



## PRESS RELEASE

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## Jan Peter Bergkvist Joins Speaker Program at 2010 European Golf Business Conference

**Amsterdam, NL – 10. November 2010:** Jan Peter "JP" Bergkvist is the latest addition to the prestigious speaker line up at this year's European Golf Business Conference, which is scheduled to take place at the end of this month (30. Nov – 2. Dec. 2010) at the Royal Horticultural Halls in central London.

Bergkvist has been active in the field of Sustainable Business at an executive level in the hospitality industry since the early nineties. He spent 15 years with Scandic Hotels and 4 years with Hilton International as Director of Environmental Sustainability. In January 2009, he moved to the role of Senior Advisor within his own business, SleepWell AB ([www.sleepwell.nu](http://www.sleepwell.nu)).

At this year's conference, Bergkvist will share his insights on the interdependency of economic and social systems, and how a deeper understanding of this reliance can help to positively drive business strategies that will lead to a competitive advantage.

"It's smarter, more profitable and fun to be part of the solution instead of adding to the problem of our planet," says Bergkvist. "I am delighted to have the opportunity to share some thoughts around sustainability as a business driver with the leading decision makers in the golf industry!"

Other guest speakers at this year's event include Mike Hughes, CEO of the National Golf Course Owners Association USA, golf business guru, James Cronk and Kelli Jerome, Director of Marketing & Business Development, Golf Environment Organization amongst others.

The EGCOA Conference, now in its 5<sup>th</sup> year, is fast becoming a major event for golfing industry players of all levels, and is a once-a-year opportunity to get up to speed with the latest trends and developments in the European and worldwide golf arena. Registrations for this year's Conference are now entering their final stages. With seats filling rapidly at this time, prompt registration is recommended.

Thomas Hasak, Managing Director, German Golf Course Owners Association, said: "The European Golf Business Conference is 'a must' for all decision-makers in the golf-market. The atmosphere is perfect for meeting friends and delegates from the golf-industry and talking about new opportunities in our fast-paced business. Thank you again for providing so much information and helping the business in so many ways."

For a complete list of speakers, visit: <http://conference.egcoa.eu/Speakers-2010>.

For further information and to register, go to: <http://conference.egcoa.eu>, or email: [conference@egcoa.eu](mailto:conference@egcoa.eu).



**Follow The Conference Live on Twitter:**

Adam Lawrence of Golf Course Architecture magazine will be hosting a live Twitter debate from the Conference floor. To have your say and to follow this discussion, use '#egcoaconference' in your tweets. Not on Twitter? No problem, follow the discussion via this link; <http://twitter.com/search?q=%20%23egcoaconference>.

**About the EGCOA:**

The European Golf Course Owners Association (EGCOA) is a trade association, which provides a range of services to support golf course owners, and which represents their interests and seeks to improve the golf business on a European level. With the growing role of the European Union (EU) and the shift of decision making from a national to a European level, the role of the EGCOA as Europe's leading authority on the business of golf course ownership is increasing rapidly.

For further information please visit: [www.egcoa.eu](http://www.egcoa.eu)

