

AIRBADMINTON PROJECT - SUMMARY

UPDATE

- Mass production of the confirmed AirShuttle version began in February in partnership with the appointed manufacturer in Chinese Taipei – Nan Yun Sporting Goods Co., Ltd.
- 94 Member Associations have expressed interest in the project.

AIRBADMINTON STRATEGIC PLAN 2020-2024

- Due to the COVID-19 situation, a number of AirBadminton activities and steps linked to the distribution of the AirShuttle have been cancelled or suspended.
- Should we include a point about that we are monitoring the current situation and working with CCs in order to organise AirBadminton activities once the restrictions begin to ease in certain countries?

AIRSHUTTLE DISTRIBUTION

- Approximately 15,000 AirShuttles have been allocated to Member Associations with 18 countries already receiving their samples.
- Unfortunately, the shipment process was suspended in April due to global restrictions linked to COVID-19. BWF will resume the process as soon as the current situation improves.
- Countries that have not yet completed the AirBadminton survey have the opportunity to do it through this [link](#).

AIRSHUTTLE DISTRIBUTORS

- A number of potential distributors have expressed interest in selling the AirShuttle.
- See list of confirmed distributors in Appendix I and on our AirBadminton website ([link](#)).
- These distributors are free to do their own marketing of their own AirShuttle products.
- The BWF legal team has been monitoring distributors who are offering non-legitimate AirShuttles on the market.

AIRBADMINTON GUIDELINES

- An official AirBadminton Guidelines document has been drafted.
- It aims to provide a better understanding of the different elements involved in the new outdoor game, as well as to help with the planning of AirBadminton activities.
- The document is currently being designed and will be circulated to membership shortly.

MARKETING AND COMMUNICATION

- The BWF has produced an AirBadminton Toolkit, which includes an AirBadminton Guidelines document outlining the correct usage of AirBadminton branding, as well as promotional materials that Members are encouraged to use to promote the project locally. The AirBadminton Toolkit can be found [here](#).
- The www.airbadminton.sport website has been updated including an FAQ section and it is now available in English, French, Spanish, Chinese and Portuguese with a German translation to come soon.

AIRBADMINTON EQUIPMENT

- BWF is working with a number of manufacturers to make AirBadminton equipment available to the public.

- The plan is to also produce an 'AirBadminton Kit' in order to make the setup of an AirBadminton court simple. BWF is in talks with different manufacturers.
- This will be an important addition to existing Shuttle Time Kits.

HSBC PARTNERSHIP

- The HSBC BWF Community Project in China is ongoing with activities being planned as restrictions in Guangzhou are slowly lifted.
- Other AirBadminton development initiatives are also being discussed in various markets.

APPENDIX I

CONFIRMED AIRSHUTTLE DISTRIBUTORS

COMPANY NAME	PRODUCT NAME	LAUNCH
Sport2go	Airshuttle.one	March 2020
VICTOR	AS AirShuttle	May 2020
Y GmbH	Air	TBC
Decathlon	Perfly PSC 930	TBC
RSL	AirShuttle	TBC
+2BAD	AirShuttle	TBC
ZERV	AirShuttle	TBC