

AN OPEN LETTER FROM THE PRESIDENT OF TENNIS AFRICA

Jean-Claude Talon, President of Tennis Africa

To the child hitting a ball against a wall as daylight fades, dreaming of one day stepping onto the world's greatest courts.

To the coach who gives up their evenings to share their knowledge, passion and discipline. To the parents who travel long distances to support their children at tournaments. To the volunteers who prepare the courts, and the officials who uphold the rules and ensure fair play.

To the presidents and teams of our national federations, who keep tennis alive in their countries every day, often with limited resources, but always with commitment and heart.

To our partners, who believe in the potential of our continent. And to every fan who stays up late to follow an African player competing on a court on the other side of the world.

This letter is for you. For every one of you, because you are the heart of African tennis.

Today, the Confederation of African Tennis opens a new chapter in its history by unveiling its new public identity: **Tennis Africa**.

We remain the same organisation, united by the same member federations and guided by the same responsibilities. What changes is the name under which we present ourselves to the world: a name that is simple, strong and instantly recognisable, clearly expressing who we are and the continental mission we serve.

We chose this name because African tennis has extraordinary stories that deserve to be told to the world. Our players have already competed on the biggest stages of international tennis. Others are preparing to follow in their footsteps, carrying the same talent, determination and dreams.

It is our responsibility to help them progress, create the conditions for their success, and ensure that their achievements, journeys and ambitions receive the recognition they deserve.

“Serving Africa, Inspiring the World”

This is the promise at the heart of our identity: to serve Africa, advance the development of tennis across our continent, and showcase its talent far beyond its borders. We want African tennis to inspire not only our continent, but the entire world.

Our vision is clear: to make Africa the world's fastest-growing and most influential tennis region.

To turn this ambition into reality, we must work together to build a more united, stronger and more sustainable African tennis ecosystem. One that develops champions, strengthens our national federations and creates lasting opportunities for everyone who contributes to our sport.

This ambition is grounded in five core values that will guide everything we do: **excellence, sustainability, collaboration, integrity and innovation**.

Yet no vision, however ambitious, can be realised without the commitment of the people who bring it to life. No change of identity, on its own, can transform our sport. A name is only the beginning. It is through our actions, our solidarity and our collective determination that we will give it meaning.

That is why I invite each and every one of you — federations, clubs, coaches, players, parents, volunteers, officials, partners and fans — to embrace this new identity, carry it with pride and share the stories that make African tennis so special.

Together, we must build a continent where every talented child, regardless of their country, region or circumstances, can access a tennis court, benefit from quality guidance and find a genuine pathway towards personal growth and sporting success.

Behind every champion are people who believed in them, doors that opened and opportunities that allowed them to move forward.

Every champion begins somewhere. Let us ensure that, in Africa, that first place is always welcoming — that every talent has a chance to flourish and every dream can become a pathway to the future.

Together, we will write the next chapter of African tennis.

With confidence in our shared future and unwavering determination,

Jean-Claude Talon
President
Tennis Africa