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BADMINTON CONFEDERATION AFRICA (BCA) AND NVBA BADMINTON ACADEMY (NVBA) OF MALAYSIA JOIN FORCES TO BOOST BADMINTON DEVELOPMENT

[Kuala Lumpur 26-09-2023] - In a landmark move set to elevate the world of badminton, the Badminton Confederation Africa (BCA) and the NVBA Badminton Academy of Malaysia will sign a Memorandum of Understanding (MOU) to strengthen their collaboration in the field of badminton development. The signing ceremony for this momentous event is scheduled for the 27th of September 2023 at the NVBA Academy in Selangor, Malaysia.

The MOU signifies a landmark moment in the world of badminton as the two organizations join forces to nurture talent and foster excellence in the sport. The collaboration will focus on various key areas to enhance the skills, training, and overall development of badminton players and coaches in Africa and Malaysia.

Key highlights of the MOU include:

Elite Player Exchange: BCA will identify exceptional African players and send them to NVBA Malaysia for advanced training and development, while NVBA Malaysia will provide coaching and training facilities to maximize their potential.

Junior Player Development: BCA will identify promising junior players and send them to NVBA Dubai for specialized training and skill development, with NVBA Dubai offering coaching expertise and top-notch training facilities.

Coach Exchange Program: BCA will facilitate the exchange of NVBA coaches to different member associations within Africa, enriching coaching standards and skills across the continent.

Support for Scholarship Programs: NVBA will extend technical expertise and guidance to African players participating in the Road to Paris scholarship program, assisting them in achieving success.

Sponsorship and Funding: NVBA will leverage its networks to assist BCA in securing sponsors and funding for badminton development initiatives, contributing to the growth of the sport.

Talent Promotion: BCA will identify and promote talented players from its membership to join NVBA academies in Malaysia and Dubai, unlocking opportunities for young talents.

Visibility and Promotion: BCA will provide visibility and promotion of NVBA on its social media platforms, enhancing the academy's reach and showcasing its achievements, events, and initiatives.

Exploration of Collaborative Initiatives: Both organizations will explore additional collaborative projects aimed at mutually benefiting the development of badminton in Africa and Malaysia.

The MOU is set to be in effect for a duration of four years, during which both parties commit to working closely together to achieve the outlined objectives.

In expressing their excitement for this collaboration, the BCA CEO on behalf of Michel Bau, President of Badminton Confederation Africa, and Sugita Kunalan, Director of NVBA Badminton Academy of Malaysia, will sign the MOU, marking the official commencement of this groundbreaking partnership.

This collaboration is a testament to the global reach and impact of badminton, transcending borders and fostering a brighter future for the sport. It embodies the shared vision of both organizations to cultivate talent, raise standards, and promote the sport's growth in Africa and Malaysia.

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About Badminton Confederation Africa (BCA):

Badminton Confederation Africa (BCA) is the continental governing body for badminton in Africa with its head office registered in Mauritius. The BCA's main role to regulate, develop and promotion badminton in Africa.

The Badminton World Federation (BWF) recognises BCA as a Continental Confederation for Africa alongside the other Continental Confederation – Badminton Asia, Badminton Europe, Badminton Pan Am Confederation and Badminton Oceania.

BCA has 44 Members, two of these are Associate Members. The membership forms part of the supreme body of the organisation, the General Assembly or General Meeting of the membership.

About NVBA Badminton Academy of Malaysia:

Started in 2007 by former national players K. Yogendran, Yeoh Kay Bin, and R. Manojkumar, NVBA has stood the test of time.

New Vision Badminton Academy (NVBA) in Petaling Jaya, Selangor, has earned a reputation for producing talented players. They also have one more academy in Dubai and an affiliated academy in China where players and coaches will be welcomed.