



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

## IMMEDIATE RELEASE

### Exciting Highlights from GELANG PATAH - Johor Golf Expo 2024

**GELANG PATAH**—After three dynamic days full of excitement, the Johor Golf Expo 2024 (JGE2024) has come to a triumphant close, marking a major step in transforming Johor into a leading sports tourism hotspot for golf enthusiasts.

Held from October 18 to 20, this year's expo truly emphasized inclusivity and community engagement, capturing the hearts of golf lovers and industry experts alike.

Organized by Champions Golf and co-organized by KPRJ Sports Sdn. Bhd., a subsidiary of Kumpulan Prasarana Rakyat Johor Sdn. Bhd. (KPRJ), the expo showcased an exciting array of activities that united the golfing community in celebration.

Matthew A. Murray, Managing Director of Champions Golf, in sharing his excitement for the event's triumph said: "JGE2024 marks a fantastic beginning for future endeavors. This expo not only bridged the sport with the public but also highlighted Johor's potential as a premier international golf destination."

One of the standout events was the inaugural Family Fairway Fun Festival held at Senibong Golf Club, aimed at making golf enjoyable and accessible for families and newcomers. With over 1,000 enthusiastic participants, the festival showcased youth and women's tournaments, alongside a thrilling Pro-Am event featuring over 200 players—an inspiring launchpad for local talent aspiring for global acclaim.

Murray added, "JGE2024 transcends mere competition; it serves as a vital platform for presenting the latest technologies and innovations within the golf industry."

The expo proudly hosted more than 60 exhibitors from both local and international markets, creating a vibrant space for engaging discussions and potential collaborations throughout the golfing community.

Adding a star touch to the event, international sports icon Lee Sharpe, the former Manchester United star, participated in the thrilling 'Hole-in-One' challenge, drawing global attention and further spotlighting the expo on an international stage.

The opening ceremony was a notable occasion, attended by Mohd Hairi Mad Shah, Chairman of the Johor Youth, Sports, Entrepreneur Development and Cooperatives Committee, along with Dato' Lukman Abu Bakar, CEO of KPRJ. They participated in exciting activities like footgolf and the newly launched golf range entertainment system while exploring various sponsor booths.

Among the event's remarkable innovations were the launch of Johor's very first golf booking system by Cara, and the introduction of AceRange's entertainment golf range experience, enhancing the overall attendee experience.

Co Organisers



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The closing ceremony saw a celebratory atmosphere with Datuk Noorazam Osman, Mayor of Johor Baru City Council, and KPRJ Chief Operating Officer, Zainal Abidin Zakaria, presenting awards to the tournament winners.

As we look forward to the future, Murray expressed great optimism for JGE2025, stating, "We aim to elevate the next event to even greater heights, fostering increased participation from professional players and continuing to invigorate our vibrant golfing community!"

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#### **About Johor Golf Exhibition 2024 (JGE2024):**

JGE2024 aspires to position Johor as the premier destination for golf enthusiasts and industry professionals alike. This exciting event is set to generate a wealth of local job opportunities across the hospitality, retail, and event management sectors. By focusing on elevating awareness of golf and its benefits, JGE2024 will play a significant role in driving the region's economic growth. Attendees can look forward to a vibrant showcase featuring over 85 exhibitors, unveiling the latest innovations in golf and leisure products. In addition to fostering job creation, JGE2024 aims to stimulate local businesses by attracting visitors both domestically and internationally. ([www.johorgolfexpo.com](http://www.johorgolfexpo.com))

#### **About Champions Golf**

Champions Golf is dedicated to advancing the golf industry in Johor and Malaysia. Through world-class events and inclusive opportunities, Champions Golf is committed to growing the sport and promoting Johor as a top golfing destination. CHAMPIONS GOLF was established in Singapore in 1998, founded by the late Golf Guru, Mr. Alan Murray and son, Mr. Matthew Murray. Champions Golf's main business scope are Management of golf courses, operation of pro-shops, and Golf Academy/teaching centres. The company is founded based on the foundation that everyone is a champion of his own game; and we strive to provide the platform for everyone to experience being a champion, be it the first swing, the first par, the first 18 holes round. Champions Golf currently operates 2 golf courses and 3 teaching/learning centres in Singapore & Malaysia, and is regarded as the leader in the market in golf operations, course maintenance, and tournament organisation.

#### **About KPRJ Sports Sdn Bhd (KSSB):**

KPRJ Sports Sdn Bhd (KSSB) is a Sports Management and Development company set up under the Johor state government as their penultimate Sports Development initiative and is wholly owned by Kumpulan Prasarana Rakyat Johor Sdn Bhd (KPRJ). KSSB aims to be the catalyst for all sports development programs in Johor through the uniting of all sports activities and programs under one roof. These efforts are to be planned and professionally administered by KSSB and their team of capable and experienced personnel. KSSB's goal is to empower sports as an industry and lifestyle, as well as acting as a catalyst to unite Bangsa Johor while transforming the people and communities of Johor to be more competitive and resilient both in sports and its related fields. As such, KSSB will bring holistic prosperity to the people and state of Johor towards 2030. ([www.kprj.com.my/sportsjohor](http://www.kprj.com.my/sportsjohor))

For additional media inquiries, please contact:

Mowardi Mahmud	Amirul Mastor
<a href="mailto:mowardi@amsar.com.my">mowardi@amsar.com.my</a>	<a href="mailto:amirul@amsar.com.my">amirul@amsar.com.my</a>
Amsar Communications	Amsar Communications
0193834864	0122272762

Co Organisers



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