

TENNIS EUROPE NEWS



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ITF ANNUAL GENERAL MEETING

Congratulations to Francesco Ricci Bitti on being re-elected President of the ITF for another four years. I believe the world of tennis has been most fortunate to have had Francesco in this role for the last four years. We have only to look at his record of achievement over the many years of his involvement in tennis, the game he has always loved. His knowledge has been gained since his early days back in 1977 when he became a member of the European Junior Competitions Committee. Junior tennis was always his great interest and this has

been so beneficial in his first years as President of the ITF. Francesco is acknowledged and respected in the world of sport and in particular within the International Olympic Committee. We certainly could not have a better person to lead the world game at this present time.

European tennis can be very proud that we have six European members elected as Directors to the new Board. We congratulate Christine Ungricht, President of the Swiss

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IN THE SPOTLIGHT—MIKE BALLARDIE

Tennis Europe and Prince recently signed a three-year partnership agreement to work together to benefit the junior game in Europe. From January 1st 2004, Prince will be the official racquet, tennis ball, string, bag and accessory partner of Tennis Europe and will become the direct presenting sponsor of the European Winter Cups (European Indoor Junior Team Championships).

We spoke to Mike Ballardie, Prince Europe's Vice President and General Manager, about the reasons for the partnership and also about the challenges facing the company as they seek to re-establish themselves in the European market during a difficult time for the tennis industry.

What is your background, and how did you come to be involved with Prince?

I have been involved in Tennis since the age of 4 as a player and a coach, before joining Wilson where I

worked for ten years until 1995. Out of the blue in April 2002, I received a call from Alistair Thorburn and George Napier, who were two of my former colleagues at Wilson. They asked me to come and join them at Prince to head up the business in Europe. I knew that we would work well together as we had done so as part of a very successful Wilson team before. They indicated that Benetton were looking to get out of the sports business and that there may be an opportunity for the management to take over the company, which was an additional strong incentive. Since then we've progressed fairly fast managing to negotiate a deal to move the company from Benetton and set up Prince Sports Inc on May 1st 2003.

After a decade under the Benetton umbrella, Prince Europe is now working as an independent entity. How do you think that this will benefit the company?

There are many ways. Firstly, the main problem under Benetton was



Mike Ballardie

the fact that they were not specialists in the sporting goods industry, especially racquetsports which meant that they didn't have the necessary understanding of the specialist dealers that we retail through. Also the structure of the business particularly in terms sales, product line, manufacturing and lead-times was not as robust or flexible as it could needed to have been. Today Prince Sports is totally dedicated to the racquetsports business. We have a management team who between us have around a hundred years of tennis experience. We understand the business and our customers and (cont. Page 2)

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consumers needs and with that knowledge we strongly believe that we will be able to revitalise the Prince brand and regain the ground lost over the past 10 years.

I think it's fair to say that Prince has traditionally focused more on the American market. What has changed in your outlook?

The fact that Prince is an American company is a very important asset for the Prince business in Europe. If you look around, a great many of the most successful sporting brands have their roots in America. But more than being American what we'd like to focus on now is Prince becoming a global racquet brand again. We already have successful businesses in the USA and in the Asia Pacific market. Unfortunately in Europe during 'Benetton years' the business slipped back a little, particularly in markets such as Germany, France Spain and Italy. So now our main aim is to rebuild here and become a recognised leader once more 'closing the loop' to become a truly global brand once again.

So how does an established manufacturer like Prince reposition themselves within the market? What will be your strategy?

There are a number of important building blocks to achieve this goal: Firstly it starts with people – having the right people in the right position with the right attitude. Take our sales organisation for example, country-to-country, we want to ensure we have true racquetsports experts on the ground talking to specialist retailers and living the brand and the sport day-to-day.

The second route to success for us is driven by product. Prince has a history of great product innovations, particularly in tennis; first the Large Head racquet, then the Long Body racquet, and now the new More technology, which is a revolutionary way of making a racquet. We need to make sure as a company that we



Prince player, World #1 Juan Carlos Ferrero of Spain

maintain the flow of innovations to keep the position we've always had of being viewed by the tennis-playing consumer as a highly innovative brand. It is our ability to manage the flow of product innovation that will drive our growth over the next 5 years. The third element, which is also very important, is that of how we service the market, be it our customer base, which is around 3000 retailers, or our consumer base making sure we have the right product at the right time. The last building block is for Prince is to adopt a very strong focus on grass roots marketing, building the brand from the bottom up. Starting with the tennis clubs and young people coming into the game through Mini Tennis right on through to the top players in the world to our leading Prince player Juan Carlos Ferrero. We need to continually introduce new consumers to the game and to the Prince brand and hopefully once they play Prince they'll stay with Prince as they progress their game.

How do you intend to tackle the inherent problems of distribution in a market as diverse as Europe?

We now have a strong Prince presence in every major European market, even Eastern Europe. Of course, as with any business, we can't focus on the whole of Europe

at once, and our strategy will be to focus first on those internal markets where we believe the greatest scope for growth lies. Undoubtedly those markets are France, Germany, Spain, Italy and the UK. It's a big challenge, as the marketplace itself has suffered over the last ten years. The level of participation has dropped and the number of racquets being sold has consequently dropped. People, especially children are faced an ever-increasing number of ways to spend their leisure time, from sports to computer games, and tennis has to compete with those other activities.

Why have you opted for this partnership with Tennis Europe at this point?

One of the key goals for Prince Sports as a new company is to refocus the brand on the performance side of the tennis business. That means that our core consumer is the avid, serious tennis player. We also want to make the game appealing to those entering the sport; the future stars. So we've coined a phrase, the 'Next Generation', and we're out in the marketplace country by country, city by city, club by club, looking for young tennis players who have the potential, the attitude and the determination to become successful – we want those players playing with Prince. The partnership with Tennis Europe takes us exactly down the route that we want to go, as they are so heavily involved with the U12, U14 and U16 age groups. It's also equally beneficial for Tennis Europe to stimulate interest in the Junior Tour, so it's the perfect marriage.

Do you have specific products planned for the European market?

The tennis market these days is very much a global market. The advent of the internet and mail order and mass distribution has changed things a great deal. So obviously it's
(cont. Page 3)

important for Prince to be as global as possible in terms of its products on offer. Of course, we recognise that Europe is different, so therefore there are one or two products marketed in Europe that are different to the USA or Asia, even if it is only a cosmetic difference. I would say that today at least 80% of the products available in Europe are also available in the U.S. and Asian markets.

The tennis press has given much attention to some of Prince's newest products recently, particularly the 'MORE technology' racquet. What has been the reaction from the players to these innovations?

Well, the More technology racquets (of which in Europe we have 6 different models) is interesting because it's a new concept in racquet manufacturing and the first major innovation in Tennis for a number of years. Unlike conventional racquets the More racquet is made in two halves and 'glued' together. As the string channels are formed as part of the moulding process this eliminates the need to "drill" the frame and allows us to omit the grommet strip around the frame. The result is an overall improvement in the level of power, control and comfort through a more torsionally stiff racquet head and through the strings being in direct contact with the frame. As with any new technology for the top players in the game - and at Prince we have Ferrero and Coria in the top 5, the players have grown up using a particular type of racquet, and see 'their' racquet as a vital extension of their arm. Having become very successful it, it can be quite difficult to persuade these players to change product, even if they recognise that it's a better product. However, over the last 9 - 12 months, we've been working closely with a number of top play-

ers, particularly Juan Carlos Ferrero, in order to develop a racquet specifically for him. It's called the NX (Next Generation) Graphite racquet, and is manufactured with the More technology, and based on his playing requirements. We're very excited with the potential of this racquet for top players and we hope to



The Prince More Control DB Racquet

introduce the racquet in Europe in the early part of 2004.

What about tennis racquet consumers? How difficult is it to persuade users to try new racquets?

I would say that generally speaking there's a good degree of brand loyalty, especially where people have had a good experience with a racquet, which is one of the reasons that it's important for brands like Prince to attract young players to our products. However there's always an element of the tennis playing population who are looking to change racquets more frequently than normal, and who are heavily influenced by the players on tour, and especially the more successful ones. But on the whole I'd say tennis consumers are very loyal to their favourite brands, so part of our challenge is for Prince to get them to test our products.

How do you feel about the state of the tennis industry at the moment, in Europe in particular?

Unfortunately, the tennis industry is

rather depressed. It's interesting for me coming back into the tennis industry after seven years working elsewhere to see that the industry has declined anywhere between 20% and 35%, depending upon which market you look at. This is driven by a general decline in participation as the number of other alternatives that people have these days to participating in sports increases. In my opinion this decline can also be attributed to some extent by the current lack of Tennis "heroes". Of course this trend is very worrying for the Tennis industry, as if participation drops, so does the number of racquets being

sold. Despite this decline Tennis companies have had to maintain and in some cases increase their investments into the grassroots of the game in an attempt to stimulate participation. Studying the industry from afar over the last few years, one of the things that I have seen that seems to have helped the industry in the States is the creation of the TIA (Tennis Industry Association), which is a body that brings together all interested parties in the Game including the governing bodies of the sport; tennis manufacturers and media, and works to find solutions to some of the problems that we are presented with, as diverse as generating useful and accurate market research, or founding programmes for investment in the grass roots game, schools and inner cities. It would be great if a similar organisation could be established in Europe, bringing all of the interested parties together. From then we could hopefully galvanise the level of knowledge that's available into one focus on the problem of increasing participation, which will ultimately help everybody involved in the sport.

GEAR UP FOR NEXT SEASON AT THE TENNIS SHOW

The UK's largest consumer tennis show, The Tennis Show 2004 kicks off the season on Friday May 14th and runs through until Sunday May 16th in London's Olympia. The organisers have teamed up with the Lawn Tennis Association to create an action packed and truly interactive event that promises to give players of all ages and experience the opportunity to get their hands on the latest products, receive tips and coaching from the professionals, buy the latest gear and much, much more.

The heart of the show sees six specially designed tennis courts where visitors will be able to get coaching for free from some of the country's top professionals with the chance to try out all the latest equipment. Featuring celebrity appearances and demonstrations of Mini Tennis and Youth Tennis the shows' courts are sure to be a smash with visitors. This inaugural event also sees a seminar theatre

with tennis experts on hand to offer top tips and advice on technique and interactive lectures and talks on a wide variety of tennis related topics. Visitors can test their skills against the professionals in The Time Your Serve and Accuracy Tester areas and they can even get behind the microphone in the Media Zone to commentate on a famous rally or interview a star tennis player.

With such a busy and action-packed day, a Fashion Catwalk will offer visitors a chance to sit down and rest whilst watching the latest tennis styles in a fashion show atmosphere. If all that isn't enough, all the main tennis brands will be there offering a huge array of the latest equipment, fashions, gadgets, coaching and holidays. The Tennis Show is the UK's annual celebration of tennis and offers visitors everything to gear up for their season. Steve Curzon, Director of Marketing for the LTA, commented

'The LTA is delighted to support The Tennis Show 2004. We are committed to making Britain a great tennis nation by growing the game at all levels, and The Tennis Show is an opportunity for everyone in tennis to showcase the sport.'

Rob Sherwood, Event Director for show organisers Turret RAI said 'for visitors, The Tennis Show will be a great day out - an opportunity not only to kit themselves out for the coming season at the best prices, but to take away improvements to their game - whatever their level. For exhibitors, this is an opportunity to meet new and experienced tennis players in an exciting and interactive environment'.

For more information about The Tennis Show 2004 contact Rob Sherwood, Tel: 01895 454 426, Fax: 01895 454 588 Email: r.sherwood@turret-rai.co.uk, or visit www.tennisshow.com

(Matt Denton)

ITF ANNUAL GENERAL MEETING

(continued from Page 1) Tennis Association and a member of our Committee of Management on her election as a new member. I am sure that Christine will bring a wealth of experience in the game, and especially women's tennis, to the new Board.

We congratulate on their re-election to the Board Christian Bimes, Jan Carlzon, Ian King, Juan Margets and Georg von Waldenfels. Juan Margets was also re-elected as ITF

Executive Vice-President.

Our thanks go to Ruurd de Boer, who was not standing for re-election to the Board, for all his excellent work during his term of office, and especially in relation to wheelchair tennis. We also acknowledge awards for service to the game presented to the following Europeans: Kenneth Carlsen (Denmark), Francesco Costantino (Italy), Neven Tomic (Bosnia and Herzegovina).

Congratulations to the Russian Tennis Federation on increasing their share votes from five to seven.

The ITF News Bulletin "This Week" of the 12th September covered the general matters discussed at the AGM and can be read [here](#).

Next year's AGM will be held in Barcelona, Spain to commemorate the centenary of the Catalan Tennis Federation.

(John James, President, Tennis Europe)

OBITUARIES

We are sad to report the losses of two of European Tennis' most respected figures. Marcel Schaff, former President of the Tennis Section of the Racing Club de France, died on 19th August after a long illness. He served as President of the former International Committee of the European Champion Clubs Cup and Vice-President of the Galea Cup for many years before these competi-

tions came under the umbrella of Tennis Europe. He still gave his support to these events, especially the Galea/Valerio Cup, never failing to attend the final rounds.

A week later Carl Gantois, founder of the Carl Gantois Cup, died at the age of 89 in Overpelt, Belgium. Carl created one of the most successful 14 & Under tournaments in

the world, and until July of this year he was busy with the organisation of the Windmill/Carl Gantois Cup that took place in Leeuwarden (NL). He was famous for his enthusiasm and tenacity to defend his opinion and was a true lover of junior tennis. Tennis Europe extends its deepest sympathy to the families of both men.

UNIVERSITY GAMES—INTERVIEW WITH GULNARA FATTAKHETDINOVA

The Summer Universiade (University Games) were recently held in Daegu, Korea, and were a great success with over 4000 athletes from 174 countries participating.

European teams fared well in the games, and the women's singles event was won by 20 year old Gulnara Fattakhmetdinova of Russia, currently world ranked 265, contributing to the incredible Russian tally of 82 medals. We caught up with her after her first round win in a \$25,000 ITF Women's Circuit event in Zhukovskiy, Russia, where she told us about her experiences at this special event, and also about her life as a studying professional.

Congratulations on your success in Daegu! Did you go there expecting to win?

I took part in the Universiade for the second time (in Beijing 2001 I lost in the quarterfinals). These events are amazing. Universiade is similar to the Olympic Games: the Opening ceremony, Olympic Village. I was hoping to get a medal for the Russian team, but I did not expect to win there.

You have also played 15 professional events this year. Was Universiade any different?

It was certainly very special. There was a totally different atmosphere of a team event. The Russian team comprised 425 athletes. I felt that I was part of this team, that I had support of my teammates. Although we had to play two singles matches

a day due to bad weather, there was no pressure to get points and money.

How do you combine playing and studying? Do you have to make sacrifices in one way or another?

I am now in the 5th (and last) year of studies in the Russian State University of Physical Education and Sports (Department of Tennis). The rector of the University and the Head of the Department help me a lot, providing me with the flexible schedule. I can pass the tests and exams whenever I am ready and have time for that.

There are so many young successful Russian players on the women's Tour. You must know all of them well. What is the reason for such a sudden breakthrough?

Tennis became very popular in Russia. Many parents expect their children to become tennis stars; they see it as a lucrative job. I think that tennis is taken more seriously here in Russia, compared to the West. Over there tennis is just one of many possible career paths.

Whom of your fellow Russian players would you label as future superstars?

In my opinion, Dinara Safina and Maria Sharapova have the best potential to get to the top.

You were in the Russian National Junior Team under 14, 16 and 18. What was the most difficult thing in the transition from the junior to



Gulnara Fattakhmetdinova

adult game?

It took a while to get used to the intensity of competition. Everyone is counting points, money. You are not getting any freebies on and off court. It is very different from a fun atmosphere on the junior tour.

Would you give a piece of advice to young players dreaming of becoming pros?

I would tell them not to forget that life is more than just tennis. You should balance tennis with other things like studies, friends, going to movies.

What fascinates you on the tour?

I treasure very much the feeling of camaraderie among the players. Nationality makes no difference, I feel comfortable with fellow players from any corner of the world.

(Valery Lutkov, International Tennis Official)

FULL TIME TENNIS

FullTimeTennis.com has opened a new coaches section. Already the world's largest tennis directory for players, club teams, colleges, academies and tournaments, the addition of coaches now means all fields of the professional game are covered. Coaches may add their details to the rapidly expanding direc-

tory for free. This allows them to be contacted by hidden email, to scan classified adverts and to contact players and potential employers.

A team coach may even register twice: as an individual and in their capacity as a team manager. This gives a coach the best of both

worlds: maximising the opportunities for their team and for themselves. Any coach who also plays may register twice as well: as a player and as a coach. Since Full-Time Tennis is a truly international service, the opportunities are almost limitless.

EUROPEAN INDIVIDUAL JUNIOR CHAMPIONSHIPS 18 & UNDER

The 2003 European Individual Junior Championships took place in Klosters, Switzerland during the week of 21-27 July, and were a great success. Unprecedented hot weather failed to sap the competitive spirits of the most promising Under 18 players from across Europe, battling for one of the top prizes on the Junior calendar.

This was the tenth consecutive year that the event had been held in the picturesque mountain town of Klosters, which has witnessed the rise of numerous top players: the first event was won by future world number ones Martina Hingis and Carlos Moya, an auspicious start to a residency at Klosters that has seen many a great performance from future top players.

World Junior number 1 Marcos Baghdatis of Cyprus was the star of the boys competition, sweeping to the finals with ease, losing a set only to his semi final opponent Zacharias Katsigiannakis of Greece, a 2002 Tennis Europe Player of the Year. The bottom half of the draw was dominated by Daniel Gimeno of Spain, who looked supremely comfortable on the clay courts, which some commented were playing par-

ticularly fast this year due to the hot conditions and the relative altitude of the mountain resort. He was never seriously challenged during his six matches, and put in an impressive display to dismiss Baghdatis in straight sets, 6-4 6-4 for the championship.

The girls' championship was eventful early on, although despite the upsets around them two of the pre-tournament favourites progressed to the final. The first major upset of the first round saw Marta Fraga of Spain take out #5 seed Anna Bastrikova of Russia for the loss of just six games. Normal service was resumed by the quarterfinals, where seeded players filled all eight posts. Of those Elena Vesnina of Russia scored the notable upset, beating third seeded Czech Petra Cetkovska to join the top three seeds in the semi finals.

In the end the final was a competitive affair. Tatiana Golovin of France (currently ranked sixth in the ITF Junior ranking), who upset top seeded Slovakian Jarmila Gajdosova in a three set semi final, overcame the loss of a first set tie break to overpower second seeded compatriot Anais Laurendon. The doubles event was won by the promising Czechs, Petra Cetkowska and Andrea Hlavackova, who finished with a convincing win over Anna Bastrikova and Elena Vesnina of Russia. The boys' doubles was won by the Czech team of Tomas Berdych and Ivo Minar, who performed the rare feat at this level of defending their title.

After the conclusion of the event, we spoke to co-Tournament Director Jérôme Strijbis, who gave us his



Girls doubles winners Cetkovska and Hlavackova (CZE)
(courtesy www.europeanjuniors.com)

thoughts on the competition.

Now that the event is over, how would you summarise the week?

The whole week has been excellent for players, sponsors, spectators and the whole organisation team. Beside that we have seen great tennis I am happy that all players have shown very fair behaviour on and off court. Maybe our "Fairplay Trophy", donated to the fairest girl and boy, was a special motivation.

You worked non-stop throughout the week occupying many roles. What is your favourite part of organising this event?

The many different roles themselves make the whole job interesting. While it is important and interesting to take care of the interests of sponsors and partners, the contact to the helpers and players during the week creates this special feeling everyone involved feels during the event.

Which of this year's participants impressed you the most and why?

Well, it's obvious that the Boys number One, Marcos Baghdatis from Cyprus is a promise for the future. He is not only already an ex-



Boy's singles winner David Gimeno (ESP)

EUROPEAN INDIVIDUAL JUNIOR CHAMPIONSHIPS

cellent player with a wide range of great shots, but he seems to find a good balance between concentration and relaxed behaviour. In the girls draw France was dominating the scene. Tatjana Golovin now has to prove that she is able to go with the faster rhythm of the pro tour.

This event has always been popular with the players for its location and the opportunities it presents to do other things. What activities were organised this year?

Beside the players' night we didn't organise that many special events.

But the players always have the option to take a cable trip for free to one of the mountains around Klosters. Most of the players went there and enjoyed the terrific view. For many of them it would be a dream to visit Klosters once in winter.

Tell us about the exhibition match that was organised; what was the outcome?

After it was clear that Marc Rosset couldn't come to Klosters, I talked to Marcos and his girlfriend Petra Cetkovska. They played as the "European Stars" against the Swiss "Dream Team" Janusch Graf and

Tina Schmassmann. The spectators enjoyed the short match they played, and later on some of them came on court and tried to get a service of the Swiss boy. For every successful return we served them a glass of champagne.

Full results from the European Junior Championships can be found online at www.tenniseurope.org, or at the official website of the championships www.europeanjuniors.com

For reports from the European Individual Championships 14 and 16&U categories, see the next issue of Tennis Europe News.

2003 SUMMER CUPS

The European Summer Cups for the Boys 16, 18 and Girls 16 & under successfully came to a close during the weekend of 3-5 of August. The best eight teams from across Europe took part in the finals, having progressed from the regional Qualifying rounds to the Final.

The 16 & U event, which also serves as qualification for the Junior Davis and Fed Cups, saw very different results depending on the category. At Le Touquet, France, Yugoslavia won the boys title, recovering from an opening match loss in each of their ties. The girls

championships in the same age group were held in Leysin, Switzerland, and were won by the Netherlands, led by the much-heralded Michaela Krajicek, who would go on to reach the final of the US Open girls singles later that month.

The 18 & Under Boys event La Rochelle featured a wealth of talent, and the final was a classic. Daniel Gimeno of Spain couldn't maintain the dominance he had shown in winning the European Individual Championships the previous week, losing the opening rubber 7/6 4/6 9/7 to Mathieu Montcourt of France. Nicolas Almagro levelled the tie for

the Spaniards, beating US Open Junior Champion-in-waiting Jo Wilfried Tsonga, before teaming with Marcel Granollers for a straight sets doubles win in the deciding rubber, to leave the home team frustrated.

The remaining fixture for the European Summer Cup event is: Reina/Soisbault, Final Round Girls 18 & Under on 10-12 October in Spain. Please see below for the final standings in each category. Full draws and details of the Final and Qualifying Rounds can be found at www.tenniseurope.org

Final position	U16 BOYS—BOROTRA CUP	U16 GIRLS—HELVETIE CUP	U18 BOYS—GALEA / VALERIO CUP
1	YUGOSLAVIA	NETHERLANDS	SPAIN
2	CZECH REPUBLIC	POLAND	FRANCE
3	FRANCE	ISRAEL	GERMANY
4	NETHERLANDS	SPAIN	CZECH REPUBLIC
5	ITALY	RUSSIA	RUSSIA
6	RUSSIA	CZECH REPUBLIC	SLOVAK REPUBLIC
7	CROATIA	ITALY	ISRAEL
8	AUSTRIA	GERMANY	GREAT BRITAIN

ITF / TENNIS EUROPE 14 & UNDER SMALL STATES TEAM

On July 21st, the 14 & Under Small States team concluded its three-week tour of the Baltics, marking the end of one of the most successful tours in its four-year history. The team consisted of two boys and two girls, who were selected following their excellent performances at the ITF/Tennis Europe Small States Championships which were held in Luxembourg in March of this year.

The tour kicked off with a four-day training camp in Tallinn, Estonia, allowing the players and coaches to get to know each other and also to practice at the same venue as the first tournament. In the first event, Elina Hasanova from Azerbaijan and Daniela Islamaj of Albania won the girls' doubles event defeating Anastasia Sevastova and Monta Rainfelde from Latvia 62 63. In the boys' singles, George Coshis from Cyprus reached the quarterfinals but lost to Morten Ritsleide of Estonia in straight sets 63 63. In the girls' singles, Hasanova swept through the draw to reach the semifinals but was defeated by eventual winner Anastasia Sevastova (LAT) 64 63 in a match that could have gone either way.

The players then moved on to Riga, Latvia where the team continued its successful run. In the boys' doubles Coshis and Matthew Asciak (MAL) reached the semifinals but were defeated by the pairing of Laurynas Grigalis from Lithuania and Jev-

genijs Krasnakovs of Latvia 63 62. Hasanova and Coshis again were the teams' most successful players in the singles events. Hasanova reached the quarterfinals where she faced Yelena Kulikova of Russia in a three-set thriller. The first set went to Hasanova after a 16-14 tiebreak, but Kulikova fought back in the second set winning 62 to level the match at one set all. In third set, both girls gave everything, forcing the match into yet another tiebreak, which Hasanova eventually lost 8-6 after missing three match points. Coshis also faced a tough three-set match in the quarterfinals and was eventually defeated by Kiriu Bajsak of the Ukraine 63 16 76(5).

After a slow start, Danijela Islamaj and Asciak found their form in the third tournament of the tour in Liepaja, Latvia. Islamaj played some excellent tennis to reach the quarterfinals but was stopped in her tracks by Arina Rodianova of Russia 63 63. Coshis also reached the quarterfinals in the boys' singles but was beaten by Bril Mihail of Russia 63 63. Asciak went one better by reaching the semifinals, as did fellow ITF teammate Elina Hasanova in the girls' singles. In the boys'



ITF / Tennis Europe 14&Under Small States Team

doubles event, Coshis and Asciak took the title defeating the home pairing of Karlis Kremens and Edgar Rausa 75 62.

At the conclusion of the tour, team coach Gitanas Mazonas from Lithuania said: "The level of the players from the Small States gets better each year. This year I noticed that the players are better technically and more physically prepared. What they mostly need is to play more tournaments. At the beginning of the tour most of the players struggled because of the lack of self-confidence. This tour gives the players an opportunity to meet players from different countries with different game styles."

Following the tour, the players joined their national teams in Vichy, France for the highlight event of the year, the Tennis Europe Individual 14 & Under Junior Championships.

ITF / TENNIS EUROPE 14&U EASTERN EUROPEAN TEAM

The East European Team participated in four tournaments from 11 July till 10 August. The team consisted of seven boys and five girls who were selected following the results at the ITF/Tennis Europe Development Championships, which were held in Yerevan, Armenia in May of this year.

The tour started in its traditional way, with a two-day training camp in Leeuwarden, the Netherlands,

which gave the players and coaches the opportunity to get to know each other. The team had a successful start to the tour, with Sorana Cirstea of Romania winning the girls' singles event, in the final overcoming S. Vogele of Switzerland in straight sets. Vogele had beaten another team member, Ia Jikia in the quarterfinals. Also Margarita Vasileva of Bulgaria went on to the quarterfinals, where she lost in straight sets against S. Weterings

of the Netherlands. In the boys event Anton Bobytski of the Ukraine and Valentin Dimov of Bulgaria reached the third round.

From Leeuwarden most of the team members, accompanied by Ain Suurtal, set off to join their National teams in Vichy, France for the prestigious Tennis Europe Individual 14&Under Junior Championships.

(cont. Page 9)

ITF / TENNIS EUROPE 14&UNDER EAST EUROPE TEAM

(continued from previous page)

Again, Sorana Cirstea of Romania was the most successful player and went down in the final against her compatriot Olaru Raluka. In the boys event Anton Bobitsky and Valentin Dimov were able to reach the third round.



ITF / Tennis Europe 14 & U East Europe Team

After one week, all team members were re-united again in Cologne, Germany for the Category 1 junior event "GEW Tennis Jungsten Cup". The week saw more impressive performances by the ITF/Tennis Europe Team. Valentin Dimov of Bulgaria reached the last sixteen before losing to D. Lopez of Paraguay. In the same round Anton Bobitsky went down against another ITF/Tennis Europe team member Petru Lunceanu of Romania, whose run was ended in the quarters against Urzua Ricardo from Chile. In the girls' event three team members; Sorana Cirstea, Ia Jikia and Aleksandra Malyarchikova, were able to reach the quarterfinals. Only Sorana pro-

gressed further, and was eventually stopped in the final by Dominic Ripolli.

Finally the team moved to Hasselt, Belgium for the last tournament of the tour. This was the most successful event for the ITF/Tennis Europe Team with three team members reaching the semi-finals. Achim Ceban from Moldavia found his best form, but was knocked out by F. Kita from Japan after a tough three-setter and despite playing his best tournament on the tour. Valentin Dimov and Anton Bobitsky showed their consistency and talent reaching again the boys' singles

quarterfinals. In the girls' event Ia Jikia of Georgia played on high level and was forced to retire in the third set of the semi final match against Sorana Cirstea. Cirstea then underlined her potential by winning the title with an exciting three setter against M. Alvarez

from Bolivia.

The summer European Junior Tour provides the members of the ITF/Tennis Europe Small States and East Europe Team with a great opportunity to compete with the best 14 & under players from around the world. Traditionally the players achieve very good results and regularly improve their rankings. Besides a remarkable number of played matches, players learn to live together and to be self-reliant at the same time. The collective experience is very important from developing the players' personality and self-confidence in the future.

(Hrvoje Zmajic)

SEE TENNIS LIVE UPDATE

As the season swings into its final quarter, tournament organisers across the continent are still experimenting with the 'See Tennis Live' promotional material, a Marketing the Game initiative from Tennis Europe. The packs, containing sample posters, advertising material and programmes, were sent to all ITF Men's and Women's Circuit events at the beginning of the year, and are designed to help grass roots events to implement a promotional strategy to publicise their tournament.

A case study has recently been carried out at the \$10,000 ITF Men's Circuit event in Savitaipale, Finland, with encouraging results. Despite bad weather, the event saw an increase in spectators from the previous year, and many of those who came directly attributed their atten-



dance to the improved publicity of the event.

Jukka Roiha, President of the Finnish tennis association commented: "The best thing about the campaign was the idea "The stars of tomorrow are here today". The whole promotional campaign was based around the message that the players could

be "Today in Savitaipale, tomorrow in Paris," together with the photo from Roland Garros. I really think it was good to wake the awareness that the Futures are for the rising stars, not for the "old boys" and that you can really see some high class tennis and good fighting".

Tennis Europe would now like to find a volunteer tournament in a major city location to carry out further studies. If you have an upcoming event and are considering using the materials, please inform us. If you have already used the 'See Tennis Live' campaign material for your event, don't forget to send your feedback form to Tennis Europe's Basel headquarters for entry into our prize draw, to be held at the end of the year.

RACE TO THE MASTERS - TENNIS EUROPE JUNIOR MASTERS

The Tennis Europe Junior Masters began in 1996, devised to reward the best players competing on the European Junior Tour. It is the end of season highlight for the eight best-ranked European boys and girls of the 14 and 16 & Under age categories. The 2003 European Masters will be played at Tennis Club Jesi, Italy, during the weekend of 17-19th October.

The rankings below illustrate the players currently (ranking as of 25th September 2003) qualified for the 2003 European Junior Masters. The players who occupy these top 8 positions on October 2nd will qualify to compete in this years event. To see the full rankings in a variety of formats, with a breakdown of points per tournament, please visit the Tennis Europe website at www.tenniseurope.org

BOYS 14 & UNDER

GIRLS 14 & UNDER

Name	Nation	Points	Name	Nation	Points
1 Andrei KARATCHENIA	BLR	670	1 Sorana Mihaela CIRSTEA	ROM	660
2 Michal KONECHY	CZE	595	2 Raluca OLARU	ROM	640
3 Mikhail KARPOL	CRO	480	3 Evgeniya RODINA	RUS	560
4 Petr MICHNEV	CZE	430	4 Joanna MATUSZCZYK	POL	450
5 Ivan MAREVIC	CRO	415	5 Agnieszka RADWANSKA	POL	430
6 Kevin BOTTI	FRA	410	6 Dominica CIBULKOVA	SVK	405
7 Roman JEBAVY	CZE	380	7 Eva KADLECOVA	CZE	365
8 Jiri KOSLER	CZE	375	8 Maja SUJICA	CRO	355

BOYS 16 & UNDER

GIRLS 16 & UNDER

Name	Nation	Points	Name	Nation	Points
1 Franko SKUGOR	CRO	480	1 Mihaela BUZARNESCU	ROM	445
2 Fabio FOGNINI	ITA	440	2 Katia SABATE	ESP	405
3 Slavco BJELICA	YUG	405	3 Anna GERAMISOU	GRE	400
4 Santiago GIRALDO	COL	390	4 <i>Hewenfei LI</i>	CHN	375
5 Marin CILIC	CRO	367.5	5 Natalia RAKHMANINA	RUS	375
6 Roberto VELILLA	ESP	360	6 Jelena STANIVUK	BIH	320
7 Grzegorz PANFIL	POL	360	7 Rebeca BOU NOGUEIRO	ESP	315
8 Javier RUIZ	ESP	345	8 <i>Estefania BALDA</i>	ECU	310
			9 Monica NICULESCU	ROM	305
			10 Raluca Ionna OLARU	ROM	302.5

THE EUROPEAN TOP TEN

The final Grand Slam of the year, the US Open, has had a significant effect on the European Rankings.

Belgium's top two players can now claim to be the best two players in the world. Having faced each other in two of the four major finals this year, Clijsters and Henin-Hardenne will spend the rest of the year in a close battle for the World Number 1 spot, a duel likely to be decided at the final event of the year, the World Championships in Los Angeles.

Further down the list the advance of the Russians continues unabated. Back to back Asian hardcourt titles propels Dementieva up 6 places. She regains her place as #1 Russian, but three of her compatriots are close behind, particularly Anastasia Myskina, who solidifies her top ten position with consecutive victories over the

worlds top two players at Leipzig.

Roger Federer and Juan Carlos Ferrero swap places at the top of the men's standings, following the Spaniards' impressive performance at Flushing Meadows, where he reached his second Grand Slam final of the year, following his victory in Paris.

A good run of form including the title in Brazil and a quarter final in New York sees Sjeng Schalken enter the list at #5, and establish himself as a contender for one of the eight places at the ATP World Championships.

Spanish players still account for almost half of the top ten, but with the indoor carpet season approaching, things can change quickly.

WOMEN	Player	Country	WTA TOUR Ranking	Points Total
1	Kim CLIJSTERS	BEL	1	6579
2	Justine HENIN-HARDENNE	BEL	2	6291
3	Amélie MAURESMO	FRA	7	2341
4	Elena DEMENTIEVA	RUS	8	2299
5	Anastasia MYSKINA	RUS	10	1905
6	Magdalena MALEEVA	BUL	11	1685
7	Nadia PETROVA	RUS	13	1604.25
8	Daniela HANTUCHOVA	SVK	14	1598
9	Vera ZVONAREVA	RUS	15	1563
10	Conchita MARTINEZ	ESP	16	1498

The European Women's Ranking is based on the WTA Ranking of 29th September 2003.

MEN	Player	Country	ATP CHAMPIONS RACE	Points
1	Juan Carlos FERRERO	ESP	2	726
2	Roger FEDERER	SUI	3	629
3	Rainer SCHUETTLER	GER	6	493
4	Carlos MOYA	ESP	7	398
5	Sjeng SCHALKEN	NED	10	283
6	Sebastien GROSJEAN	FRA	12	255
7	Martin VERKERK	NED	14	252
8	Tommy ROBREDO	ESP	16	243
9	Jiri NOVAK	CZE	18	242
10	Felix MANTILLA	ESP	19	237

The European Men's Ranking is based on the ATP Champions Race Standings as of 29th September 2003.

THE LATEST FROM TENNIS EUROPE

**CONGRATULATIONS!**

To Olli Mäenpää, Tennis Europe's Managing Director for External Affairs, and his wife Jaana on the birth of their third child. Carla Rosalin was born on 10 September, and is the younger sister of Oliver and Vivian.

NEW PRESIDENT

Waldemar Dubaniowski is the new President of the Polish Tennis Association.

DATES FOR YOUR DIARY

Oct 11-12 Top Executives Meeting, Brussels, Belgium

Speakers include:

Laurent Delanney (ATP)

Mike Ballardie (Prince)

Bob Verbeek (Octagon)

Dave Miley (ITF)

Oct 18-21 European Specific Theme Conference, Vilamoura Portugal (Tennis Europe)

Topics include:

Application of Scientific Principles on Strategy in Tennis—Craig Tiley (RSA)

Problem solving of tactical and game situations - for Juniors 14-16&U—Ales Filipcic (SLO)

The Complex Approach to Tactical Improvement with Juniors—Frank Zlesak (CZE)

Clay Court Tactics—Alvaro Margets (ESP)

The full programme is available [here](#)

Oct 21-25 World Wide Coaches Workshop, Vilamoura Portugal (ITF)

Nov 21-23 Junior General Meeting, Maia, Portugal

For further information on the above conferences, please contact the Basel office, or check tenniseurope.org.



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