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Worldwide Golf

The Middle East's No.1 Golf Magazine

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DIRECT FROM DUBAI

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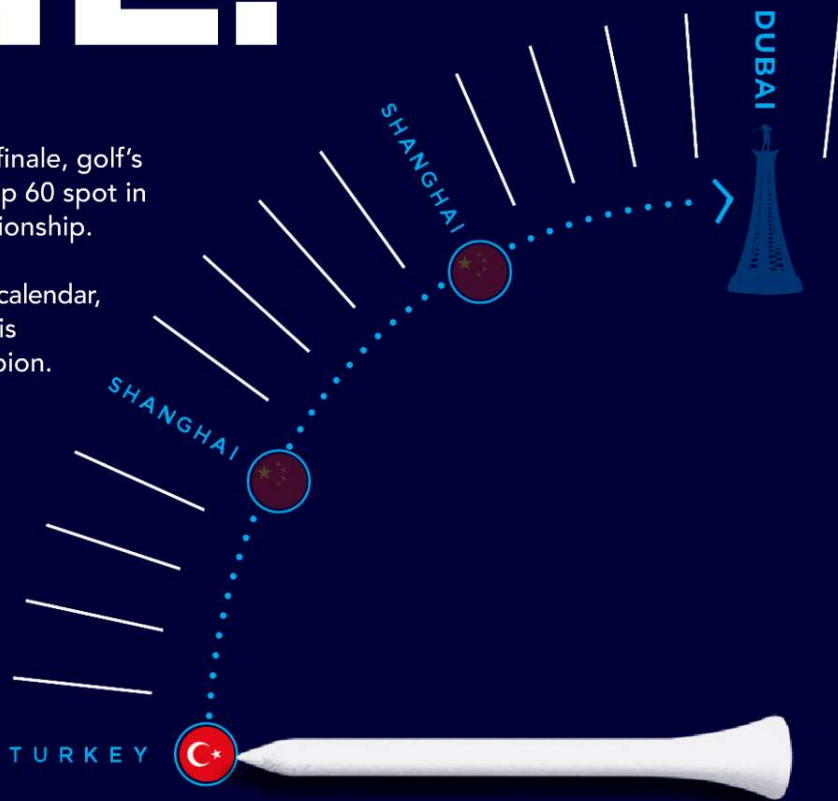
THE FINAL SERIES

IT'S TIME.

As the season comes to a fitting finale, golf's elite hone their game to seal a top 60 spot in this year's DP World Tour Championship.

Four of the biggest events on the calendar, played back-to-back, to crown this year's 2015 Race to Dubai Champion. Don't miss a shot.

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L-R: YOUSUF KAZIM, CEO JUMEIRAH GOLF ESTATES; 2014 DP WORLD TOUR CHAMPION AND JGE AMBASSADOR HENRIK STENSON; NEAL GRAHAM GENERAL MANAGER, CLUB OPERATIONS JGE.

CREATING A LEGACY

With the 2015 DP World Tour Championship just around the corner, *Worldwide Golf* caught up with the man responsible for overseeing the huge development of Jumeirah Golf Estates, CEO Yousuf Kazim.

WORLDWIDE GOLF: Did you ever imagine JGE becoming such a huge success when the project was first undertaken?

YOUSUF KAZIM: When Jumeirah Golf Estates was first proposed, we wanted the project to epitomize luxury and leisure. With more than 1,700 luxury properties across 16 different communities, overlooking two championship golf courses, Jumeirah Golf Estates has succeeded in becoming a unique and thriving community that offers buyers and investors a strong incentive to purchase. To date, more than 700 families already enjoy living in the residential and leisure destination – an inspiring green getaway, with 1,119 hectares enriching the quality of life.

A nature's paradise, Jumeirah Golf Estates is encircled by impressive landscape architecture, with 15 lakes and array of wildlife and foliage, linked together by a host of cycling and jogging paths, which blend in naturally with the surrounding landscaping.

The recent announcement of the first retail centre for the community is a further proof point of the ongoing success of Jumeirah Golf Estates. The retail centre will contain a grocery store, restaurant and café and is slated for completion in September 2016.

WWG: How do you feel the ETPI has been appreciated by so many of the players, amateurs and professional Tour players?

YK: Jumeirah Golf Estates is proud of the European Tour Performance Institute's positive reputation within the industry. The gym is specifically designed with sports enhancement in mind, personal trainers will soon be available to help train individuals to reach their greatest golfing potential. Furthermore experienced physiotherapists will be able to assist in all your sports rehabilitation needs. The ETPI features a range of state-of-the-art technology to assist in perfecting swing technique, putting stance and more. The combination of facilities makes the ETPI a prime coaching facility for professionals and amateurs, alike.

WWG: The DP World Tour Championship has grown in stature since its launch in 2009 – do you think it has helped to promote JGE on the world map?



YK: European Tour Destinations are all world-class golf venues, renowned throughout the industry for their high quality grounds and challenging play. With only eight destinations on the European Tour, Jumeirah Golf Estates is honoured to hold an exclusive position on this list and proud that we have been able to maintain this standard throughout.

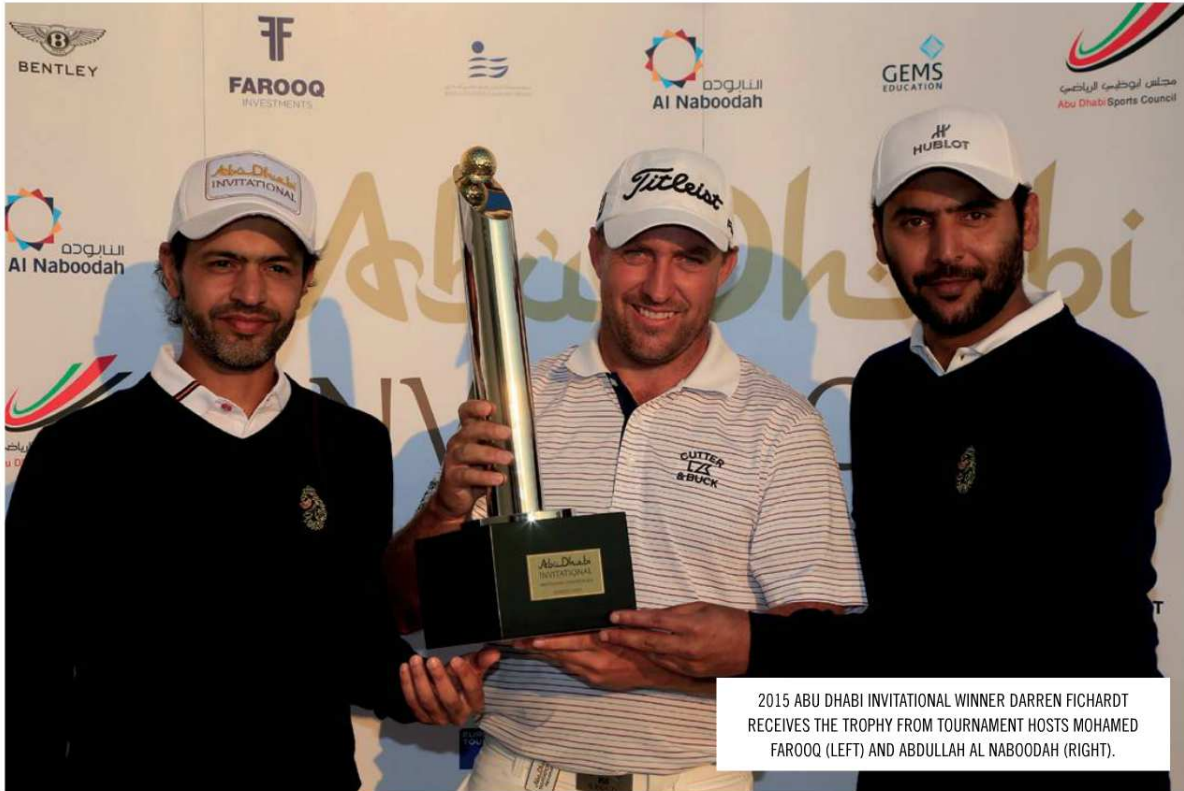
For the past six years, Jumeirah Golf Estates has been host to the DP World Tour Championship, which draws in crowds of more than 55,000 visitors from across the globe. The event is broadcast globally and shines a spotlight on Jumeirah Golf Estates, offering international exposure and a chance to showcase the unique offerings of Jumeirah Golf Estates.

Avid golfers revel in the opportunity to play the courses of their professional idols, and we see many international visitors

throughout the year, seeking to mimic the plays of their favourite pro-golfers.

WWG: What do you consider the benefits of Henrik Stenson being an Ambassador for JGE?

YK: Henrik Stenson is a global star who is recognised throughout the golfing community. He has the ability to promote our brand on an international stage and in markets which complement our customer base. Henrik Stenson was the first man to win The European Tour's Race to Dubai and FedEx Cup on the US PGA Tour in the same year. In 2014, he also successfully defended his DP World Tour Championship title in his first year as our ambassador. We are very honoured to have Henrik as our brand ambassador, and homeowner within the Flame Tree Ridge community in Jumeirah



Abu Dhabi Invitational to return to Yas Links, Abu Dhabi in January 2016

The tournament organisers have announced that the Abu Dhabi Invitational will return to the calendar once again at Yas Links, Abu Dhabi in January, 2016.

The \$500,000 one-day Pro-Am, supported by the Abu Dhabi Sports Council and sanctioned by The European Tour, will be held on Sunday January 31, 2016 with the curtain raiser Am-Am being held the previous day on Saturday January 30, 2016. Last year 58 professionals and 58 amateurs competed in a two-player betterball format with a professional individual element.

The winner of last year's professional title was Darren Fichardt (South Africa) with an 8-under-par 64 with tied runners-up Thongchai Jaidee (Thailand), Rafa Cabrera-Bello (Spain) and Ross McGowan (England) a shot behind.

The winners of the Pro-Am Division were Thongchai Jaidee and Gabriel Batistuta, the former football legend and Argentina's all-time leading goalscorer who produced a combined score of an 11-under-par.

The Am-Am winners were Miki Mirza and Matt Boucher with a 7-under-par total and the 36-hole Amateur Division was won by Thomas Jermoluk with a 10-under-par return.

Professionals participating in the 2015 event also included Rory McIlroy, Berndt Weisberger, David Howell, David Horsey, Matthew Fitzpatrick, Peter Uihlein, Stephen Gallacher, Tommy Fleetwood and Abu Dhabi's global golf ambassador Matteo Manassero.

Amateur celebrity participants included former Australian cricketer Shane Warne, former English footballer Dwight Yorke and event co-founders Abdullah Al Naboodah and Mohammed

Farooq. Nick Tarratt of The European Tour said: "We are delighted that the Abu Dhabi Invitational will be held next year again at Yas Links. It is one of the finest Pro-Ams in the world with a unique format with \$525,000 raised for various charities, for the players' charities as well as local charities through player prize money donations and a charity auction at the Gala Dinner.

"It is one of the highlights of the Abu Dhabi golf season and we look forward to assisting the organisers in enhancing both the experience of both professionals and amateurs as well as creating more media exposure, locally, regionally and internationally through all our European Tour media channels including the filming and distribution of a dedicated 46 minute TV magazine highlights programme that will distributed around the world." ■

CHALLENGE TOUR'S FINEST SET FOR DUBAI SHOWDOWN IN THE ICAEW CHALLENGE TOUR PRO-AM AT JUMEIRAH GOLF ESTATES



The leading players on the Road to Oman Rankings are set to lock horns in Dubai when the ICAEW Challenge Tour Pro-Am gets underway on the Fire course at Jumeirah Golf Estates on Wednesday October 28, 2015.

The event is part of a week long programme for European Challenge Tour players to practice in Dubai between playing in the \$500,000 Foshan Open, China, finishing on Sunday October 25, and the €375,000 NBO Golf Classic Grand Final played at Almouj Golf The Wave in Oman which begins on Wednesday November 4.

The Challenge Tour players are invited to use the Jumeirah Golf Estates ETPI (European Tour Performance Institute) along with other practice facilities as well as honing their games on the Fire course.

The highlight of the week will be the ICAEW Challenge Tour Pro-Am involving 20 professionals playing in a four-player team format with one pro alongside three guest amateurs from the Institute of Chartered Accountants in England and Wales (ICAEW). Among the players already confirmed are Ricardo Gouveia, Jens Fahrbring, Rhys Davies, Ryan Fox and Dominic Foos.

Nick Tarratt of The European Tour said at the Pro-Am announcement: "This is a



RHYS DAVIES



RICARDO GOUVEIA

great opportunity for the Challenge Tour players to experience what is potentially ahead of them in their careers. The Jumeirah Golf Estates ETPI facilities are up there with the best of its kind in the world and we are also bringing over Jean Jacques Rivet from the ETPI in Terre Blanche to assist Mark Gregson-Walters and his Jumeirah Golf Estates ETPI team with the training.

"We wish all the Challenge Tour players all the best in this important week for them as they acclimatise and tune up for the final event of the season in Muscat, Oman".

Michael Armstrong FCA, Regional Director of ICAEW - Middle East, Africa and

South Asia added: "We are very excited to be a part of this prestigious event and to work with partners who are as dedicated to supporting and promoting talent in their field as we are in ours. Whether it is on the green or in the boardroom, people's capabilities must be nurtured and they must be given the appropriate tools, focus and direction so that they may rise to the top of their careers".

The top 45 players on the Road to Oman Rankings qualify for the Oman event and then the final top 15 ranked players following the NBO Golf Classic Grand Final will earn their playing privileges on the 2016 European Tour International Schedule.

Oman Air become Presenting Sponsor for the NBO Golf Classic Grand Final

Oman Air has announced that the airline will become the Presenting Sponsor for the forthcoming NBO Golf Classic Grand Final. This will be the third year that Oman Air has committed to the prestigious European Challenge Tour tournament as a Presenting Sponsor and Official Airline.

After two hugely successful years, the National Bank of Oman Golf Classic, which was the penultimate event on the European Challenge Tour Schedule, has been elevated to become the season-ending NBO Golf Classic Grand Final, which is open only to the top 45 players on the Road to Oman Rankings and is set to be played on November 4-7 at the stunning Almouj Golf, The Wave in Muscat, Oman.

Oman Air has now announced their commitment to the NBO Golf Classic Grand Final as a Presenting Sponsor and Official Carrier for the tournament. The airline will be transporting the 45 qualifiers, their management, caddies and supporters from all over the world to Muscat.

"We are honoured and privileged to be the Presenting Sponsor for this prestigious tournament," said Oman Air CEO Paul Gregorowitsch. "The NBO Golf Classic Grand Final has certainly put the Sultanate on the world golf and tourism map and has created an opportunity for Oman business and tourism to benefit from the exposure the event has brought. Our involvement in the Grand Final is consistent with our



support of sport in the Sultanate as an Official Partner to the Oman Football Association. We will be continuing that support through various unique sporting activities in the public village during the NBO Grand Final."

As well as Oman Air, the 2015 NBO Golf Classic Grand Final is supported by Shangri-La Barr Al Jissah Resort & Spa, Tanuf Water, Wicked Tents and Al Turki.

Arabian GOLF

NEWS FROM THE LEADING CLUBS IN THE REGION



THE WAIT IS ALMOST OVER AS THE UAE PREPARES TO HOST THE PRESTIGIOUS NOMURA CUP FOR THE FIRST TIME IN THE 52-YEAR HISTORY OF THE INTERNATIONAL AMATEUR TEAM EVENT. IN A REGION THAT HAS MADE A NAME FOR ITSELF AS A HUB FOR THE PROFESSIONAL GAME AND IS THE EPICENTRE OF THE EUROPEAN TOUR, THIS MONTH'S NOMURA CUP, TAKING PLACE AT YAS LINKS IN ABU DHABI FROM OCTOBER 22-25, REPRESENTS A HUGE STEP IN THE DEVELOPMENT OF THE AMATEUR GAME IN THE REGION.





STAGE SET FOR 27th NOMURA CUP

At the time of going to press some 21 teams had already signed up to compete in the 27th Nomura Cup, with particular support coming from the Arab nations. The UAE team will be joined in the four-day stroke play event, by Oman, Bahrain, Qatar, Lebanon and Saudi Arabia at the stunning Kyle Phillips designed course, all hoping to gain invaluable experience going up against the best amateur players from around the world in the biennial tournament.

The 27th Nomura Cup is hosted under the patronage of the Abu Dhabi Sports Council, by the Emirates Golf Federation (EGF), under the guidance of H.E. Sheikh Fahim Bin Sultan Al Qasimi, who said: "It is a great honour to host such a prestigious event in Abu Dhabi. With the support of the Asia Pacific Golf Confederation (APGC) and other valued partners such as Abu Dhabi Sports Council and Yas Links Abu Dhabi we are able to host this event at the highest level possible.

"Since the launch of the tournament 52 years ago, it has never been hosted in the Middle East. The EGF hopes this showcases the type of commitment that the UAE has made in order to pave the way for other world amateur golf events.

"As the UAE enhances its status on the professional tour and now on the amateur circuit, we hope that this event prepares participants for the next step in their golfing career."

Adel Zarouni, Vice-Chairman of the Emirates Golf Federation added: "It is also

encouraging that so many of the golf-playing Arab nations have committed to compete in the tournament, significantly Oman along with Bahrain, Lebanon, Qatar, Saudi Arabia and, of course, the UAE.

"The widening interest in the Nomura Cup demonstrates the rapidly rising growth of golf throughout Asia and among the Arab states. I am sure the Nomura Cup is going to be a ground-breaking event that will not only create greater involvement in amateur golf across Asia and, in fact, globally, it will also provide the opportunity for the UAE to showcase the emirates as a true worldwide golfing destination."

"I'm certain that the friendly yet determined competition of the Nomura Cup will also show that the UAE not only plays the perfect host to some of the greatest professional tournaments in world golf, but that it is able to also stage international amateur events and spotlight the importance of effective and well run junior golf programmes."

Dominic Wall, Director, The R&A – Asia Pacific, said: "The Nomura Cup is the premier elite amateur team event in the Asia Pacific region and it is pleasing to see the growth in the championship and that it is being played throughout the region with recent Cups being played in Fiji, Korea, Thailand and now for the first time in the Middle East region.

"While golf club membership is declining in some countries, recent trends suggest that participation is growing in Asia and that golf related tourism generated around US\$25



billion around the world last year. No doubt courses such as Yas Links will also encourage greater participation and more golf-related tourism."

Howie Roberts, General Manager of Yas Links, said: "On behalf of the golf club, we are extremely honoured and proud to host such a prestigious and historical event which will be welcoming representatives from more than 20 countries to Abu Dhabi and our wonderful golf course, Yas Links.

"With this being the first Nomura Cup held in the Middle East, though it is not surprising, it is exciting to see how much the UAE continues to attract such esteemed events. We hope all competitors enjoy the course and their stay in the UAE's capital and we look forward to an exciting championship. Wishing all players the best of luck!"

The Australians will be the team to beat at Yas Links, having successfully defended their title at the 2013 Nomura Cup at Santiburi Country Club in Thailand, the 10th time they've lifted the trophy. Japan, Korea and Chinese Taipei are also sure to field strong teams while the UAE Team of Khalid Yousuf, Abdalla Al Musharrek, Rashid Hamood, Ahmad Skaik will be hoping to make their home advantage count.



‘NOMURA CUP EXPERIENCE IS VITAL’ says UAE National Team Coach



“WE’VE GOT SOME VERY GOOD BALL STRIKERS. YOU CAN COMPLICATE THE GAME A BIT BETWEEN BALL STRIKING AND LOOKING AT ACTUAL RESULTS.”

— GREG HOLMES

WORLDWIDE GOLF speaks exclusively to UAE National Team Coach Greg Holmes ahead of the team’s appearance at the Nomura Cup at Yas Links in Abu Dhabi.

WWG: How big an accolade is it for the UAE to be hosting an amateur event the stature of the Nomura Cup?

GH: It’s absolutely massive. To be awarded an event of this scale, one of the biggest amateur golf team events in the world, is a fantastic opportunity for us to showcase what we have here in the UAE in terms of our golf courses and facilities. It’s also a great opportunity for our youngsters, juniors and families to go and see the best players in the country play at a high, international level. So overall it’s ticking all the boxes and will be a fantastic experience for everyone involved.

WWG: The UAE has developed a reputation as an epicentre for professional golf events, how important is it for the next stage in grassroots development that the UAE makes a name for itself on the international amateur scene as well?

GH: It’s a work in progress, obviously, and it takes time. Earlier this year we launched a big Junior Development Programme. It’s so important that we do work at grassroots and have youngsters filling the under-15 teams, which, in turn, fills the under-18 teams and then that gives us a bigger selection for the

senior circuit. The more seniors we have playing at a very good international level is going to increase our chances of creating some very good professional players later on down the line.

WWG: How have you seen the amateur game with Emiratis develop since you’ve been involved with them?

GH: I’ve been involved with the UAE National Team for one year now. I actually turned pro out of the UAE myself from Emirates Golf Club back in 1991 and I’ve seen the region go from having no junior golfers, to all of a sudden having 75-80 juniors who participate in golf here in the UAE. We’ve got a Junior Programme now on our development squads of about 20 players, so we’re just trying to increase those numbers and give them more attention. They are certainly getting the best facilities, such as the ETPI at Jumeirah Golf Estates, which we’re lucky enough to have access to.

WWG: You mentioned the ETPI at JGE, which the EGF and the UAE National Team are closely connected with. There’s only one other ETPI in the world – at Terre Blanche in France. Tell us about the National Team’s recent trip there to prepare for the Nomura Cup?

GH: The summer period was a good opportunity to take the guys away so that they could concentrate solely on their golf. We went to Terre Blanche which is near Nice

in the south of France – another fantastic ETPI facility. The reason for going was to meet up with Jean-Jacques Rivet, who is one of the world's best in bio-mechanics associated with golf. It was an opportunity for us to take our guys there and make sure they were measured physically and any errors that they needed to work on they could do so. They were given the correct treatment by the physio staff there and they implemented those movements into their golf swing. They've benefited a lot from the trip. Just using the body and using the ground properly definitely benefitted them and helped them control their swings a lot more.

WWG: How are the UAE Team playing heading into the tournament and how do you think they're going to get on?

GH: We've got some very good ball strikers. You can complicate the game a bit between ball striking and looking at actual results. The guys have the ability but one of the things that goes against us is that our season tends to be a little back to front. A lot of guys have been playing all the way from April through to October, heading into a big event like the Nomura Cup, whereas our season is only just starting here. So it does make it a little more difficult for us as our guys haven't had as much tournament experience over the last few months. But they've got the experience

and they've been working hard. Our goal really is to fare well against the Middle Eastern teams. If we can consistently do well in that area, we can set another goal after that.

WWG: What do you think of Yas Links as a host venue for a tournament of this magnitude?

GH: It's a fantastic venue, a beautiful venue. The topography on the golf course is both interesting and outstanding. It's different to what most people would imagine when they think of a Middle Eastern golf course. You could almost believe you were in Scotland playing on the links. With the amenities available at Yas Links it'll be an opportunity to showcase what Abu Dhabi has to offer.

WWG: Talking about the development of local Emirati players, someone like Khalid Yousuf who's been on the UAE National Team and around the set-up for many years – is he a great example of what can be achieved by going through the system from being a young boy right through to the full National Team?

GH: Absolutely. Khalid first of all, is an absolute gentleman. You won't meet a nicer guy. Anything we need – if we ask him to play with some of the juniors he's 100% into helping out and helping grow the game from the grassroots. He's a good ball striker with lots of experience. As a role model, he's got a fantastic attitude on the golf course,

nothing really bothers him and he doesn't get distracted. So in terms of how to act and how to behave as a golfer, he's as close to being a professional as you could get.

WWG: Do you think the work ethic of the team has improved over the years in terms of the attitude to practice and preparation?

GH: It's improving. Obviously, we have the summer to deal with which is difficult. As I said, for a lot of the big tournaments we have to prepare during the summer so it's tough for them to put in the hours they probably need to. Golf is still a relatively new sport here in the UAE, even though the first golf course was here 25 years ago. It's still a relatively new sport and everyone is still in that learning process. As the numbers increase, the competition is going to increase and once everyone starts competing against each other that work rate will go up. The guys are working hard. They're fit, they're strong, their body speeds (as they were measured in France) are fast. There's nothing wrong with the way they hit the ball. We just need to continue putting them up against international teams so they know what level they need to get to.

WWG: The Nomura Cup will surely help in that regard?

GH: Absolutely. As long as they keep learning, that's the way forward.

Rashid Hamood

UAE National Team



"The Nomura Cup is one of the biggest events that we play. We were lucky enough to play last year in the Eisenhower Trophy, which is the World Amateur Team Championships in Japan and is a huge event as well and the Nomura Cup is up there with that. It's a great experience, I've played in one Nomura Cup already a few years ago and I'm looking forward to this one.

"We had an amazing trip over the summer down to Terre Blanche, which is the ETPI headquarters in France. The team has done some amazing work with Jean Jacques and all of his team down there. We've had a very good insight into where everybody's game is at and what we need to do to take things forward. So things are looking good and I'm looking forward to the upcoming event."

Khalid Yousuf

UAE National Team



"The Nomura Cup is the second largest amateur team tournament in the world so it attracts a lot of great players from Asia-Pacific, Asia, and Western Asia. You get a lot of great players who have gone on to The European Tour and the US PGA Tour. It's great for the UAE to host it, and especially for the UAE team to participate in it because it'll give us good exposure, and it will attract a lot of people to the region to see how UAE golf has progressed while also experiencing the golf courses and how we've set everything up here."

Ahmad Skaik

UAE National Team



"It's really good that the UAE is hosting an amateur event of this size and we hope we show up in this tournament and perform well.

"I've played once in a senior tournament, it was the Pan Arab Championship against all the other Arab countries and it was a good experience.

"I think this is going to be much bigger than that because we have all the Asian teams. So it's going to be a good experience and I'm looking forward to it."

Abdalla Al Musharrekh

UAE National Team



"I have previously played in several world-class amateur and pro tournaments with great players, but the one thing that will make this experience unique is the fact that I will be playing it on home soil for the first time.

"I'm not sure how I will be feeling on the first tee on day one, but I'm definitely looking forward to the whole experience."