



# WORLD AMATEUR MATCH RACE SIGNS EXCLUSIVE MASTER LICENCE AGREEMENT WITH HEIKO WEGERHOFF FOR GERMANY

World Amateur Match Race (WAMR) continues its international expansion with the signing of an exclusive Master Licence Agreement with German entrepreneur and golfer Heiko Wegerhoff.

The agreement grants Wegerhoff the exclusive rights to develop, market and expand World Amateur Match Race throughout Germany, one of the organisation's most established and successful markets in Europe.

Since launch, more than 1,800 golfers have participated in World Amateur Match Race in Germany, making it one of the strongest and most engaged markets within the international WAMR community.

Based in Remscheid, North Rhine-Westphalia, Heiko Wegerhoff brings extensive business and golfing experience to the role. He has served as CEO of W&W GmbH since 2004 and CEO of WERO Real Estate Group since 2017. Alongside his business career, he has built an impressive international golfing profile through participation in several prestigious amateur golf championships.

## His golfing achievements include:

- Team Germany – WAGC World Final Kuala Lumpur 2020
- Team Switzerland – WAGC Phuket 2023
- Team Switzerland – WAGI Phuket 2024
- World Amateur Match Race participant since 2022/2023
- Porsche Cup National Finalist 2021
- Puma/Cobra Brand Ambassador 2022–2025
- WAGC Licence Holder from 2026



**Sten Håkan Åkerlund, Founder & CEO of World Amateur Match Race, commented:**

*"Heiko represents exactly the type of entrepreneur and golf ambassador we look for when establishing long-term partnerships. His international experience, business leadership and genuine passion for golf make him the ideal person to lead the next phase of World Amateur Match Race in Germany."*

*The appointment is also an important step in our long-term strategy of establishing dedicated Master Licence partnerships in every country where World Amateur Match Race operates. By working with strong local leaders, we can continue to grow the game, strengthen our community and create even more opportunities for golfers to reach our international final destinations."*

Under the new agreement, Heiko Wegerhoff will be responsible for the development of World Amateur Match Race in Germany, including the recruitment of event partners, national finals, and strategic relationships with golf clubs, commercial partners and sponsors.

**Heiko Wegerhoff commented:**

*"I am both proud and honoured to represent World Amateur Match Race in Germany. Having personally experienced the value of international amateur golf through multiple world finals, I understand the unique opportunities this concept offers golfers of all abilities."*

*As part of WPSL Group, World Amateur Match Race benefits from a unique global platform featuring high-quality competitions and final destinations that are on the bucket list of many golfers. This creates even greater opportunities for German players to qualify for some of the world's most attractive golf destinations while becoming part of a growing international golf community."*

**STEN HÅKAN ÅKERLUND****CEO & FOUNDER  
WORLD AMATEUR MATCH RACE**



*"I am excited about developing the brand further in Germany. During 2026 we will introduce a Winter Season played at modern indoor golf facilities. The format will follow the same successful structure with group play and qualification pathways leading to the National Final.*

*At the same time, a major focus will be on building a strong network of event partners across Germany. Through collaboration with golf clubs, indoor golf centres and local partners, we aim to establish a sustainable structure for long-term growth.*

*Our ambition is to deliver at least twelve events across Germany during 2027 together with our event partners, creating the pathway to the National Final and onward to the exclusive international final destinations within WPSL Group. This is only the beginning of our long-term vision to establish World Amateur Match Race as one of Germany's most attractive amateur golf series."*

**Heiko's personal philosophy on golf is captured in one of his favourite quotes:**

*"Golf, the only game where you practice as much as you can only to play less on the course."*

With this appointment, World Amateur Match Race continues to strengthen its international footprint while building a network of dedicated Master Licence partners to support the long-term growth of the series across Europe and beyond.



## About World Amateur Match Race

World Amateur Match Race (WAMR) is an international season-long pairs match play competition for amateur golfers. The concept is currently played in 27 countries and has attracted more than 47,000 participants since launching in 2022.

Through a combination of group stages and knockout competition, teams compete for places in National Finals and ultimately for qualification to exclusive international final destinations.

## Backed by a Global Platform

World Amateur Match Race is part of WPSL Group – a global platform bringing together some of the world's leading amateur golf concepts, tour operators and golf experiences under one umbrella.

Together, WPSL Group represents:

- More than 4 million golfers
- Over 27 years of amateur golf experience
- Presence in more than 50 countries
- More than 3,800 events annually

Through WPSL Group, players, event partners and licence holders gain access to an international network, world-class final destinations, commercial partnerships and unique golfing experiences around the globe.



## Partnership & Licensing Opportunities

World Amateur Match Race is actively expanding its international network of Master Licence partners.

If you are interested in exploring Master Licence opportunities in your country, partnership opportunities, or becoming part of the WPSL Group ecosystem, please contact:

### **Sten Håkan Åkerlund**

Founder & CEO

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World Amateur Match Race

In partnership with WPSL Group

[www.worldamateurmatchrace.com](http://www.worldamateurmatchrace.com)

[www.wpslgolf.com](http://www.wpslgolf.com)

### **Germany**

For enquiries regarding Germany, event partnerships, golf clubs, sponsors and player participation, please contact:

### **Heiko Wegerhoff**

Master Licence Germany

[germany@wamr.com](mailto:germany@wamr.com)

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