



OUR FIFTIETH ANNIVERSARY!

50th ABU SPORTS GROUP CONFERENCE
Kota Kinabalu, Sabah
21-23rd May 2012

This is a very special occasion, the 50th meeting of members of the ABU Sports Group. It will be held in the delightful surroundings of the Pacific Hotel, at Sutera Harbour.

Radio and Television Malaysia (RTM) and the ABU will jointly host this prestigious event, one which we sincerely all of you will be able to attend.

The theme of the conference could not be more timely: **'The Market and the Lawmaker'**. Are we seeing a gradual push from Governments towards protecting must see sports properties by way of legislation?

It has happened in Singapore, India, and Vietnam, where the pressure on the public purse to buy high value properties has become so burdensome that restrictive laws have been enacted. I am certain you will find the topic very informative, and our speakers very challenging.

As well the conference will include addresses from leading sports administrators, discussions on other topical issues, and event planning and management for the London Olympic Games, the Asian Games 2014, European Football Championships, among others. There will also be presentations from International Sports Marketing firms, and federations.

An Agenda and Meeting Schedule will be sent to you this week.

Information regarding registration and hotel information will soon be posted on the ABU website (www.abu.org.my). The registration form can be downloaded and filled in electronically, and can be returned by email to letchumi@abu.org.my or fax to +603 2282 5292 or +603 2282 4606.

You should also note:

- The deadline for registration is **30th April 2012**

If you have any initial queries please contact either [me](#), [Letchumi Achanah](#), or [Dylan Chuan](#), at the Secretariat.

With best wishes

John Barton
Director of Sport
Asia-Pacific Broadcasting Union
Tel: +603 2282 1946
Fax: +603 2282 5292
E-mail: john@abu.org.my