



**BADMINTON  
AZERBAIJAN**

# Strategy 2025-2028

Azerbaijan Badminton Federation



# Strategy



## Main partners



# Vision, Mission and Values of the Badminton Azerbaijan

## OUR VISION

Badminton - a vibrant community of professional players and enthusiasts

## OUR MISSION

**Badminton is a popular sport, healthy lifestyle and fun.**

To develop mass badminton and elevate Azerbaijan's position as a leader in global sports, promoting good health via accessibility and inclusiveness and improving sports culture through community engagement.

### **Badminton Sport:**

*"Positioning Azerbaijan as a leader in global badminton."*

### **Badminton Lifestyle:**

*"Advancing health and sustainability through badminton for all."*

### **Badminton Fun:**

*"Enhancing sports culture by making badminton fun and accessible to everyone."*



## OUR VALUES

The values of Fair Play, Inclusion and Hub for Good Health and Connectivity are a reference point for who we are and how we work.

### **Fair play**

*Foster fair play and inclusivity in badminton by promoting accessible opportunities for all individuals where fair play is at the forefront, encouraging respect, equality, and sportsmanship across all levels of the game.*

### **Inclusion**

*Applying and promoting inclusiveness by ensuring opportunities and participation for individuals of all backgrounds, abilities, and identities. Breaking down barriers, celebrating diversity, and creating a community where everyone feels valued and empowered to participate.*

### **Hub for Good Health and Connectivity**

*Serving vital hub for promoting good health and well-being through badminton aiming to foster a deeper appreciation for society via creating an entire effective eco system which includes government institutions, international sport organizations and community at large.*

# 4 Strategic Priorities

Development of professional athletes



Defining goals and KPIs for team structures

Increasing participation and achievements in international tournaments

Improving local athletes' world ranking points and ensuring gender equality

Increasing mass participation



Implementation of Shuttle Time programs and defining KPIs

Organizing mass sports events in various cities and districts of the country

Identifying talents and gradually increasing the number of athletes to 10,000 by 2028

Ensuring institutional development



Enhancing the level of international certification for coaches and referees

Reconstructing the technical infrastructure in line with modern requirements and attracting new sponsors

Strengthening the Federation's regulatory and legal framework and updating the badminton curriculum for secondary and higher education

Enhancing influence in international organizations

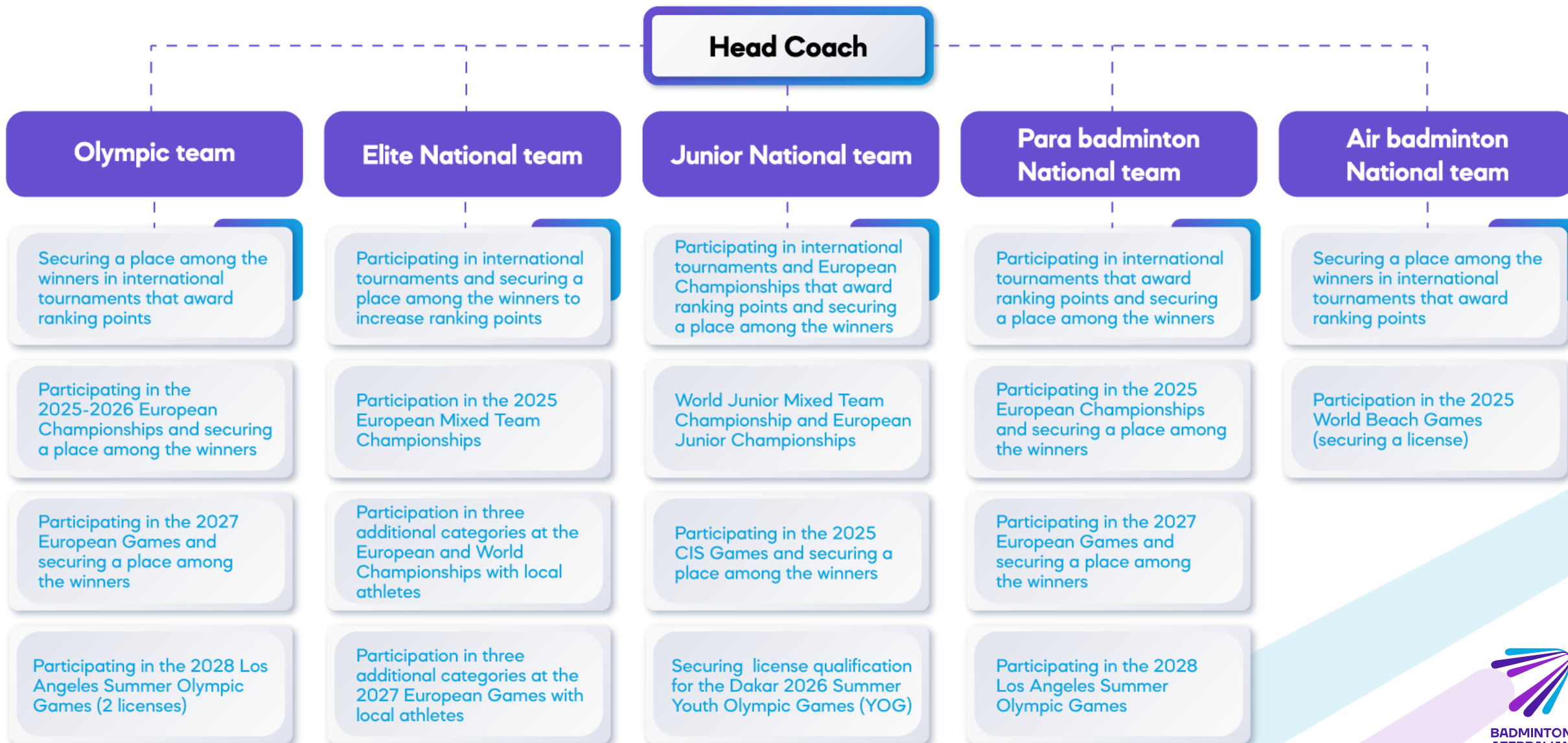


Increasing the country's ranking and the number of voting rights in BWF

Hosting international events (organizing an annual tournament with the same name and securing awards)

Establishing an International Regional Badminton Academy accredited by the BWF

# Key goals for teams



Athletes names and surnames	Categories	
	MS	WS
Ade Resky DWICAHYO	+	
Keisha Fatimah AZ ZAHRA		+
Ibrahim Aliyev (para badminton - SU5 gcategory)	+	

*Note: Male athletes Agil Gabilov, Ulvi Huseynov, and Ali Gozalov, as well as female athletes Hajar Nuriyeva, Leyla Jamalzada, and Yaghmur Guliyeva, will be prepared for the 2032 Summer Olympic Games as successors to the two previously nationalized athletes*

Names and surnames of candidate players	Gender	Date of birth	World / World Junior ranking	Age at 2032 Summer Olympic Games
Agil Gabilov	Male	09.10.2004	442	28 years old
Ali Gozalov	Male	05.06.2009	309	23 years old
Ulvi Huseynov	Male	27.09.2008	380	24 years old
Hajar Nuriyeva	Female	22.02.2007	85	25 years old
Leyla Jamalzada	Female	01.12.2010	563	22 years old
Yaghmur Guliyeva	Female	05.04.2012	851	20 years old

## There are 9 targeted outcomes drawn from the four Strategic Priorities

- Achieving a full transition from the “nationalized athlete model” to the “local athlete model” by the end of 2028;
- Ensuring the gradual inclusion of local athletes in the list of the world's top 100 badminton players by the end of 2028;
- Maintaining and improving Azerbaijan's position among the top 50 countries in the Badminton World Federation's World Team Rankings through local athletes by 2030;
- Ensuring continuous individual development for each athlete admitted to the Regional Badminton Center and having a plan for training successors across all age categories;
- Making badminton accessible to all, based on the principles of fair play and inclusiveness;
- Increasing the number of badminton clubs in the country and holding a club league;
- Increase the number of para badminton athletes who will participate in international tournaments in various categories
- Enhancing Azerbaijan's role in prestigious organizations like the Badminton World Federation and the European Badminton Confederation (e.g., increasing voting rights from 1 to 5 and establishing a position in the developed country category);
- Securing at least one qualification slot for local athletes in the 2032 Summer Olympic and Paralympic Games.



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**THANK YOU!**