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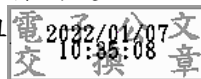
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主旨：感謝貴單位對於本署「2021年臺灣品牌國際賽研習營」系列活動之支持與參與，全案活動成果已摘錄於年度成果專刊(中英文)並上載於本署官網，惠請貴單位協助轉知所屬及國內外合作夥伴，共同加強相關教育推廣及行銷臺灣，至紉公誼。

說明：旨揭中英文成果專刊電子檔請至本署官方網站下載（<https://www.sa.gov.tw/PageContent?n=4737>）。

正本：各亞奧運運動單項協會、非亞奧運運動單項協會(具國際窗口)、各直轄市政府體育局處、各縣市政府教育局處

副本：本署國際及兩岸運動組





# 臺灣品牌國際賽研習營系列活動

成果專刊



教育部體育署  
Sports Administration, Ministry of Education

# 培育臺灣運動軟實力 譜出品牌國際賽新篇章

全球受到新冠肺炎（COVID-19）疫情重創之際，國際運動賽事首當其衝，然而，教育部體育署不曾停下腳步，以「臺灣品牌國際賽研習營」開啟三大主軸系列活動，傳遞臺灣品牌國際賽事理念，維持國際運動賽事熱度，持續提升臺灣運動軟實力。



體育署於今（110）年3月辦理「2021 夯運動 in Taiwan 國際論壇」，將國際元素帶進臺灣，並與日本運動觀光聯盟（JSTA）簽署合作備忘錄。接著正式宣告「110 年臺灣品牌國際賽事研習營」系列活動起跑，推出三大主軸活動：主軸一「品牌研習課程」率先推出，邀集國內外賢達與各領域專業人士分享實務案例，全方位強化我國賽事主（承）辦單位的品牌思維與概念，精進行政與行銷能力，打開國際視野；接著，主軸二「網路人氣票選」透過票選活動凝聚社會團結，吸引民眾關注國際賽事，統計總票數超過 30 萬票，最終選出 10 場網路人氣賽事；最後，主軸三「DEMO 交流分享」擴大交流關注，邀請 10 大網路人氣賽事、國際知名運動賽事主辦單位與運動創新加速器團隊，就國內外成功賽事經驗及運動創新科技運用進行分享；另首度辦理「國際品牌賽事 DEMO 競賽 - 大專院校組」，汲取年輕人的想像力與創造力，並進一步與賽事單位進行媒合交流，打造共好、創新的無限可能。

因應疫情，國際賽事型態突破舊有框架，「虛擬運動」數位應用漸成國際主流趨勢，國際奧會（IOC）亦於「奧林匹克 2020+5 改革議題」中，強調未來將積極推動數位化。今年，臺灣作為亞洲先驅，首創自由車結合電競的競賽形式，突破疫情限制，力邀國外選手以線上連線方式參賽，展現臺灣運動數位化軟實力，是疫情時期延續國際交流的創舉。

體育署致力打造臺灣品牌國際賽事，近年來已有豐碩成果，即使疫情期間，我們也持續蓄積能量。新北市與臺北市將舉辦「2025 年第 11 屆世界壯年運動會」，於今年順利籌組組織委員會，為賽會籌辦拉開序幕。2025 雙北世壯運勢必將成為疫情後的全球焦點，讓我們共同展望，在政府與民間的共同努力下，一次又一次透過運動賽事，將臺灣展現給全世界。

教育部體育署代理署長

林騰蛟

中華民國 110 年 12 月 謹誌



# 臺灣品牌國際賽研習營系列活動

國際運動賽事的舉辦，不僅能夠形塑臺灣或城市形象，還能提升我國運動實力和能見度，進一步認識臺灣的運動發展、文化特色等。教育部體育署自 109 年開辦系列品牌研習課程，針對過往訪視運動賽事需加強的面向，轉換為課程內容，協助賽事單位增強專業知能。歷經一整年豐富的課程學習，每堂課程出席人數幾盡額滿，並獲得賽事主辦單位的認同和迴響。因此，教育部體育署今年 3 月以「2021 夯運動 in Taiwan 國際論壇」開場，於會中宣達「臺灣品牌國際賽研習營」理念，期盼在嶄新的一年，持續強化賽事主辦單位建構品牌概念、強化城市連結，以及拓展國際視野。論壇邀請世界壯年運動總會（IMGA）、國際賽會活動主辦單位（IAEH）及英國數據分析公司等，分享在疫情之下舉辦賽事的經驗、如何開創賽事新契機，以及如何藉由賽事帶動城市發展、創造品牌價值。另為促進國際交流，由夯運動 in Taiwan 計畫與日本運動觀光聯盟（JSTA）共同簽署合作備忘錄，體育署、地方縣市政府、駐華使節及現場與會代表一同見證，期望未來有更多的合作及經驗分享。除此之外，體育署於論壇活動中宣告「110 年臺灣品牌國際賽研習營」系列活動正式啟動，象徵國際賽事邁向新的里程！





## 主軸一：品牌研習課程

今年度品牌研習課程首推 3 大主題面向，包括「賽事知能」、「品牌行銷」與「國際交流」，邀請各專業領域代表，透過實務案例的分析與互動問答，提升國際運動賽事的籌辦與操作經驗。其中首度加開國際場次，善用科技的便捷，打破地域限制，邀請逾 40 名國內外專業講師授課，吸引超過 2,000 人次學員共同參與。

品牌研習課程自 3 月開始辦理，共辦理 25 場次。課程固定於每週三下午時段上課，讓學員養成參與習慣，並採取實體和線上型態，提高課程參與便利性。不僅是參與人數攀升，參與族群也擴大，除國內單項運動組織外，亦包括大專院校師生、運動產業界和一般民眾等，讓運動相關知識普及化。課程分成 3 大主題面向：包括「賽事知能」增進辦理賽事之基礎能力及相關知能；「品牌行銷」建構品牌相關概念、增強賽事行銷推廣能力；以及藉由「國際交流」學習國際賽事辦賽經驗及特色作法。

國際交流部分課程，今年首次邀請馬來西亞、菲律賓、日本、丹麥及英國的專家，針對各國知名運動賽事的賽事行銷、城市觀光及永續經營等議題，與我國專家學者互動交流，透過案例分享與互動問答方式，成功收穫參與學員熱烈迴響。藉由我國專家學者的解析，讓學員能快速理解經典賽事籌備的經驗，進而去學習與交流舉辦國際運動賽事的成功秘訣，並創造我國運動賽事的更高價值。

今年課程獲得一致好評，學員反映課程不僅以實務進行分享，亦針對應用知識進行梳理，集知識與實作於一體，收穫相當豐富。同時，學員們透過課程更加瞭解自身需求，因此體育署另外開設一對一的諮詢輔導。由學員針對各課程內容相關主題提出需求申請，體育署再協助媒合專業導師服務，進行深入的個案探討，推動我國運動賽事精準地優化升級，共同朝向頂級國際賽事邁進。

為創造多元學習管道，線上及線下的品牌研習課程皆進行全程錄影，並將課程影片上傳至夯運動 Facebook 粉絲專頁及 YouTube 頻道。課程相關重點內容亦收錄於體育署國際運動資訊摘譯及電子報進行分享。今年更首度與經濟部中小企業處之「中小企業網路大學校」平臺合作，建置「運動創新學程」並上架品牌研習課程。經過一整年課程的推廣，已有約 3,500 人次於平臺選修「運動創新學程」，透過平臺提供的數位學習資源，鼓勵賽事主（承）辦單位跨域學習，也藉此推廣運動賽事相關知識技能，以提升運動領域人才之培育能量。



## 課程三大主題



### 賽事 知能

增進辦理賽事之基礎能力及其他面向知能，協助對賽事籌辦有更完整的認識，進而提升賽事辦理效益，具體落實賽事經驗。



### 品牌 行銷

建構品牌相關概念、增強賽事行銷推廣能力，藉以打造品牌國際賽事，讓賽事豐碩成果得以擦亮臺灣品牌的光環。



### 國際 交流

學習國際賽事辦賽經驗及特色作法，汲取其可借鏡之長處，以充實我國運動賽事未來籌辦知能。

DP smart 達標智源 —— **江文杰** 執行長  
中華職業棒球大聯盟 —— **李萃瑜** 副組長  
貝殼放大 —— **林大涵** 創辦人  
洪範法律事務所 —— **洪偉勝** 律師  
展逸國際企業 —— **陳彥璟** 執行長  
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國際體育運動志工交流協會  
—— **詹鈞智** 理事長  
中華奧林匹克委員會 —— **劉政豪** 組員  
中華民國棒球協會 —— **戴建帆** 組長  
PhotoU 影流文創 —— **簡瑞男** 總經理

CLN 新貴語文顧問  
—— **Annie Mok** 外語教學顧問  
沛肯品牌視覺行銷 —— **朱開宇** 執行長  
新竹攻城獅籃球隊 —— **余涵** 行銷總監  
運動筆記 —— **李佳禎** 總監  
達摩媒體 —— **林合政** 執行長  
CLN 新貴語文顧問 —— **林彥伶** 顧問  
蜂巢行銷顧問 —— **徐偉友** 執行長  
臺南市白河街區繁榮發展促進會  
—— **高清南** 總幹事  
P.LEAGUE+ 職業籃球聯盟  
—— **郭芊圻** 社群企劃  
名衍行銷 —— **黃成翰** 總經理  
WOWSight —— **葉士弘** 創辦人  
動澤運動媒體行銷 —— **葉裕** 負責人  
銘傳大學新媒體暨傳播管理學系  
—— **裴倫** 講師  
中信兄弟棒球隊 —— **劉志威** 領隊  
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菲律賓體育委員會  
—— **Celia Kiram** 副主任委員  
斯巴達田徑跑步組織  
—— **Dorte Vibjerg** 執行長  
量子顧問公司  
—— **Krzysztof Kropielnicki** 分析師  
亞洲運動管理協會  
—— **Wirdati Mohd. Radzi** 副理事長  
關西世界壯年運動會組織委員會  
—— **中塚則男** 事務局長  
關西世界壯年運動會組織委員會交流部  
—— **天王寺谷慶吾** 部長  
日本運動觀光聯盟  
—— **原田宗彥** 會長  
鳥取縣湯梨浜町  
—— **宮脇正道** 町長  
德島縣未來創造文化旅遊觀光推進室  
—— **益田英榮** 室長

## 賽事知能

### 國際賽事合約規範

近幾年國際運動賽事發生許多爭議或糾紛，起因為前期沒有訂定明確的契約或是章程，導致事件發生後不知該如何去進行訴訟或是仲裁。由於國際賽事大部分為國際的體育組織所舉辦，是一種私人的法律關係，但因為往往涉及到的國外組織對象的型態不盡相同，當地的法律及語言也有所差異導致爭執產生。有關賽事契約的基本項目，需注意契約中的各種權利義務，還有環保、人權及其他社會責任等規範，並明訂違約的處理方式。另外，在契約書當中，還有稱之為「雜項」(miscellaneous)的部分，裡面隱藏許多比前述契約內容更重要的內容，提醒賽事單位在這部分需要特別多加留意。

### 打造綠色環保賽事

路跑運動近幾年來在世界各國皆非常盛行，然而由於大量選手的參與，容易間接導致路跑活動時，造成大量的垃圾問題。「奧林匹克 2020+5 改革議題」中也提到，國際奧會未來將因應氣候變遷制定相關策略，期打造綠色環保賽事。「世界地球日路跑」為此提供了最佳範例，每年都以不同的主題來呼應當代的環保議題。如 2017 年推出可食用材質製成的環保水杯，用兩年的時間慢慢讓選手接受從紙杯到環保水杯的轉變，教育選手環保的概念。在落實方面，可以透過重複利用、減少使用、回收、再生和教育等 5 個面向，去檢視是否對環保永續有幫助。



## 品牌行銷

### 新媒體，開創賽事新格局

媒體是賽事行銷不可或缺的一環，從報社與電視台到現今自媒體與網紅竄起，賽事主辦單位跟媒體溝通合作方式亦需要與時俱進，持續與媒體建立良好關係。另外數位媒體的優點，是可以隨時因應數據反饋做改變，這是傳統媒體無法相比擬的，也因此，隨時觀察成效以及多使用不同素材進行宣傳，針對不同賽事及觀眾特性對症下藥也變得格外重要。賽事單位除了把比賽辦好之外，需依照自己的目標及客群選擇使用傳統、網路媒體抑或自媒體去做曝光和宣傳，只要能創造值得報導的話題便是成功。





## 國際交流

### 環蘭卡威自由車賽

馬來西亞環蘭卡威自由車賽，堪稱亞洲獎金最高的自由車賽，它的成功，是公部門、體育產業和社會大眾結合所致。馬來西亞在度假天堂蘭卡威，開辦環蘭卡威自由車賽，至今已經 25 個年頭，參賽車手在賽事期間，體驗多元文化、鄉間風光及亞洲特有景緻，同時藉由主流媒體與社群媒體，創造行銷公關價值。此項賽事由政府擔任主要出資來源，主要投資用意不是獲利，而是對於社會公民的效益，以及帶動扶植運動產業，也就是所謂的公眾利益。

### 東南亞運動會

2019 東南亞運動會由菲律賓承辦，從 Logo 設計開始到許多周邊活動及商品的推出，都是在建立品牌形象，代表對活動的認同和識別。官方口號「We win as one」，成功標示賽會精神，既能展現菲律賓的文化特色，又能引發其他國家共鳴，再透過動人的賽會主題曲，讓人有深刻感受。透過不同管道及平臺的資訊曝光，都能加強活動推廣，強化與賽會的印象連結，整體來說，菲律賓承辦的東南亞運動會，巧妙結合流行文化的力量，成功吸引年輕族群的關注。

### 關西世界壯年運動會

2025 年臺北市與新北市將成為世界壯年運動會的東道主，而 2022 年 5 月將在日本關西登場的世界壯年運動會，勢必得到國人更多關注。「每個人都有機會參加」是賽會的特色之一，藉此和全世界交流，一同展現奮戰精神！世界壯年運動會的參賽者具有所得較高的特性，也讓運動觀光成為賽事之外的規劃重點，讓選手和家人樂在旅遊，基於這樣的核心理念，交通的便利和優惠就非常重要，大會規劃讓參賽者無論是搭乘巴士、規劃住宿都方便，還設計跨越語言障礙的 APP，突顯各地獨有的地方特色，逐步建立起觀光品牌，並提升經濟價值。

### 哥本哈根半程馬拉松

丹麥哥本哈根半程馬拉松，全球知名且參賽者眾多，以打造全世界最棒的半馬為願景努力。哥本哈根的市區街道搖身變為半馬賽道，15 萬觀眾沿途加油，城市給予賽事最堅強的支持，都成為賽事最美麗的風景，成功用運動行銷城市。無論是千餘名賽事志工，或是各種類的媒體，透過轉播和報導，將城市及運動之美迅速傳播到世界各地。本賽事透過與企業或市政府合作讓賽事加值，創造多贏局面，同時，賽事主辦方秉持與時俱進的核心願景，讓賽事朝向安全永續的方向邁進，包括環保、永續、加強溝通，都是賽事規劃重點。





## 主軸二：網路人氣票選

臺灣每年舉辦百場以上的國際運動賽事，賽事內容不僅精彩且振奮人心，更實際展現臺灣辦理國際運動賽事的軟實力。體育署自 108 年度開始，即以形塑品牌賽事為目標，積極打造臺灣品牌國際賽，並於當年選出 12 精選國際賽。今年，為維持臺灣國際賽事關注度，舉辦「臺灣品牌國際賽網路人氣票選」活動，促進全民一起夯運動。

本活動於 6 月起跑，廣邀近 3 年受體育署補助之賽事單位報名參加，更祭出豐厚的獎勵鼓勵參賽者積極行銷，一同比拚人氣，並邀請於日後進行 DEMO 交流分享。於 8 月號召全民進行投票，並特別架設專屬的活動頁面，透過「夯運動 in Taiwan」粉絲專頁及相關社群平臺推廣，進行三波系列性宣傳，包括猜謎互動與加碼抽獎等貼文，吸引民眾共襄盛舉，觸及超過 8 萬人次，共同選出 10 場網路人氣賽事。

本次票選活動獲得廣大迴響，共有 29 個賽事主辦單位、35 場國際賽事共襄盛舉。參賽賽事各具風格，從熱情四射的學生賽事到濃厚在地風情的特色品牌賽，皆為網路人氣票選活動增添精彩氛圍與話題。為期一個月的投票期間，總共獲得逾 30 萬票的投票數，亦有超過 9 萬人次參與，再次把國際運動賽事聲量推向高峰。



# 感謝 29 個單位，35 場賽事熱情參與

臺北羽球公開賽

亞太青少年暨青年柔道錦標賽

臺灣國際田徑公開賽

HBL30週年國際籃球邀請賽

HVL30週年國際排球邀請賽

臺北馬拉松

國際自由車環臺公路大賽-臺北市站

2022卡達世界盃暨2023亞洲盃資格賽小組賽-臺北市

MERRELL第29屆臺灣IML健行大會

臺北市社子島國際龍舟城市邀請賽

臺灣盃國際滑水賽

臺北國際滑輪溜冰公開賽

新北市萬金石馬拉松

國際輕艇水球邀請賽

第一屆亞洲大學羽球錦標賽

世界相撲錦標賽暨

亞洲盃相撲錦標賽

國際自由車環臺公路大賽-桃園市站

第五屆亞洲大學三對三籃球錦標賽

國際自由車環臺公路大賽-浪漫臺3線站

時代騎輪節

亞洲 U15 角力錦標賽

日月潭國際萬人泳渡嘉年華

臺灣南投國際男子曲棍球邀請賽

日月潭開放水域游泳挑戰賽

澎湖國際風箏浪板邀請賽

臺灣米倉田中馬拉松

臺灣第一國際慢城花蓮鳳林盃

軟式網球國際錦標賽

諸羅山盃國際軟式少年棒球邀請賽

世界大學棒球錦標賽

U12世界盃少棒錦標賽

臺灣國際衝浪公開賽

國際自由車環臺公路大賽-高雄市站

高雄愛河端午龍舟嘉年華

2022卡達世界盃暨2023亞洲盃資格賽小組賽-高雄市

臺灣國際籃網球邀請賽

臺灣女子高球公開賽

高雄城市盃國際龍舟錦標賽

IESF世界電競錦標賽

高雄馬拉松

國際自由車環臺公路大賽-屏東縣站

### 10 大網路人氣賽事

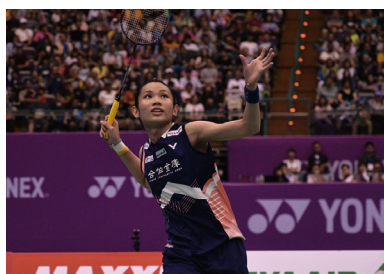
#### 臺灣米倉田中馬拉松

一場臺灣最具人情味、農村特色的馬拉松，全鎮出動 6,000 位鄉親接待跑者，廣受國內外跑者的喜愛，並帶動地方商機與青年返鄉熱潮，成功翻轉田中小鎮成為臺灣跑者之鄉。



#### 臺北羽球公開賽

臺灣最高等級的羽球賽事，賽事總獎金高達 50 萬美元，提供多位本土優秀球員以地主身分參賽的機會，帶動全國羽球運動風氣。臺北市政府藉由共同主辦賽事之際，開創更高的國際城市知名度。



#### 國際自由車環臺公路大賽

獲國際自由車總會（UCI）認證 1 級的大型頂尖國際賽事，是臺灣自由車界影響最廣的國際職業自由車多日賽。為我國結合觀光文化、產業、特色之最具代表性的世界級運動賽會之一。



#### 臺北馬拉松

國內規模最大國際城市馬拉松賽事，獲世界田徑總會（WA）銅標籤認證，晉升為「世界級的城市馬拉松」，也是國內第一個通過認證的「市區馬拉松」賽事，已成為臺北城市行銷的代表性活動。



#### U12 世界盃少棒錦標賽

世界棒壘球聯盟（WBSC）認證之少棒錦標賽，每年均有來自世界五大洲的棒球小將齊聚，來臺角逐世界冠軍。





## 臺灣第一國際慢城花蓮鳳林盃軟式 網球國際錦標賽

成功取得亞洲軟網聯盟授權，列入年度重要賽事。動員全鎮人民，讓與會貴賓及各國參賽選手充分感受鳳林小鎮的熱情，並結合花蓮觀光資源及特色踩街嘉年華活動，展現「國際慢城」的魅力。



## 新北市萬金石馬拉松

為全臺最高等級世界田徑總會標籤認證賽事，更因壯闊風景，成為北臺灣極具指標性的馬拉松賽事。新北市結合北海岸最具代表性的「女王頭」打造專屬識別系統，成功創造專屬的賽事品牌。



## 臺灣南投國際男子曲棍球邀請賽

本賽事邀請新南向國家好手來臺切磋球技，同時推廣南投豐富的觀光特色，致力打造南投「健康、幸福、觀光運動城市」的目標，讓國際體壇人士見到臺灣的力與美。



## 日月潭國際萬人泳渡嘉年華

此為南投當地年度盛事，動員各行各業跨界合作，推出嘉年華活動與旅遊觀光行程，在城市結合觀光與運動的推動下，成功吸引世界各地游泳好手湧入日月潭，亦帶來超過1.5億元的商機。



## 諸羅山盃國際軟式少年棒球邀請賽

自1998年開始舉辦，為國內單項賽事參加隊伍數最多的賽事。諸羅山盃是全臺灣最重要的國小棒球盛事，公私單位齊心合作，把嘉義市對棒球的熱愛呈現在全世界眼前。





## 主軸三：DEMO 交流分享

為持續建構臺灣品牌國際賽事，並精進賽事主（承）辦單位辦賽動能與質量，教育部體育署於今年 10 月 12 日舉辦「2021 夯運動 in Taiwan 交流分享會」。本活動中特別安排進行 DEMO 交流分享，內容包含 10 大網路人氣賽事經驗分享、APEC 體育政策網絡（ASPN）國際品牌賽事標竿借鏡，以及運動與創新科技連結，展現國內外運動賽事經驗作法及數位化運動能量，共創臺灣品牌國際賽事不斷優化之效。

除此之外，今年首度辦理「110 年國際品牌賽事 DEMO 競賽一大專院校組」，與大專院校合作，邀請學生組隊參加，針對臺灣品牌國際賽事進行創意發想，並規畫行銷方案。獲獎前三名隊伍受邀於 9 月進行 DEMO 分享，並進一步與賽事單位媒合交流，讓國際賽事向下扎根，並賦予賽事全新的契機。



今年「2021 夯運動 in Taiwan 交流分享會」採取實體同步結合視訊模式，邀請 2017 臺北世大運開幕式統籌製作單位及品牌小組委員，分享如何從城市行銷與群眾集資角度，創造賽事深刻記憶點。另外也邀請各大運動媒體平臺專業人士與會，就疫情下的 2020 東京奧運所面臨的挑戰，由實際參與經驗進行分享。

同時，10 大網路人氣賽事於交流會上進行 DEMO，分享國際賽 4 原力（行銷力、收視力、參與力、經濟力），展現臺灣品牌國際賽事無論行銷宣傳，還是城市連結，均表現相當出色，獲得超夯人氣賽事殊榮可謂實至名歸。教育部體育署感念各賽事單位參與網路人氣票選活動，扮演臺灣跨出國際、行銷在地文化的重要角色，又無私分享成功賽事經驗，特別邀請各賽事單位於交流分享會中接受表揚。



## 國際品牌賽事 DEMO — 國際品牌賽事 X ASPN

為延續國際交流動能，精進我國賽事籌辦能力，特邀澳洲、日本、馬來西亞和新加坡等 ASPN 會員國，以視訊會議模式分享國際賽事經驗。透過線上 DEMO 交流分享向國際知名品牌賽事取經，重點內容包含疫情期間如何化危機為轉機、如何善用自然環境推動地方運動觀光，以及藉由科技應用與數位活動找出新出路，激發更多國際賽事的可能性。

全球知名且同時也是網球四大滿貫賽事之一的澳洲網球公開賽，為了延續賽事的歷史和維持轉播的效益，針對疫情制定許多計畫來強化防疫措施，如減少場館內人數、利用電子票券降低接觸、增加場地清潔消毒等。在轉播科技方面，架設 150 座攝影機提供觀眾身歷其境的觀賽體驗，成為艱難時期的賽事標竿。

日本沖繩那霸馬拉松於 1985 年開始每年舉辦，比賽路線經過沖繩本島南部的五個市鎮，充分發揮沖繩的地理優勢與文化特點，成為國際知名賽事。此極具地方特色的比賽，讓參賽選手在跑步的時候能將沖繩的自然美景盡收眼底，也能感受到沖繩居民們的熱情款待。近兩年改為運用 GPS 推動線上馬拉松，在疫情期間仍吸引全球跑者熱情參與。

日本大阪城鐵人三項賽，則善用觀光名城的優勢，讓三項競賽均圍繞著大阪城進行，游泳項目更利用護城河辦理。除別具古蹟文化特色外，來自全球的觀光客及粉絲也能近距離為選手加油打氣，具備高度參與性。此項賽事也支持聯合國發布的永續發展目標，在「良好健康和福祉」、「性別平等」、「乾淨水與衛生」等 3 個目標上努力，讓活動在不同面向上發揮永續效益。

至於馬來西亞聞名的摩托車大獎賽，是馬來西亞歷史最悠久的二輪賽車比賽。自從 1999 年開始使用極佳的硬體設施—雪邦國際賽道，吸引每年進場觀眾人數逐年增加。此賽道以風景還有刁鑽的路線聞名，讓觀眾在觀看賽事時，實地感受賽車震撼的聲浪及飆速的刺激。雪邦國際賽道除用於賽事外，亦舉辦各式多元的體育與文化活動，創造獨一無二的永續價值，成功吸引國際旅客造訪。





## 運動創新 DEMO — 運動 X 科技 創新團隊分享

臺灣運動創新加速器 (HYPE Global Virtual Accelerator Taiwan，下稱 HYPE GVA Taiwan) 自 2018 年啟動起，共計輔導 65 家新創團隊，已獲得 1,200 萬美金的募資金額。透過 HYPE 全球運動新創網絡、臺灣產官學連結，以及創業圈人士推薦，讓 HYPE GVA Taiwan 招募來自全球的運動科技新創團隊，每期維持國際與臺灣團隊各半比例。這次透過產品體驗示範的 4 個新創團隊，均為加速器專案中的優秀團隊，近期皆有驚豔成果。

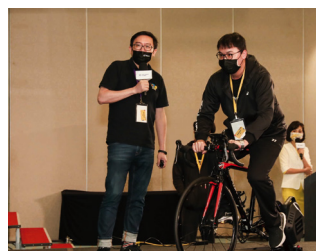
「WhiizU」是一款自行車訓練軟體，能在線上進行模擬戶外訓練，並給予專業資料分析，且提供線上連線競賽功能。今年在體育署的媒合推動下，首次與高雄市政府及中華民國自由車協會合作，共同舉辦「臺灣盃國際自由車電競爭霸賽」，成為疫情時期的一大亮點。藉由專業科技模擬不同路段體驗，讓使用者可以不受戶外天氣影響，盡情挑戰多元路線。

「Feebees」以全 MIT 製作、全循環回收的鞋子為目標，在歷經上萬次測試後設計出獨特襪鞋，兼具環保和近「赤足」的穿鞋感受，找出走路或跑步時的不良姿勢，讓休閒與慢跑都能更輕鬆。藉由進行簡單的跳躍、步行測試動作，讓穿著的人感受自身走路姿態和特點，實際體驗身體的反應，並且回饋穿著感受，以優質產品直接打動顧客。

「Airbender」針對身體常出現的神經疼痛，融合機械和東方的氣理論，由專業科學及醫學專家共同研發，發展出有別傳統電療的儀器，用以緩解身體肌肉疼痛或減少運動傷害。因其產品性質特殊，創辦人是以簡單的接觸方式，體驗儀器的原理和實質感受，也讓大家了解平常運動中身體累積的酸痛，可以藉由使用該產品明顯改善身體不適。

「Uniigym」提供虛實結合的人工智慧雲端互動體感服務，透過手機即可參與的智慧化健身課程。只需要簡單的設定步驟，就可以輕鬆進行健身訓練，適用於大型運動賽事，也能作為企業員工運動方案。「Uniigym」可以讓使用者將自身動作藉由即時反饋，與系統標準對比，挑戰完成度的分數，增加體驗者動力和趣味性，疫情期間成為熱門運動首選。

透過本次的優秀創新團隊 Demo，向與會者介紹臺灣優秀運動科技創新團隊的產品，創造未來合作的契機，促進創新科技與運動結合的應用。另為持續帶動國際運動創新風潮趨勢，在教育部體育署的見證下，HYPE GVA Taiwan 以視訊方式與全球運動創新推手 HYPE 運動創新基金會 (HYPE Sports Innovation) 簽署 MOU 合作備忘錄，延續雙方第 4 年的友好合作關係，共同加強運動創新社群的國際連結交流。



WhiizU



Feebees



Airbender



Uniigym



## 國際品牌賽事 DEMO 競賽—大專院校組

為增進青年學子對在臺國際賽事的瞭解，今年首次舉辦「110 年國際品牌賽事 DEMO 競賽—大專院校組」，集結國立臺灣大學、國立臺灣海洋大學、國立臺灣體育運動大學、國立體育大學等 4 所合作學校，由相關領域的 9 位指導老師，帶領共 60 位學生，組成 19 組隊伍參賽。競賽以「109 年臺灣國際賽 12 金選」賽事為題，由參賽隊伍進行行銷規劃，最後選出 10 個優選組別進行表揚鼓勵，並邀請前三名組別進行 DEMO 分享。競賽成績出爐後，體育署更進一步媒合得獎學生組別與賽事主辦單位，讓創意發想計畫進行深入交流討論，為國際賽事注入全新能量。

參賽隊伍的作品當中，以社群平臺的應用為主，針對現今流行的 Facebook、Instagram、YouTube 等社群平臺做宣傳規劃，利用拍攝影片、尋找網紅代言人、辦理抽獎活動等多元方式進行操作，充滿無限的創意。另外，也建議賽事主辦單位規劃與在地店家進行贊助合作，利用亮點故事、網站及 App 進行包裝串聯，透過虛實整合的方式吸引民眾目光。

培育青年加入國際體育事務一直是體育署重要施政目標之一，鼓勵青年關注國際體育賽事，進而投身國際體育事務相關領域，為我國國際賽事增添新能量。本次活動為第 1 次試辦，除獲得許多學生熱烈反應，讓我國「臺灣國際賽 12 金選」在年輕世代更廣為人知，間接亦提供賽事主（承）辦單位多元行銷創新思維，雙方激出不同賽事火花，成效斐然。未來教育部體育署除持續輔導賽事主（承）辦單位外，亦將延續今年做法，透過與學校合作交流，期未來創新行銷手法能落實於賽事推廣，將臺灣品牌國際賽事推向下一層次。





教育部體育署於2021年辦理臺灣品牌國際賽研習營，囊括品牌研習課程，強化賽事主（承）辦單位建構品牌概念、強化城市連結及開拓國際視野；網路人氣票選，行銷國際賽事及運動城市知名度，在疫情期間持續為賽事維繫民眾關注度，營造「夯運動 in Taiwan」氛圍；DEMO交流分享，延續國際賽事舉辦經驗與智慧，傳承辦賽技巧與知能。敬請掃描QRcode至體育署官網及「夯運動 in Taiwan」Facebook粉絲專頁瞭解相關國際賽事資訊。



教育部體育署官網 >>  
國際及兩岸 >>  
優化國際體育交流專區



夯運動in Taiwan  
Facebook粉絲專頁



優化國際體育成果花絮





# ***Taiwan Brand International Sports Events Workshop***



## *Nurturing Taiwan Sports Soft Power: Writing a New Chapter for Branding International Sports Events*

The COVID-19 pandemic has affected international sports competitions heavily, however, the Sports Administration has not stopped moving forward. We launched the Taiwan Brand International Sports Events Workshop with three main pillars to convey the idea of Taiwan brand international sports events and maintain the momentum of international sports events while increasing Taiwan's sports soft power.



In March this year, the Sports Administration held the 2021 Fun Sports in Taiwan International Forum, introducing international elements to Taiwan and signed an MOU with Japan Sport Tourism Alliance (JSTA). Then, the event series of Taiwan Brand International Sports Events Workshop kicked off. Three pillars were brought out, beginning with pillar 1 Brand Training Courses; experts and professionals in various fields from Taiwan and overseas shared practical cases and comprehensively enhanced the brand thinking and ideas of Taiwan's sports event hosts, refining administrative and marketing capability and expanding international vision. Then, pillar 2 was the Sports Events Online Vote, through the online vote uniting society and attracting people's attention to sports events. In all, over 300,000 votes were received and the 10 most popular online sports events were selected. Lastly, DEMO Presentations and Sharing was held to expand exchange; the 10 most popular online sports events, hosts of famous international sports events and sports innovation accelerator startups shared the experience of successful sports events in Taiwan and overseas and the use of sports technology. Also, the 2021 Taiwan Brand International Sports Events Demo Competition - College Group was held to absorb the imagination and creativity of young people. Students were further engaged in matching and exchange with sports event hosts to create endless innovative possibilities for common good.

In response to the pandemic, the pattern of international sports events has broken through the old framework and "virtual sports" digital application is becoming a mainstream international trend. In its Olympic Agenda 2020+5, the International Olympic Committee (IOC) emphasizes that, in future, digitization will be actively promoted. Today, as the leader in Asia, Taiwan combined cycling and esports and overcame restrictions of the pandemic to invite international athletes to take part in competition online, showing Taiwan's sports digitization power. This is a pioneering way of continuing international exchange in the pandemic period.

The Sports Administration's efforts to build Taiwan brand international sports events have yielded good results in recent years. Even in the epidemic period we have continued to build up our capability. New Taipei City and Taipei City will jointly hold the 11th World Masters Games 2025; this year the organizing committee was established, raising the curtain on the preparation of the event. The World Masters Games 2025 Taipei City & New Taipei City will certainly be a focal point of the world in the post-pandemic era. Let's all look forward to sports events after sports events and show Taiwan to the world through the efforts of the government and the people.

**Acting Director-General,  
Sports Administration, Ministry of Education**

*Jeng-Chiao Lin*

December, 2021



# Taiwan Brand International Sports Events Workshop Activity Series

Holding international sports event can mold a positive image for Taiwan or a city as well as increase sports power and raise our profile. Sports events also allow the world to know about the development of sport in Taiwan and its distinctive culture. The Sports Administration launched Brand Training Courses in 2020, converting the aspects that need strengthening of past sports events into course contents, helping sports event organizers enhance their knowledge and skills for organizing sports events. After a year of course learning, every course has been full and a good response has been received. For this reason, the Sports Administration held the 2021 Fun Sports in Taiwan International Forum in March. During the event, the idea of Taiwan Brand International Sports Events Workshop was put forward, aiming in the new year to continue to enhance the brand concept of sports event organizers and enhance city linkage and expand international vision. Further to this, International Masters Games Association (IMGA), International Association of Event Hosts (IAEH) and Quantum Consultancy were invited to share experiences of holding sports events amidst the pandemic and how to use sports events to drive city development, create brand value and to develop new opportunities for sports events. Also, to promote international exchange, a cooperation MOU was signed with Japan Sport Tourism Alliance (JSTA) that was witnessed by the Sports Administration, city and county governments, diplomatic envoys in Taiwan and attending representatives. It is hoped that there will be more cooperation and experience sharing in future. The Taiwan Brand International Sports Events Workshop activity series was also launched during the event, symbolizing a new milestone for Taiwan's international sports events!





## Pillar 1 : Brand Training Courses

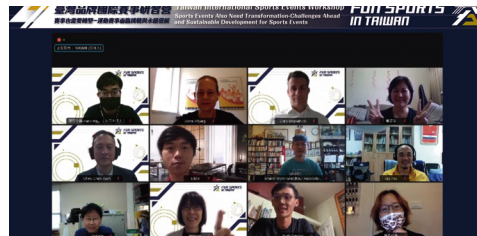
This year's Brand Training Courses had three main subjects, including sports event knowledge and skills, brand marketing and international exchange. Experts in various fields were invited to share actual cases and carry out interactive Q&A to increase international sports event organizing and manipulation experience. For the first time, overseas sessions were added, making good use of technology to overcome spatial restrictions. More than 40 lecturers in Taiwan and overseas were invited and over 2,000 students took the courses.

Launched in March, over 25 brand training course sessions were held. The courses were held at the fixed time of every Wednesday afternoon to help students develop the habit of attendance. Both physical and online class methods were adopted to increase convenience for students. The number of students not only increased, they were from a wider variety of groups, including university students and teachers, people from the sports industry and the general public, universalizing sports related knowledge. The courses were divided into three main subjects: sports event knowledge and skills to improve sports event organizing related knowledge and skills; brand marketing to build brand related concepts and enhance sports event marketing and promotion ability; and through international exchange, learning experience and distinctive methods for organizing international sports events.

For the first time, international exchange course invited experts from Malaysia, the Philippines, Japan, Denmark and the UK to engage in exchange with experts from Taiwan on topics including marketing of famous sports events, city tourism and sustainable operation. Through case sharing and Q&A, there was an enthusiastic response from students. Through analysis by experts from Taiwan, students were able to quickly understand the experience of organizing classic sports events and were thus able to learn the tips of successfully holding an international sports event and create more value for sports events in Taiwan.

This year's courses were very well-received. Students said that not only was sharing done on a practical level, applied knowledge was also sorted, joining knowledge and practice and allowing them to learn a lot. Through the courses, students also obtained a better understanding of their own needs, therefore, the Sports Administration also arranged one on one consultation. Students put forward an application regarding a course related topic, then the Sports Administration assisted with matching professional counselling services for in-depth case discussion to promote the precision optimization and upgrading of sports events in Taiwan and move towards premier international sports events.

To create more diverse learning channels, online and offline Brand Training Courses were all recorded and posted on the Fun Sports Facebook fan page and YouTube channel. Key courses content was also included in the Sports Administration international sports information translated abstracts and newsletter. This year, the Sports Administration has cooperated with the SME Learning platform of the Small and Medium Business Administration of the Ministry of Economic Affairs, establishing the Sports Innovation Program and posting Brand Training Courses. After one year of promotion, around 3,500 people have taken the Sports Innovation Program on the platform. Through the digital learning resources provided by the platform, sports event organizers and undertakers are encouraged to handle cross-area learning. Sports event related knowledge and skills were increased through the courses, as well as sports talent nurturing capability.



## The three subjects of Brand Training Courses



DP Smart Technology Co., Ltd.

—— **Kevin Chiang** CEO

Chinese Professional Baseball League

—— **Candi Lee** Deputy Director

Backer-Founder Co., Ltd

—— **Ta-han Lin** Founder

Hongs, Attorney at Law

—— **Wei-sheng Hong** Lawyer

Flight International Co., Ltd.

—— **Alex Chen** CEO

Creativity Practician Co., Ltd.

—— **Cindy Chen** Director

International Sports Volunteers Association

—— **Felix Chan** President

Chinese Taipei Olympic Association

—— **Ivan Liu** Officer

Chinese Taipei Baseball Association

—— **Chris Day** Section Chief

PhotoU. Ltd.

—— **Jeff Chien** General Manager

Corporate Language Network (CLN)

—— **Annie Mok** Language consultant

Plugin Branding & Visual Marketing Integration

Co., Ltd. — **Jukai** CEO

Hsinchu Lions Basketball Team

—— **Emma Yu** Marketing Director

Running Biji website — **Flora Lee** Director

Dotmore Media Co., Ltd. — **Ho-cheng Lin** CEO

Corporate Language Network (CLN)

—— **Chloe Lin** Consultant

Sportstrendm Co., Ltd. — **Michael Hsu** CEO

Tainan City Baihe Block Prosperous Development  
Promotion Committee

—— **Ching-nan Kao** Executive Secretary

P. LEAGUE+Nancy Kuo Social Media Planner

Body Marketing Co., Ltd.

—— **Simon Huang** General Manager

WOWSight — **Shih-hung Yeh** Co-founder

Dongze Sports Media Marketing Co., Ltd.

—— **Joanne Yeh** Leader

Ming Chuan University's Department of New  
Media and Communication

—— **Gary Pei** Lecturer

CTBC Brothers Baseball Club

—— **Chih-wei Liu** Manager

Taiwan's Rice Heaven Tianzhong Marathon

—— **Tsung-cheng Cheng** Executive Secretary

Chinese Professional Baseball League

—— **Shih-chi Chien** Deputy Director

Philippine Sports Commission

—— **Celia Kiram** Commissioner

Sparta Athletics and Running

—— **Dorte Vibjerg** CEO

Quantum Consultancy

—— **Krzysztof Kropielnicki**

Head of Insights & Analytics

Asian Association for Sport Management

—— **Wirdati Mohd. Radzi** Vice President

Organizing Committee of the World Masters  
Games 2021 Kansai

—— **Norio Nakatsuka** CEO

Organizing Committee of the World Masters  
Games 2021 Kansai

—— **Keigo Tennoujidani** Director

Japan Sport Tourism Alliance

—— **Munehiko Harada** Chairman

Yurihama Town, Tottori Prefecture

—— **Masamichi Miyawaki** Mayor

Sports Tourism Promotion Office, Sports  
Promotion Division, Tokushima Prefectural  
Government

—— **Hideshige Masuda** Office Head

## Sports Event Knowledge and Skills

### International Sports Event Contract Specifications

Sports events have been affected by many disputes in recent years, the reasons being that a clear contract or rules were not set in advanced with the results that those involved don't know whether to file a lawsuit or go to arbitration. As most international sports events are organized by international sports organizations, it is a private legal relations, however, disputes often arise because the international sports organizations involved differ and there are differences in local laws and language. Regarding the basic items of sports event contracts, attention needs to be paid to various rights and obligations, as well as environmental protection, human rights, social responsibility and others specifications and the method for handling breach of contract should be set. Also, in the contract, the miscellaneous part may contain contents more important than the aforementioned content, therefore, sports event organizers should pay special attention to this part.



### Building A Green and Environmentally Sports Event

Road running has become very popular around the world in recent years, however, the large number of people involved can cause a trash problem when a road running event is held. The Olympic Agenda 2020+5 also stated that the International Olympic Committee (IOC) will set related strategies in response to climate change with the aim of making sports events green and environmentally friendly. The Earth Day Run sets the best example, every year having a different theme to echo current environmental protection issues. For example, in 2017, cups made from edible material were introduced; two years were spent persuading runners to change from paper cups, educating runners in environmental protection concepts. In terms of implementation, the five levels of reuse, reduced use, recycling, regeneration and education can be used to find if it helps with environmental sustainability.



## Brand Marketing

### New Media, Developing a New Pattern for Sports Events

Media is an indispensable link in sports event marketing. From newspapers and TV to today's self-media and YouTube celebrities, the way sports event organizers communicate and cooperate with the media has to move with the times to continue to build good relations with the media. Also, the advantage of digital media is that its changes can be made at any time in accordance with data feedback, which is something traditional media can't do, consequently, continually observing results and using different subjects for promotion and providing solutions for different events and audience attributes is very important. As well as organizing the sports event well, organizers need to choose whether to use traditional, internet or self-media for exposure and promotion according to their objectives and target audience; creating topics of discussion that are worth reporting is success.





## International Exchange

### Le Tour de Langkawi

Le Tour de Langkawi is the cycling event with the highest prize money in Asia, and its success is the result of the public sector, sports industry as well as the general public. It was 25 years ago when Malaysia first launched the Le Tour de Langkawi in the popular vacation destination of Langkawi. The athletes are able to experience the diverse culture, rural landscape and the unique scenery of Asia. Mainstream media and social media were also employed to create marketing value. This event is mostly funded by the government not to make profit but to benefit the society and citizens, as well as supporting the sports industry for public benefit.

### Southeast Asian Games

The 2019 Southeast Asian Games were hosted by the Philippines. From the logo design to related activities and merchandise, everything aimed at building a brand image to represent the recognition and identity of the event. The official slogan of “We win as one” not only conveyed the spirit of the event but also demonstrated the cultural characteristics of the Philippines and resonated with other countries. The catchy theme song also left a lasting impression. Information delivered through different channels and platforms also contributed to the event promotion and strengthened the connection with the image of the event. To sum up, the Southeast Asian Games hosted by the Philippines cleverly combined the power of pop culture and successfully attracted the attention of the younger generation.

### World Masters Games 2021 Kansai

With Taipei City and New Taipei City hosting the World Masters Games in 2025, the World Masters Games scheduled in Kansai, Japan in May 2022 are destined to catch the eye of the locals. “Anyone can participate” is one of the selling points of the World Masters Games, with people sharing their unyielding spirit with the rest of the world. The participants of the World Masters Games tend to have better incomes, making sports tourism a highlight besides the event itself. To make sure the athletes and their families enjoy the trip, accessible transportation and discounts are of the utmost importance. The host has to make sure all details including taking the bus and booking their stay are convenient. An app has also been launched to tackle the language barrier while putting the spotlight on unique local characteristics. This helps with tourism branding as well as delivering economic value.

### Copenhagen Half Marathon

The world-renowned Copenhagen Half Marathon has numerous participants, and it has the vision of becoming the best half marathon in the world. Serving as the race track of the half marathon, 150,000 people cheer for the participants on the streets of central Copenhagen. As the most endearing part of the event, the strong support of the citizens serves as proof that sports can successfully market a city. Whether it's over a thousand volunteers or media of all kinds, the broadcasting and reporting communicate the beauty of the city and sport to every corner of the world. The added value of the event is created by the collaboration among businesses and the municipality in a win-win situation. At the same time, the host aims at progressing with the times by making the event safe and sustainable. To this end, environmental protection, sustainability and communication are also focal points.



## Pillar 2 : Sports Events Online Vote

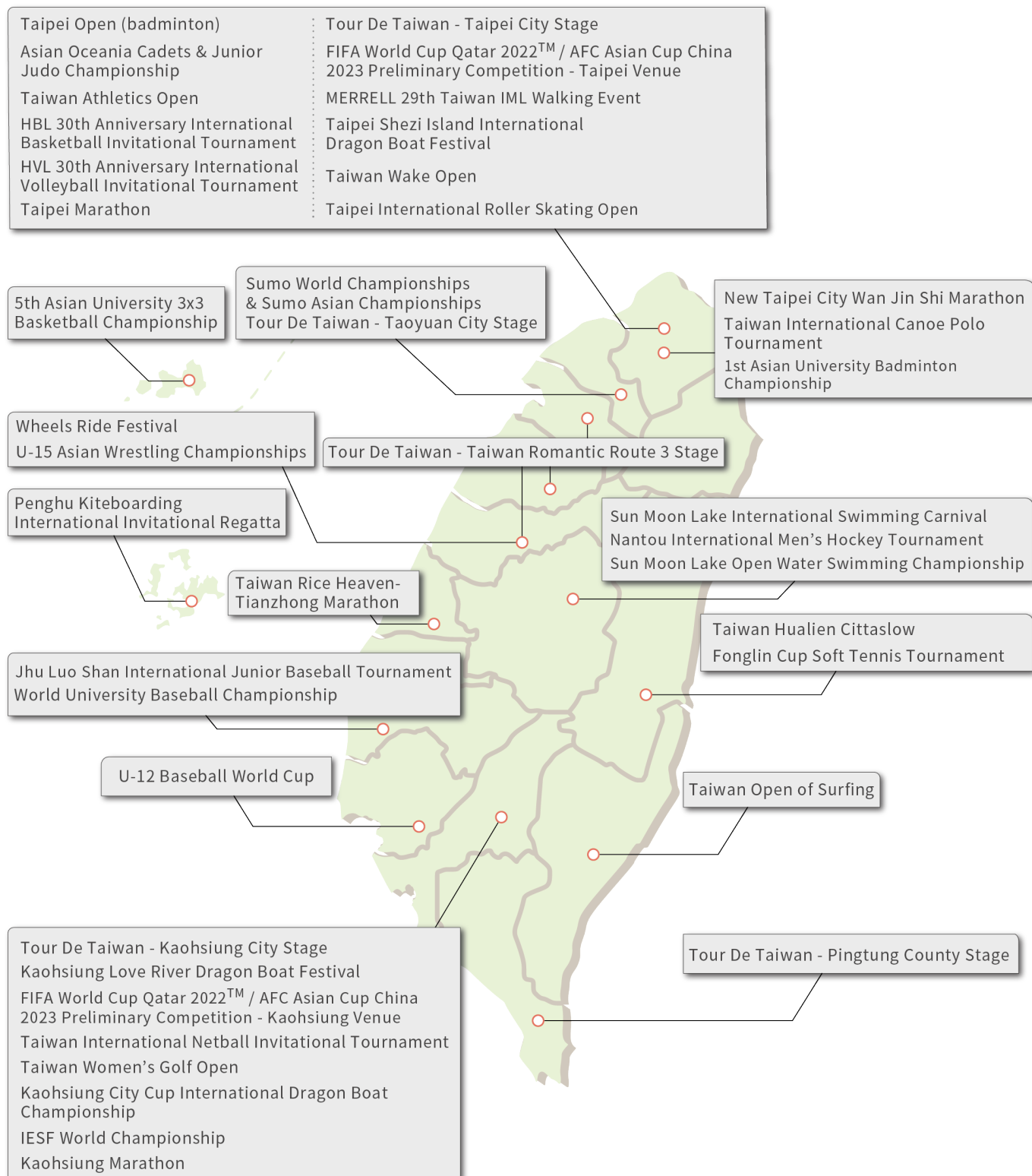
Taiwan holds over 100 international sports events annually. The event contents aren't just splendid and exciting, they also show Taiwan's soft power in terms of ability to organize international sports events. Starting in 2019, with the aim of molding Taiwan brand sports events as the objective, the Sports Administration has actively built Taiwan-brand international sports event and selected 12 international sports events that year. This year, the Taiwan Brand International Sports Events Online Vote was held to maintain the attention given to Taiwan's international sports events to encourage all citizens to have fun doing sports.

Beginning in June, the Sports Administration invited sports events that have received its subsidy in the last 3 years to sign up for the competition. Rich awards were provided to encourage participants to actively market to generate popularity and also invited them to the DEMO Presentations and Sharing. In August, citizens were called to vote on the special webpage established for the activity. Promotions were carried out through the Fun Sports in Taiwan fan page and related social media; three waves of promotion were carried out, including riddle interaction and lucky draw, with reach of over 80,000 people. The 10 most popular online sports events were successfully selected.

The vote received a good response, with 29 sports events hosts and 35 sports events taking part. Each event had its own character, from student competition to distinctive brand event with local characteristics, each adding distinctive features and talking points to the Sports Events Online Vote. Over 300,000 votes were received in the one-month voting period with over 90,000 people taking part, and the vote greatly enhanced the visibility of international sports events.



# Appreciation to 29 sports events hosts and 35 sports events for participating

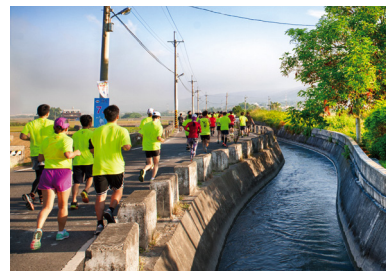




### 10 most popular online sports events

#### Taiwan's Rice Heaven - Tianzhong Marathon

Taiwan's warmest and most rural marathon. 6,000 locals welcome runners enthusiastically. The event is loved by domestic and overseas runners and has driven business opportunities and attracted young people back, making the Tianzhong town the home of runners.



#### Taipei Open (badminton)

The highest level badminton tournament in Taiwan, with total prize money of US\$500,000, the Taipei Open allows the best local players to participate on home courts and enhances the popularity of badminton. As co-host, Taipei City Government takes the opportunity to boost the city's reputation internationally.



#### Tour de Taiwan

Tour de Taiwan is a large premium international event classified as category 1 by the Union Cycliste Internationale (UCI). It is the multi-day international professional race with the widest-reaching influence in Taiwan. It is an important world-class event in Taiwan that combines tourism, culture, industry and local characteristics.



#### Taipei Marathon

Taipei Marathon is the biggest international city marathon in Taiwan, and is categorized as a Bronze Label Road Race by the World Athletics (WA). It is now a “world-class city marathon” and the first certified “urban marathon” in Taiwan. It is an important event for marketing Taipei City.



#### U-12 Baseball World Cup

The U-12 Baseball World Cup is the under-12 baseball world championship sanctioned by the World Baseball Softball Confederation (WBSC). It brings young baseball players from all over the world to Taiwan to fight for the title of champion.



## Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament

The Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament was sanctioned by the Asia Soft Tennis Federation and is a major international soft tennis annual tournament. The townspeople are mobilized to share the passion of Fonglin with guests and players from all over the world. The diverse tourism resources and carnival of Hualien are also combined with the event to showcase the charm of Fonglin as a “city for slow living”.



## New Taipei City Wan Jin Shi Marathon

The New Taipei City Wan Jin Shi Marathon is the highest-ranking event certified by the World Athletics in Taiwan. The magnificent landscape also makes it the most significant marathon in northern Taiwan. New Taipei City combined the Queen’s Head on the northern coast to create a dedicated identity system, successfully building an exclusive sports event brand.



## Nantou International Men’s Hockey Tournament

Players from the New Southbound Policy countries are invited to learn from one another while promoting the abundant tourism resources in Nantou. It is dedicated to making Nantou as a sport city that combines health, happiness and tourism, showing the strength and beauty of Taiwan to people all over the world.



## Sun Moon Lake International Swimming Carnival

This event is one of the most important events in Nantou, mobilizing cross-industry cooperation to arrange carnival and tourism activities that allow the participants to fully experience the beauty of Sun Moon Lake. The combination of tourism and sports successfully attracts swimmers from all over the world to the Sun Moon Lake. The carnival also brings more than NT\$150 million in business opportunities.



## Jhu Luo Shan International Junior Baseball Tournament

Launched in 1998, the Jhu Luo Shan International Junior Baseball Tournament is the event with the most teams for a single sport in Taiwan. It is the grandest event for elementary school baseball in Taiwan. With combined effort from the public and private sectors, this international event showcases Chiayi City’s passion for baseball to the world.



## Pillar 3 : DEMO Presentations and Sharing

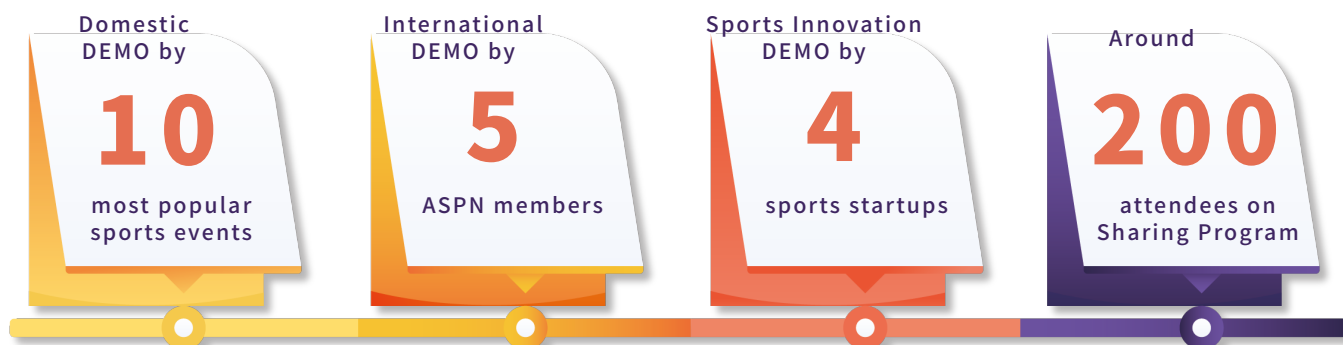
The Sports Administration held the Fun Sports in Taiwan Exchange and Sharing Program on October 12 to continue to build Taiwan brand international sports events and refine the organizing capability and quality of sports event hosts. This event featured DEMO Presentations and Sharing, including experience sharing by the 10 most popular online sports events, learning from APEC Sports Policy Network (ASPN) benchmark international brand sports events and linking sports and innovative technology. The experience and methods of domestic and overseas sports events and digital sports capability were displayed, creating the effect of continually optimizing Taiwan brand international sports events.

Also, this year, the 2021 Taiwan Brand International Sports Events DEMO Competition - College Group was held for the first time. Schools were invited to take part and think up a creative marketing plan for a Taiwan brand international sports event. The winning 3 teams were invited for DEMO sharing in September and had further matching and exchange with sports event hosts to allow international sports events to set down roots and give them new opportunities.



This year, the Fun Sports in Taiwan Exchange and Sharing Program adopted both physical and online methods. The planner that oversaw the opening ceremony and the brand group member of the 2017 Taipei Universiade shared how to create profound city memories from the angle of city marketing and crowdfunding. Sports media platform professionals were also invited to share their experience of taking part in the 2020 Tokyo Olympics amidst the challenges of the pandemic.

This Fun Sports in Taiwan Exchange and Sharing Program also invited the organizing hosts of the 10 most popular online sports events to share the four indicators of international sports events: marketing, broadcasting, participation and economy, showing that for marketing and promotion and city connection, Taiwan's brand international sports events are outstanding and these events fully deserve their popularity. The Sports Administration thanks each sports event host for taking part in the online vote and for playing an important role in taking Taiwan onto the international stage and marketing local culture and for generously sharing the experiences of successful sports event. The sports event hosts were invited to receive commendation during the Program.





## International Brand Sports Event DEMO – International Brand Sports Event X ASPN

To continue international exchange and refine Taiwan's sports event holding capability, members of ASPN including Australia, Japan, Malaysia and Singapore were invited to share their experience of international sports events by video meeting. Through DEMO Presentations and Sharing, famous international sports events experience were learned. The key points of contents were turning crisis into opportunity in the pandemic, using the natural environment to promote local sports tourism and finding a way forward using technology application and digital activities, to stimulate more possibilities for international sports events.

Australian Open is one of the four grand slam events, during the pandemic, epidemic prevention measures were enhanced such as by reducing the number of spectators, using e-tickets to reduce contact and enhanced venue cleaning and disinfecting. In terms of broadcasting, 150 cameras gave fans an immersive experience. It became a benchmark sports event in the pandemic period.

Okinawa's Naha Marathon in Japan held annually since 1985, Okinawa's Naha Marathon in Japan passes through five townships in southern Okinawa and fully brings into play local geographical advantages, cultural attributes and has become a renowned international event. This highly distinctive event allows runners to enjoy the beautiful natural scenery of Okinawa and the warm hospitality of locals as they run. Affected by COVID-19 in the last two years, GPS has been used to promote an online marathon and runners from around the world have continued to participate with enthusiasm.

Osaka Castle Triathlon takes advantage of the famous tourist destination castle, with the swim, bike and run elements all centered on the Castle, and the swim actually taking place in the moat. As well as having historic site character, tourists and fans from around the world can cheer on runners close up, making the event highly participatory. The event also supports the UN SDGs of "good health and well-being", "gender equality" and "clean water and sanitation", having sustainability on various levels.

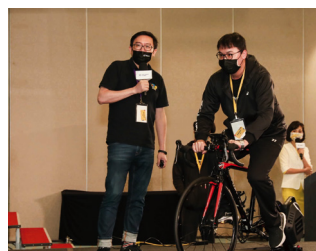
Malaysian Motorcycle Grand Prix is the country's oldest motorcycle race. It has taken place at the Sepang International Circuit which has excellent facilities since 1999 and has attracted more spectators each year. The course is famous for its scenery as well as difficulty, letting the spectators fully experience the roar of the engines and the thrill of speed. As well as this event, Sepang International Circuit is also the venue for various sports and cultural events, creating unique sustainable value and pulling in a large number of international visitors.



### Sports Innovation DEMO- Sports X Technology Startup Sharing

Since its launch in 2018, the HYPE Global Virtual Accelerator Taiwan ( HYPE GVA Taiwan) has guided 65 startup teams and received 12 million USD in funding. Through HYPE's global sports startup network, connection of industry, government and academia in Taiwan and recommendation by figures in entrepreneurial circles, HYPE GVA Taiwan has recruited startup teams from around the world, with each training cycle having one half of teams from Taiwan and one half from overseas. The four startup teams who gave a product demonstration this time are all outstanding program participants and have achieved excellent results recently.

WhiizU is a professional indoor cycling training software platform, providing outdoor riding simulation training and professional data analysis. Members can compete online. With matching by the Sports Administration, WhiizU cooperated with Kaohsiung City Government and the Chinese Taipei Cycling Association for the first time to hold the Taiwan Cup Cycling Esports Tournament. This became a highlight of the pandemic period. Through specialized technology simulating various routes, riders can challenge various routes unaffected by the weather outside.



WhiizU



Feebees



Airbender



Uniigym

Feebees sock sneakers aim to be MIT made and fully recyclable. After over 10,000 tests, sock sneakers with wear-feel almost like being bare foot were developed. They identify poor posture when walking or running to make leisure and jogging easier. By simple test movements of jumping and walking, the user can feel their walking posture and characteristics and actually experience their physical reaction and can give direct feedback as to how they feel wearing the sock sneakers. The quality of the product has won the favor of customers.

Combining mechanical and Eastern vital energy theory, Airbender's science and medical experts developed a bio-energy technology instrument. It is different from traditional electrotherapy devices and is used to relieve muscle pain or sports injuries. The founder uses a simple contact method to let people experience the principle and feel of the device. Let them understand that they can use it to soothe the aches and pains they feel after sports.

Uniigym is a Cloud and AI-based, 5G interactive Fitness and Gaming service platform. Through a phone, users can take part in smart gym classes. Fitness training can be done after just a few setting steps. It can be used for large-scale sports events and for company exercise plans. Instant feedback of user movements, comparison with the system standard and challenging completion rate, enhance user motivation and fun. It became a popular product in the pandemic.

The DEMO Presentations and Sharing by outstanding startup teams this time, introducing their products to attendees, created opportunities for future cooperation and promoted the combination and application of innovative technology and sport. Also, to continue to drive sports innovation, witnessed by the Sports Administration, HYPE GVA Taiwan signed a cooperation MOU with HYPE Sports Innovation in a video meeting, continuing their four-year friendly relationship and together enhancing the international linkage and exchange of the sports innovation community.



## 2021 Taiwan Brand International Sports Events DEMO Competition – College Group

The Sports Administration held the 2021 Taiwan Brand International Sports Events DEMO Competition - College Group for college students for the first time with 19 groups of participants totaling 60 students from 4 colleges (National Taiwan University, National Taiwan Ocean University, National Taiwan University of Sport, and National Taiwan Sport University) and 9 supervising teachers. The themes were events from the 12 Selected Taiwan International Sports Events in 2020. The teams conducted marketing planning for the chosen event and the top 10 teams were selected for commendation and the top 3 invited to participate in DEMO Presentations and Sharing. After the results were known, the Sports Administration further matched the winning teams and sports event hosts to allow their creative plans to be discussed in-depth to add new energy to international sports events.

Most of the works involved social media platform application, with planning done for popular social media such as Facebook, Instagram and YouTube. The diverse methods included making videos, recruiting internet celebrities and holding lucky draws, showing limitless creativity. It was also suggested that sports event hosts seek sponsorship from local businesses, using highlight stories, website and app for packaging and connection to attract the gaze of the public using real and virtual integration.

Nurturing young talent for international sports affairs has long been a policy objective of the Sports Administration. Encouraging young people to pay attention to international sports events and then move into areas related to international sports affairs will increase Taiwan's international sports event capability. This event was held for the first time on a trial basis. It received an enthusiastic response from students as well as making the 12 Selected Taiwan International Sports Events in 2020 better known by young people, indirectly also enhancing the creative thinking of sports event organizers and undertakers. The two sides produced different sparks and excellent results overall. In future, as well as continuing to guide sports event organizers and undertakers, the Sports Administration will continue this year's approach and, through exchange and cooperation with colleges, hope that creative marketing methods can be implemented in sports event promotion to take Taiwan brand international sports events up to a new level.





The Sports Administration, Ministry of Education organized the Taiwan Brand International Sports Event Workshop in 2021, featuring Brand Training Courses to help event organizers (undertakers) develop the concept of branding, strengthen the connection with the host cities and expand international horizons. The Sports Events Online Vote marketed international sports events and the increased visibility of sport cities, keeping public attention during the pandemic with the “Fun Sports in Taiwan” atmosphere. DEMO Presentations and Sharing extends experience in hosting international sports events and the wisdom, passing on the skills and capacity. Scan the QR code to access relevant information on the website of the Sports Administration and Fun Sports in Taiwan Facebook fan page.



Sports Administration, Ministry of Education >>  
International and Cross-strait Sports Division >>  
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Fun Sports in Taiwan  
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Tidbits of optimizing international sports results

