



ABOUT BICA

BICA CONNECTS

BADMINTON INTERNATIONAL CLUB ALLIANCE

WHAT IS BICA?

Badminton International Club Alliance (BICA) is not just an organization — it's a movement.

A global platform where players, clubs, academies, schools, destinations, and brands unite through a shared passion for badminton.

Our mission is to build an interconnected world where badminton becomes a bridge for cultural exchange, education, and opportunity.

BICA helps players find places to train and heal, clubs exchange camps, destinations promote tourism, schools discover young talents, and brands find ambassadors who represent their values. We also connect passionate players with sponsors and help amateurs find destinations to play and network — all through badminton.

BICA PROJECTS SO FAR ►

Stakeholders

Mayor



Principal



Coach



CEO



Athlete



HNI



Mayor



City



Attractions



Connections



Tourism Board

Principal



Schools

Expertise



Coach



Schools



YouTube



Sport clubs or facilities

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CEO



Connections



Technology



Factory, Brands, Products



Athlete



YouTube



Schools, institutes



Brands, Factories



Sport clubs or facilities

HNI



Connections



Investment

BICA

ELITE
CAMP
2025



BICA

ELITE
CAMP
2025



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ELITE
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2025



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2025



BICA

ELITE
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2025



BICA

KUNMING
CAMP
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