Bakar, CEO of KPRJ, emphasised the strategic importance of this partnership in boosting Johor's tourism and economy. **"KPRJ is committed to fostering sports development in Johor by promoting golf as a transformative lifestyle. This partnership with Champions Golf aims not only to elevate the sport but also to stimulate economic growth and enhance tourism in the region."**

"Golf tourism is a key driver of our state's development and this collaboration with Champions Golf is essential for positioning Johor as a premier global golf destination." He emphasised that this partnership signifies a shared commitment to innovation, inclusivity and strategic development within the golf industry.

Matthew A. Murry, Managing Director of Champions Golf, underscored the company's dedication to making golf accessible to all. "At Champions Golf, our mission has always been to democratise the sport. The transformation of Senibong Golf Club into a public facility exemplifies this vision and JGE2024 represents a pivotal step toward achieving our goals."

Champions Golf is committed to pushing the boundaries of the golf industry, both in Johor and throughout Malaysia, as it strives to establish new standards of excellence. With the support of KPRJ Sports, the company aims to attract elite international players, elevate competitive standards and expand the tournament's appeal.

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“Our vision extends beyond Malaysia,” Murry remarked. “We eagerly anticipate welcoming golfers from across Asia and the Middle East to experience Johor's outstanding courses, rich cultural heritage and warm hospitality.”

The Malaysian golf industry is witnessing robust growth, fueled by increasing tourism, significant investments and a burgeoning local interest in the sport. Last year, the industry generated an impressive RM286 million (USD 94 million) for the economy, exceeding expectations of RM249.5 million (USD 82 million). This upward trajectory underscores the sport's vital role in enhancing Malaysia's economic landscape.

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