

Portugal competitive golf destination

1st International Conference

Praia d'El Rey Marriott Golf & Beach Resort
Óbidos

Rules and registration form for the Conference,
Golf Clinic and Golf Tournament at
www.turismodeportugal.pt
up until May 28, 2008

5-6 June, 2008

Goals

The National Strategic Plan for Tourism has defined golf as one of the 10 key products that should underpin the development strategy for the Portuguese tourism industry.

In this context, Turismo de Portugal, I.P. is currently organising the 1st International Conference: "Portugal, a Competitive Golf Destination" that aims to address the issues of golf course management and design and promotion of a golf destination, associating Portuguese case-studies to international case-studies of recognized merit.

The conference is aimed at businessmen, investors, managers and other players in the golf industry, together with public and private bodies connected to the sector's value chain.

Programme

05/06/08

08:30/09:30 _ Reception of participants (Accreditations)

09:30/10:00 _ Opening session

Secretary of State for Tourism - Bernardo Trindade
Chairman of Turismo de Portugal, I.P. - Luís Patrão
Chairman of the Oeste Tourism Region - António Carneiro
Chairman of Portuguese Golf Federation - Manuel Agrellos
The Mayor of Óbidos - Telmo Faria

Session 1 _ Golf course design: contributions to creating a distinctive experience

Speeches:

10:00 _ Severiano Ballesteros (Golf Designer)
10:30 _ Bob Hunt (Golf Designer and Managing Director of PGA Design Consulting)

11:00/11:30 _ Coffee Break

11:30/13:00 _ Debate Panel - Presentation of case-studies

Debate Moderator: Fernando Nunes Pedro (NPGolf - Consultant)

- › Oitavos Dunes - Luis Silvério (Chairman of the Board of Directors) and Drew Rogers (Senior Design Partner of Arthur Hills, Steve Forrest and Associates)
- › Monte Rei Golf & Country Club - Salvador B. de Lucena (Managing Director)
- › Porto Santo Golf - Francisco Taboada (Chairman of the Board)

13.00-14.30 _ Lunch

Session 2 _ Golf course management - key success factors for a course's sustainability

Speeches:

14:30 _ PROMOTUR - Promoters Association of Residential Tourism and Sports in Andalusia - Ramón Dávila Guerrero (President)
15:00 _ Mackenzie & Ebert, Ltd - International Golf Course Architects - Martin Ebert

15:30/16:00 _ Coffee Break

16:00/17:30 _ Debate Panel - Presentation of case studies

Debate Moderator: António Carmona Santos (Portuguese Association of Golf Managers)

- › SGS Portugal - Luis Barrinha (Certification Director for the Environmental and Safety area)
- › Portuguese Greenkeepers Association - Simão da Cunha
- › Castro Marim Golfe - Dick Lavoo (Managing Director) and Luis Fialho (Construction Director).

18:00 _ Study Presentation: Good Environmental Practices for Golf Courses

Maria da Graça Saraiva - Assistant to the Secretary of State for Environment, Territorial Planning and Regional Development

18:20 _ Presentation of the Golf Platform - Provision of Services and Applied Research

João Mil-Homens - University of the Algarve

06/06/08

Session 3 _ Promotion of a golf destination

Speeches:

09:00 _ Swedish PGA - Mats Enquist (Member of the Board of the Swedish Professional Golf Association and former Secretary General and CEO of the Swedish Golf Federation - 2001-2008)

09:30 _ PGA European Tour - Peter Adams (Director of International Championships)

10:00 _ Peugeot Golf Guide - Kristel Mourgue d'Algue (General Manager)

10:30/11:00 _ Coffee Break

11:00/12:30 _ Debate Panel - Presentation of case-studies

Debate Moderator: Manuel Agrellos (Golfmark - Journalist)

- › Bill Goff Golf Tours - Tour Operator - Paul Challen (Chairman)
- › Lisboa Golf Coast - Benjamin Oosterveer (Golf Product Manager)
- › CNIG - National Golf Industry Council - Diogo Gaspar Ferreira (Chief Executive Officer)

12:30 _ Closing session – Turismo de Portugal, I.P.

14:30/19:00 _ Golf Clinic and Golf Tournament