



BADMINTON WORLD FEDERATION STYLE GUIDE



This is a basic style guide, covering as many content and language aspects as possible, so BWF can deliver clean, consistent, crisp copy – including but not limited to press releases, website stories, publications including annual reports and formal communications such as speeches. It is our responsibility to set the bar high and keep it there.

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1 GENERAL

1a. British English

Use British English spelling and punctuation. Before submitting all written content, run a [British English](#) spell check. Here are some common spelling mistakes:

analyse/organise/realise/ socialise/theorise/maximise	Not analyze, organize, realize, socialize, theorize, maximize.
acknowledgement/ageing/ judgement/likeable	Not acknowledgment, aging, judgment, likable. British English retains the final 'silent e' when adding suffixes.
colour/honour/favourite/ rigour/saviour	Not color, honor, favorite, rigor, savior.
calibre/centre/theatre	Not caliber, center, theater.
dreamt/leapt/learnt	Not dreamed, leaped, learned.
defence	Not defense.
fulfil/instil/skilful/enrol	Not fulfill, instill, skillful, enroll.
licence/license	Licence is the noun; license is the verb: <i>A driver's licence photo (noun); you have been licensed to officiate the tournament (verb)</i> . In America, it is license for both noun and verb.
manoeuvre	Not maneuver.
medalled/travelled	Not medaled, traveled.
programme	Not program. It is only 'program' when referring to a computer program.
practice/practise	Practice is the noun; practise is the verb: <i>Practice makes perfect (noun); I practised my forehand (verb)</i> . In America, it is practice for both noun and verb.

1b. Americanisms

Look out for American phraseology such as *gotten* and *meet with* *Lee Zii Jia has got better*, not *gotten better*. *Lloyd Green will meet Owen Leed*, not "*Lloyd Green will **meet** with Owen Leed*". Athletics **meeting**, not *meet*.

1c. Typography

For press releases, use Verdana, size 10 as font, justified. For published website material, left aligned is preferred. Books, TV shows, song titles all in italics. Lyrics, use apostrophes: 'You're just too good to be true'. This should be the standard across all BWF publications and communications.

2 ABBREVIATIONS

Avoid where possible. For Latin abbreviations use e.g. and i.e. If using within a sentence, use parentheses: *The reasons include injury (i.e. the player cannot continue)*. Avoid using etc in formal communications.

3 ACCENTS

Will be used for names of people or places: *Poul-Erik Høyer, Yaoundé*.

4 ACRONYMS

Even if it is just one reference, add the acronym: *The International Olympic Committee (IOC) will meet on the eve of the Olympic Games*. So, first use spell out the association with the acronym in brackets afterwards. Further usage, use the acronym. See **Governing Bodies**.

5 AGE/AGE GROUP/AGES

Age Groups	Under-19 first reference, U-19 second reference.
acknowledgement/ ageing/ judgement/ likeable	<p>Numerals rather than spelling out is the general rule. The people in the crowd were mostly in their 20s and 30s. He is a 14-year-old boy. He has been playing badminton since he was 14 years old. Please note that 14-year-old boy is hyphenated, as it is adjectival. However, 14 years old has no hyphens (see Hyphens). Standard rules for numerals: one to nine spelled out, then 10, 11, 12. However, an age is always numerals with a comma between the name and the age, and after the age. John Smith, 32, is competing in his first World Championships and has been training for 16 years. He has three children: Alice, 10, Peter, 9, and Britney, 4.</p>

6 BADMINTON TERMINOLOGY

AirBadminton, AirShuttle	One word, no space between Air and Badminton/Shuttle. Uppercase A, B, S.
badminton	Lowercase for all references.
backhand	One word.
backline	One word. Never baseline. That is a tennis term.
beat	Use defeat where possible as to beat someone in some cultural contexts and translations, like in China, is to strike someone.
BWF Umpire	Uppercase. If not BWF or Continental Confederation, umpire is lowercase.
BWF Line Judge	Uppercase. If not BWF or Continental Confederation, <i>line judge</i> is lowercase.
BWF Referee	Uppercase. If not BWF or Continental Confederation, <i>referee</i> is lowercase.
BWF Referee Assessor	Uppercase. If not BWF or Continental Confederation, <i>referee assessor</i> is lowercase.
BWF Technical Official	Uppercase. If not BWF or Continental Confederation, <i>technical official</i> is lowercase.
BWF Umpire Assessor	Uppercase. If not BWF or Continental Confederation, <i>umpire assessor</i> is lowercase.
doubles pairings	Slash, no space: <i>Nami Matsuyama/Chiharu Shida</i> .
events	Events in lower case: men's singles, women's singles, men's doubles, women's doubles, mixed doubles.
field of play	Lowercase. For internal use, FOP is allowed.
forecourt	One word.
forehand	One word.
games or matches	For badminton, a contest is called a 'match', with 'games' within that match. A match is best of three games, never sets. We use 'game point' for each game and only 'match point' when the match can be decided. In team tournaments, the term 'tie' is also used. See tie .
handskill	One word.

juniors	It is 'men's and women's for categories even when referring to junior players, and not boys' singles, girls' doubles, etc.
line call	Two words, no hyphen.
midcourt	One word.
mixed doubles	Male name first, female name second: <i>Mathias Christiansen/ Alexandra Bøje</i> .
net shot	Two words.
netplay	One word.
Para badminton	Uppercase 'P'. No hyphen: Para badminton not para-badminton. This is as per the International Paralympic Committee (IPC) guidelines. If it's used as an official title, we cap Badminton (e.g. Irish Para Badminton International 2019, World Para Badminton Championships, etc). For hashtag use, it's #Parabadminton or #ParaBadminton.
quarterfinal	No hyphen, one word. The plural has to be used in this instance: <i>In the men's singles quarterfinals today</i> (indicating several matches in that particular round). However, for a specific match it should be singular: <i>The men's singles quarterfinal between Viktor Axelsen and Kento Momota</i> .
racket	Not racquet (American spelling allowed, to maintain consistency and continuity).
ranking	When referring to a world ranking: <i>world No. 1</i> .
rearcourt	One word.
referee	Lowercase: <i>The referee refused to consider the player's complaint</i> . We also use deputy referee.
semifinal	One word, no hyphen, see also quarterfinal .
shuttlecock	One word. Or shuttle. Not bird or birdie.
Superseries	One word, uppercase 'S'. Use only when referring to past years. Try and avoid.
tie	A team contest is called a tie, which in preliminary rounds is the best of five matches. In a knockout stage, it is the first to win three matches.
umpire	Lowercase: <i>The umpire overruled the line judge</i> .
wristwork	One word.

7 CAPITALISATION

Keep things lowercase as much as possible unless indicated. So, job titles like coach or manager or physiotherapist, keep low. Same as referee, umpire or technical official; unless it is BWF Referee or BWF Technical Official. The sport itself remains lowercase: badminton. World Championships is uppercase, world champion is lowercase. See **Names** for more.

8 CONTRACTIONS

Avoid them. This is where it becomes *it's*, *must not* becomes *mustn't*, *has* becomes *hasn't* etc. Within quotations is permitted.

9 GENDER

9a. Titles

Always use 'female/male', 'women/men' and NOT 'girls/boys', unless referring to children (see **juniors** under **Badminton Terminology** for further explanation). 'Ladies' is appropriate when used with the term 'Gentlemen'. For example, in a speech: *Ladies and Gentlemen*; or when it is an official title *Sir John* and *Lady Smith*. The use of 'ladies' is inappropriate when 'men' is being used. The term should be 'women'.

9b. Pronouns

Unless the gender of the person is known, avoid using gender-specific pronouns such as 'she/he', 'him/her', but rather in such cases the plural 'their/them' is acceptable: *'Each athlete must have his accreditation on him at all times'* could be re-written as *'All athletes are required to have their accreditation on them at all times'*. Similarly, when referring to a mixed gender group, the neutral plural should be used.

9c. Nouns and Proper Nouns

Where possible, use gender-neutral terms as identified by the International Olympic Committee guidelines, for example:



9d. Gender Stereotyping

It is acceptable to describe the performances of both women and men using adjectives such as 'beautiful', 'powerful', 'strong', 'graceful'. These are adjectives that can describe a man's performance as well as a woman's.

10 GRAMMAR & SPELLING

10a. General

Achilles' heel	If you have to use, uppercase with apostrophe.
adrenalin	Lowercase no 'e' in the general sense, which is most of the time. If we refer to the trademarked synthetic drug manufactured in the USA, it is Adrenalin. The adrenalin was pumping as I hit the winning point while Lloyd Green has been banned for six months for injecting Adrenalin.
adviser	Not advisor.
affect vs effect	Effect is the noun; affect is the verb. The ACL injury may HAVE an effect on his performance (noun); His recent knee injury may affect his performance (verb).
all right	not alright.
any more/anymore	Not interchangeable. Any more refers to quantity (<i>Would you like any more rackets?</i> while anymore refers to time (<i>I won't play doubles anymore</i>).
cancel	An event that is cancelled is scrapped/abandoned, while those that are called off will be played at a later date – <i>they are merely postponed</i> .
dietitian	Not dietician.
email	No hyphen.
flagbearer	One word, no hyphen.
focused	One 's'.
gold/silver/bronze	When more than one medal is won, never use golds, silvers, bronzes.
hashtag	One word.
hometown	One word.
inquiry	A noun to describe an investigation: <i>Officials will hold an inquiry into the equipment malfunction.</i>

knockout	No hyphen.
like	Very common and often very wrong, when the phrase should be 'such as': Several former champions, such as Lin Dan and Lee Chong Wei, were aiming to make comebacks. Use 'such as' when describing individuals. However, if you are describing a sporting position, this is correct: Versatile doubles players like Lloyd Green will always be in demand.
multisport	No hyphen.
Olympian/ Paralympian	Not former Olympian/Paralympian. Once an Olympian, always an Olympian. Former champion or former world record holder.
passive sentences	Do not write them, use active ones. " <i>Lloyd Green defeated Owen Leed</i> ". Not " <i>Leed was defeated by Green</i> ".
per cent	Two words. However, 'percentage' is one word.
placegetter	One word.
prize money	Two words.
teammates	One word.
under way	Two words.
until	Not 'til or till.
versus	Use versus in sentences. Use vs in lists, titles and headlines: <i>South Africa vs New Zealand</i> .
wellbeing	One word.
while	Not whilst.
zero	Spell out in running copy: <i>Lloyd Green has zero chance of victory</i> .

10.b Adverbs

No hyphens after adverbs: *Hotly disputed penalty, constantly evolving gameplan*. But be wary of too much hyperbole and cliché. However, in descriptive terms and compound adjectives, remember the hyphen: *Well-judged dive, ill-prepared team*. See **Hyphens**.

11 HEADINGS

Use colon in headings, not dash. *Session 1: Welcome & Opening Remarks.*
 NOT *Session 1– Welcome & Opening Remarks.*

In present tense (context to be applied) and first letter of every word in upper case except for articles (a, an, the) and prepositions (on, in, at, to, by).

Drop single quotation marks when quote is not standalone. *I Want to Win, says Ginting*
 NOT *'I Want to Win', says Ginting*, OR just *'I Want to Win'*.

Prioritise shorter words where possible. *Edges* instead of *edges out*.

12 NAMES

12a. Athletes & Dignitaries

Full name in first reference, surname in second reference. However, not all second names are surnames. For some Indian names: *Kidambi Srikanth*; *Pusarla V Sindhu*; *Parupalli Kashyap*, the first names are actually the surnames. In case of Chinese and Korean names, the first name is the surname. *Chen Long* in first reference; *Chen* in second reference. Refer to tournament software for correct spelling and presentation of name. Note, no CAPS for surname.

BWF Council members, staff titles start with BWF: *BWF President Poul-Erik Høyer* (note the special character (ø) in his surname); BWF Events Chair *Zhang Jun*, *BWF Secretary General Thomas Lund*. Use surname only for second reference.

For longer titles in news items and reports, it should be name, position, company: *David Cabello, Chair, Development & Sport for All Committee*.

12b. Governing Bodies

Continental Confederations: Uppercase C and C. Same as for Badminton Africa, Badminton Asia, Badminton Europe, Badminton Oceania, Badminton Pan Am.

Members: Write out in full first reference, then acronym second reference. *Chinese Badminton Association (CBA)*; *Badminton Association of Malaysia (BAM)*.

12c. Places

For country names, by convention, South Korea is referred to only as Korea; Hong Kong as Hong Kong China. Chinese Taipei and Hong Kong are never referred to as countries, but as Members or territories: *200 players from 43 Members, not 43 countries*. Places and countries are separated by comma: *the BWF Headquarters in Kuala Lumpur, Malaysia*. Countries are 'surrounded' by commas: *the competition in Basel, Switzerland, was great*.

See **Appendix 1: Country & Member Codes**.

Here are some other common mistakes:

Ukraine: Not 'the Ukraine'.

Use **Eastern Europe** and **Eastern European**: Not East Europe.

The Netherlands: Not Holland. Holland is strictly only two of the 11 provinces that make up the Netherlands.

US/USA: No full stops. US is an adjective and USA is a noun: a US citizen; the USA is a country.

12d. Tournaments

For tournaments and tournament series, please use the following:

BWF Tour: Super 100 only

HSBC BWF World Tour: Super 300, Super 500, Super 750, Super 1000

HSBC BWF World Tour Finals

TotalEnergies BWF World Championships

TotalEnergies BWF Sudirman Cup Finals (also known as BWF World Mixed Team Championships)

TotalEnergies BWF Thomas & Uber Cup Finals

- **BWF Thomas Cup Finals:** also known as **BWF World Men's Team Championships**
- **BWF Uber Cup Finals:** also known as **BWF World Women's Team Championships**

BWF World Junior Championships

BWF World Senior Championships

BWF Para Badminton World Championships

World Championships: Uppercase. If it is part of the official name of the event, it should be: *TotalEnergies BWF World Championships 2022*. World Championships is always plural; NOT World Championship.

World Tour: Uppercase.

Note, for all Grade 1 and World Tour events the year follows the name: *TotalEnergies BWF World Championships 2022*; *PETRONAS Malaysia Open 2022* (second reference just *Malaysia Open*).

12e. Para badminton

Wheelchair 1 (WH1): Players in this class require a wheelchair to play badminton. Players in this Sport Class usually have impairment in both lower limbs and trunk function.

Wheelchair 2 (WH2): A player in this class could have impairment in one or both lower limbs and minimal or no impairment of the trunk.

Standing Lower 3 (SL3): In this class a player must play standing. The player could have impairment in one or both lower limbs and poor walking/running balance.

Standing Lower 4 (SL4): A second standing class where the player has a lesser impairment compared to Sport Class SL3. The player could have impairment in one or both lower limbs and minimal impairment in walking/running balance.

Standing Upper 5 (SU5): The player in this class has impairment of the upper limbs.

Short Stature 6 (SH6): These are players who have a short stature due to a genetic condition often referred to as “dwarfism”.

13 NUMBERS

One to nine are written out, use numerals for 10 and higher: Three people watched the evening session; he hit 18 forehand winners. Do not start sentences with a number; rewrite the sentence if possible.

13a. Amounts

about, not **around**: This will come up when estimating attendance figures or making itemised lists including how many shuttlecocks will be used at a tournament: *About 20,000 people were inside the arena to witness the men’s singles final; about 50,000 shuttlecocks will be made for the World Championships.*

fewer/less: For countable nouns use ‘fewer’. *There are fewer athletes from Wales attending than at the Tokyo 2020 Olympic Games. Four years later, there will be less expectation for them to win medals.*

13b. Currency

If the context is US dollars, we leave it as US dollars, no conversion. This is written as US\$1,000. Same applies to Australian dollars, British pounds and just the symbol for Euro: AU\$1,000, UK£1,000, €1,000. If a number expressing an amount of money is spelled out so are the words of this currency: one million US dollars, nine euros, 10 million euros. But avoid this where necessary.

13c. Days/Dates/Decades

The correct way to write the date is Monday 29 October 2018, no commas. For decades, 1980s on first mention, 80s thereafter – no apostrophe.

13d. Measurements

Use lower case for: m (*metres*), kg (*kilogram*), km (*kilometre*). When used with figures, these lower- case abbreviations should follow immediately, without a space: *15kg, 100m, 23km*. Kilograms and kilometres can be shortened to kg and km. Kilometres per hour is kph.

13e. Time

last/past: Use past in most cases, unless referring to finality. *Lin Dan will make his last Olympic Games appearance at Tokyo 2020.*

time: Use 12-hr clock. The match begins at 7pm (local time) or 7.30pm (no colon).

14 COUNTABLE NOUNS

Members/Continental Confederations/Federations	Singular. <i>The Chinese Badminton Association (CBA) has announced its squad for the Asian Games; Badminton World Federation (BWF) has released its annual report.</i> If referring to the staff of BWF or 'they' then it is HAVE.
Teams (clubs/countries)	Plural. Korea are without their best players.
Pair/Duo/Tandem/Trio/Quartet	Plural. <i>Indonesia's top men's pair won their first game.</i>

15 PUNCTUATION

15a. Apostrophes

This must be consistent among all BWF content and copy. It is not that complicated, just think about how many people the preposition relates to. *The badminton player's racket* – a racket belonging to one badminton player. *The badminton players' equipment* – equipment belonging to more than one badminton player. *Men's singles final; women's singles final*. Look to avoid 's' where we can, unless essential. However, if a name finishes with an 's', we use an apostrophe after the s, not s's. So, *John Thomas' coach arrived on Saturday. It was Wales' first gold medal of the tournament.*

15b. Commas

The Oxford comma is sometimes required before the word 'and': *The cycling disciplines are mountain bike, track, and road. However, if commas are getting in the way, rewrite the sentence.*

15c. Exclamation Marks

Try to avoid in reports and official communication such as letters and press releases. Permitted in social media posts and informal communications.

15d. Hyphens

Use hyphens to form compound adjectives preceding nouns: *sport-mad journalist*, *user-generated content*, *bad-tempered player*, *bronze-medal match*, *three-year agreement*. When two adjectives modify a noun, do not hyphenate them: *first ever Games*. If the compound adjective comes after the noun, do not hyphenate: *They took Green through the testing procedure step by step*. But: *The step-by-step procedure took two hours*.

14-year-old boy: Hyphenated, as it is adjectival

half-time: Hyphenated.

part-time: Hyphenated.

round-the-head shot: Hyphenated.

warm-up/warm up: Differentiating between warm up when used as a compound verb and warm- up as a compound adjective: *I warm up before competition; I go through my warm-up routine every training session*.

X-ray: Capped and hyphenated. May be required if an athlete is injured.

16 QUOTES

quotation marks: Double quotation marks to quote someone. Single quote marks for a quote inside a quote. *"I knew we had a great chance for the win," said Lloyd Green. "I spoke to Owen Leed this morning and he said: 'The team is in great shape'. He was right."* Avoid using single quotes to signal a term.

redundant words: Quotes don't have to be verbatim. Should be made simpler by eliminating usage of *"I think"* or *"I feel"* as much as possible. *"I think I played great today."*

17 MISCELLANEOUS

- COVID-19, second reference COVID. Coronavirus is not the same as COVID. It is the virus that causes COVID.
- Leave American spellings in official names. *World Health Organization*, NOT *World Health Organisation*.
- Avoid non-badminton terminologies and jargon from other sports at all time. E.g. Sticky wicket, kick-off, bout, off the canvas.

APPENDIX 1 – COUNTRY & MEMBER CODES

For all official documents and protocol occasions use the official country or Member name in the order below.

Afghanistan AFG	Ghana GHA	Niger NER
Albania ALB	Gibraltar GIB	Nigeria NGR
Algeria ALG	Great Britain (Olympics Only) GBR	Norfolk Islands NFK
Argentina ARG	Greece GRE	North Korea PRK
Armenia ARM	Greenland GRL	Northern Marianas MNP
Aruba ARU	Grenada GRN	Norway NOR
Australia AUS	Guam GUM	Pakistan PAK
Austria AUT	Guatemala GUA	Palestine PLE
Azerbaijan AZE	Guinea GUI	Panama PAN
Bahrain BRN	Guyana GUY	Papua New Guinea PNG
Bangladesh BAN	Haiti HAI	Paraguay PAR
Barbados BAR	Honduras HON	Peru PER
Belarus BLR	Hong Kong China HKG	Philippines PHI
Belgium BEL	Hungary HUN	Poland POL
Benin BEN	Iceland ISL	Portugal POR
Bermuda BER	India IND	Puerto Rico PUR
Bhutan BHU	Indonesia INA	Qatar QAT
Bolivia BOL	Iran IRI	Romania ROU
Bosnia and Herzegovina BIH	Iraq IRQ	Russia RUS
Botswana BOT	Ireland IRL	Saint Helena SHN
Brazil BRA	Israel ISR	Samoa SAM
Brunei Darussalam BRU	Italy ITA	Saudi Arabia KSA
Bulgaria BUL	Ivory Coast CIV	Scotland SCO
Burkina Faso BUR	Jamaica JAM	Serbia SRB
Burundi BDI	Japan JPN	Seychelles SEY
Cambodia CAM	Jordan JOR	Sierra Leone SLE
Cameroon CMR	Kazakhstan KAZ	Singapore SGP
Canada CAN	Kenya KEN	Slovakia SVK
Cayman Islands CAY	Kiribati KIR	Slovenia SLO
Central African Republic CAF	Korea KOR	Solomon Islands SLB
Chile CHI	Kosovo RKS	Somalia SOM
China CHN	Kuwait KUW	South Africa RSA
Chinese Taipei TPE	Kyrgyzstan KGZ	Spain ESP
Colombia COL	Laos LAO	Sri Lanka SRI
Comoros COM	Latvia LAT	St Lucia LCA
Congo CGO	Lebanon LBN	Sudan SUD
Cook Islands COK	Lesotho LES	Suriname SUR
Costa Rica CRC	Libya LBA	Eswatini SWZ
Croatia CRO	Liechtenstein LIE	Sweden SWE
Cuba CUB	Lithuania LTU	Switzerland SUI
Curacao CUW	Luxembourg LUX	Syrian Arab Republic SYR
Cyprus CYP	Macau China MAC	Tajikistan TJK
Czech Republic CZE	North Macedonia MKD	Tanzania TAN
Denmark DEN	Madagascar MAD	Thailand THA
Djibouti DJI	Malawi MAW	Timor-Leste TLS
Dominican Republic DOM	Malaysia MAS	Togo TOG
DR Congo COD	Maldives MDV	Tonga TGA
Ecuador ECU	Malta MLT	Trinidad and Tobago TTO
Egypt EGY	Mauritania MTN	Tunisia TUN
El Salvador ESA	Mauritius MRI	Türkiye TUR
England ENG	Mexico MEX	Turkmenistan TKM
Equatorial Guinea GEO	Moldova MDA	Tuvalu TUV
Eritrea ERI	Monaco MON	Uganda UGA
Estonia EST	Mongolia MGL	Ukraine UKR
Ethiopia ETH	Montenegro MNE	United Arab Emirates UAE
Falkland Islands FLK	Morocco MAR	United States of America USA
Faroe Islands FAR	Mozambique MOZ	Uruguay URU
Fiji FIJ	Myanmar MYA	Uzbekistan UZB
Finland FIN	Namibia NAM	Venezuela VEN
France FRA	Nauru NRU	Vietnam VIE
French Polynesia TAH	Nepal NEP	Wales WAL
Gambia GAM	Netherlands NED	Wallis & Futuna WLF
Georgia GEO	New Caledonia NCL	Zambia ZAM
Germany GER	New Zealand NZL	Zimbabwe ZIM



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