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gulfbusiness.com / JUNE 2021

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A golfing spectacle

Golfing legend Nick Tarratt has been appointed as the tournament director for the Emirates Amateur Golf League, ahead of the EAGL Mini-Series which will be held at the Fire course at Jumeirah Golf Estates this month

The world's first franchise-based amateur golf league, the Emirates Amateur Golf League (EAGL), will commence this November in the UAE. Officially sanctioned by the Emirates Golf Federation (EGF) and backed by the Asia-Pacific Golf Confederation (APGC) as well as the Dubai Sports Council, the tournament boasts European Tour pro Shiv Kapur as its ambassador. More recently, in another high-profile appointment, Nick Tarratt was appointed as Tournament director as well.

Tarratt was the former director of the European Tour's Middle East division, and his involvement in golf administration goes back several decades to the early 1980s when he started his career at The Belfry for the PGA. He was a key member of the 1985 Ryder Cup organising committee at the fabled Warwickshire resort and worked as an official referee during Europe's historic 16½ tamed.

"We are delighted that Nick can join us with immediate effect for this exciting golf project," said EAGL founder and CEO Sudesh Aggarwal. "He has unique experience of organising golf events around the world, especially in Dubai...we are all excited by the commitment, passion and experience he will bring to our group."

Tarratt will assist in all areas of planning as well as acting as the Rules official and senior auditor of Handicaps for the tournament. "It's great to be able to join the EAGL team and get back into mainstream golf. There is huge potential for the EAGL vision longer term and I'm sure it will be well received, by players, sponsors and the golf industry in this pilot project," said Tarratt. The pilot project is without precedent and has hence left potential participants, players, team owners and sponsors pondering the shape and form of the main EAGL event in November.

It is for this reason that Aggarwal and Priyaa Kumria, the EAGL League administrator, have decided to hold a small-scale showcase event on June 20 called the EAGL Mini-Series.



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The one-day event will give eight four-man teams a taste of the 'Tour pro experience' the EAGL is promising later in the year. The event will be capped with a gala dinner and prize presentation, as well as a special UAE Golf Industry forum.

There will also be a live two-hour broadcast of the Mini-Series across EAGL's social media channels.

The eight participating teams include Abu Dhabi Roars, Dubai Tigers, English Roses, MENA Golfers, Indian Lions, Emirates Players, Asian Jumbos and European Seves.

Players in each team will be from different handicap groups. They will play without any strokes allowance against players from competing teams from the same handicap group. The teams which will face off against each other will be decided by a draw, in the presence of the captains.

Interestingly, Welsh Six Nations legend Mike Phillips has been named as one of the playing captains for this month's Mini-Series which will be held on the Fire course at Jumeirah Golf Estates. Phillips will lead the European Seves.



Above: Eight teams will participate in the EAGL Mini-Series on June 20 in Dubai

Opposite page: EAGL Tournament director Nick Tarratt

“Our vision is to give a new dimension to amateur golf in the UAE and create a tour that is at a different level to those in other countries,” said Aggarwal. “The franchise model has not been seen before in golf and we are excited to be able to showcase this new approach. The series will create a business proposition that benefits corporates, investors and team owners in enhancing their marketing efforts through multiple event channels, and on- and off-course branding opportunities as well as providing a platform for a truly world-class networking experience.”

In a significant financial incentive for the participating teams in the Mini-Series this month, Aggarwal and his team will, as the franchiser, bear all the costs associated with the event. Team sponsors have been invited on a complimentary basis and will likely benefit substantially from the event.

EAGL says that the tangible financial

EAGL Mini-Series 2021

Team	Sponsors	Captains
Abu Dhabi Roars	Abu Dhabi Golf Club	Khalfan Al Kaabi
Dubai Tigers	Dubai Sports Council	Chris May
English Roses	Gulf News	Mark Rix
Mena Golfers	Worldwide Golf	Rick Bevan*
Indian Lions	Khaleej Times	Rajeev Khanna*
Emirates Players	Emirates Golf Federation	Ismail Sharif*, Khalid Yousof**
Asian Jumbos	ARN	Robbie Greenfield
European Seves	GE&E	Mike Phillips

*Denotes non-playing captain, **Denotes playing captain

benefits for each participating team in the Mini-Series is around Dh130,800, all of which the franchiser will absorb.

With the Mini-Series being a staging ground for the main event, it will allow Aggarwal and his team to test the on-ground delivery mechanism of the event and also build brand awareness several months ahead of the main tournament.

“The EAGL will raise the bar and set distinctive high standards for amateur golf in a pro-style setting where the competitors will

be treated like tour professionals for the day with bespoke team shirts, names on lockers, branded golf carts, valet parking, media coverage, on-course branding and more,” confirmed Kumria.

“The league has been envisioned to take corporate golf to a new level and give those who take part a sense of what it feels like to play in a professional team event. This Mini-Series event will showcase many of the unique highlights the full series will feature later in the year,” she added.