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## Elite High School Athletes Gather to Compete Against Each Other as the 2018 National High School Athletic Games Officially Begins in Taichung



■ The grand opening of the 2018 National High School Athletic Games

The opening of the 2018 National High School Athletic Games (the Games) was officially announced by Minister of Education Wu Maw-Kuen. Then, the teams from cities and counties across Taiwan entered the stadium and were welcomed by friendly waves from the Vice President and Minister of Education as they offered their blessing to athletes.

The theme of the 2018 Games is "Youthful! Go Taichung". There will be 18 competitions taking place, with the venues spanning mountains, sea, villages and downtown Taichung.

Vice President Chen Chien-jen stated in his speech that the power of a country comes not only from military and economic power, culture, art and sport are also elements of soft power that are indispensable and also a good medium for Taiwan's interaction with the international community; Taichung is centrally located, has a pleasant climate and has substantial experience of hosting large-scale multi-sports events and various sports competition, and makes every effort with respect to talent training and promotion of participation in sport by citizens.

He also pointed out that the Games are not just about competition, they will also allow sporting exchange, and all athletes will be able to learn about and experience the true spirit of sport; they will also serve to affirm the support for and efforts to promote sport of the city government over a long period of time.

Minister Wu stated that the Games are an important stage on which top high school athletes can display the fruits of their training; being able to represent their school is a great honor and recognition of their hard work and dedication, however, sport isn't only about individual competition, it also provides model examples of teamwork. Apart from physical training and improving individual skills, more important are the core values of sport: fairness, respect, willpower, ability to tolerate setbacks and being humble in victory and not disheartened in defeat. He said that the Ministry of Education has always made a great effort to promote grassroots sport and encourage citizens to nurture the habit of doing sport and uphold sporting spirit from a young age. In future, the Games will continue to be used to cultivate grassroots sport, taking physical education deep into campuses to bolster the competitiveness level of sport in Taiwan at grassroots level and thus provide a firm foundation for future success in international competitions.

**Director General Lin Te-fu of the Sports Administration, Ministry of Education, Speaks Freely About the Evolution Theory of "Sports Industry Development and International Competition Marketing"**



Director General Lin Te-fu of the Sports Administration, Ministry of Education exclusively interviewed by USTV

The success of 2017 Taipei Universiade sparked a wave of interest in sport in Taiwan. Following up this enthusiasm, the Sports Administration, Ministry of Education (SAMOE) is working hard to build an environment conducive to the development of sport industry and actively assists with the holding of various international sports events in Taiwan. In an interview with USTV on April 18<sup>th</sup>, 2018, SAMOE Director General Lin Te-fu stated that the amended *Sports Industry Development Act*, announced on November 29<sup>th</sup>, 2017, included "e-sport" and "sports management and management consultant" in the industry items for the first time, with the aim to open up new opportunities for the developing sports industry.

Taiwan's sports industry has a bright future ahead, with e-sport and professional sport as the two areas of utmost importance. The SAMOE stated that information on the development of e-sport in the United States, Canada, South Korea, Japan and European countries is being collected and will provide a reference for formulation of e-sport industry policy suited for Taiwan. Also, to promote the development of professional sport, investment by various levels of government and government-owned enterprises is encouraged, with the aim of allowing professional sport to drive the development of the sports industry. In many advanced countries, the sports industry has become a new economic driving force. To emulate this, the SAMOE is implementing various guidance policies relating to capital, market expansion, entrepreneurship and talent nurturing to build an environment conducive to the sports industry's development.

Holding international sports competitions and enhancing marketing are also focuses of the SAMOE. In the interview, Director General Lin stated that the success of sports competitions depends on the details. Apart from the competition itself, local characteristics, tourism and peripheral activities can also be merged with an event to give spectators a highly entertaining experience. Taking the recent Santaizi ATP Challenger tennis tournament as an example, it involved folk belief by cleverly coming up with the idea of throwing divination blocks instead of a coin; this not only established a clear brand image for the tournament right at the start, it also left players and spectators from Taiwan and overseas with a deep impression.

In the latest world football rankings announced last week, Chinese Taipei achieved the highest ever ranking of 121. This exciting news follows the defeat of Singapore in the qualifier for the AFC Asian Cup on home turf in Taipei at the end of March. Director General Lin said that excellent performances by Taiwanese athletes attract the attention of the public, and also



drive the development of the peripheral sports industry, raising Taiwan's international profile and promote sports diplomacy.

In the interview, Director General Lin also explained the achievements of 2017 in terms of the sports events held in Taiwan. Apart from 2017 Taipei Universiade, the SAMOE provided guidance to 108 international sports competitions in 2017, with a total of 54,000 participants from Taiwan and overseas and an estimation of over 700,000 spectators on sites. These events not only provided a stage on which Taiwan's athletes could compete, the enthusiastic public response to the events also reflected the attention that sport now attracts.

As well as Director General Lin, the interview also featured Head Coach of the Chinese Taipei men's football team Gary White, team member Chen Hao-wei, spokesperson for the Santaizi ATP Challenger, Pascal Maria, and gold medalist in the Taipei Universiade men's tennis singles, Jason Jung. Footballer Chen Hao-wei is really ecstatic about the increase in the number of people watching the national team, saying: "When I was small, no one watched football, but now quite a few parents take their children to watch games, and young people also come with their friends to cheer" . Tennis player Jason Jung said: "I am really happy whenever an event is held in Taipei. The tournaments are well organized, and improvements are being made all the time." French umpire Maria, who has visited Taiwan eight times, said: "I really enjoy being the spokesperson for the Santaizi ATP Challenger; the players, matches, city, and food are all perfect".

Finally, Director General Lin emphasized that Taiwan will stage over 120 sports competitions this year. People from all walks of life are invited to attend and cheer for the domestic and foreign competitors, conveying the beautiful human warmth for which Taiwan is renowned to the world through sport.

## 2018 Sports Lottery Documentary Release Press Conference-Your Small Hope Converted into Great Power



Group photo at the 2018 Sports Lottery Documentary Release Press Conference

The Sports Administration, Ministry of Education held the Sports Lottery Documentary Release Press Conference on April 23, 2018. Three famous Taiwanese sports figures were invited to feature in a moving documentary to promote the Sports Lottery; they were former Olympic archery competitor Chen Yu-cheng, Universiade weightlifting gold medalist Kuo Hsing-chun and baseball star Chang Chih-hao. The documentary conveys the policy measures of the Sports Lottery in the hope that, when the people of Taiwan are watching sports, they can have fun while placing bets and help good causes at the same time, thus facilitating their support for the Sports Lottery policy in order to boost the development of Taiwan's sports environment.

Taiwan's Sports Lottery is in its 10<sup>th</sup> year after being launched in May 2008. Bets can be placed on sports that Taiwanese love such as baseball, basketball, football, tennis and golf. The government uses the surplus from the lottery to develop grassroots sport and discover,

train and take care of sporting talents, assisting Taiwan's sporting talent to shine on the international stage.

In the documentary, the three sports personalities share their own experiences and inform the people of Taiwan how the development of sport benefits from the lottery. The development of sports does not only depend on the efforts of sports organizations and individual athletes, it also requires assistance and support from all sectors of the community. It is hoped that, while watching sports, the small hope represented by the lottery can be converted into great power to drive the development of sport in Taiwan.

### **Delegation of IAEH, the New International Organization, Visits Taiwan to Discuss the Experience of Hosting Large-scale Sporting Events With the Six Major Cities**



Group photo taken at the exchange seminar held for the IAEH delegation visiting Taiwan

Responding to an invitation from the Sports Administration, Ministry of Education (SAMOE), a delegation from the International Association of Event Hosts (IAEH) visited Taiwan during April 20<sup>th</sup>-22<sup>nd</sup>, 2018. On April 21<sup>st</sup>, at The Howard Plaza Hotel Taipei, a seminar was held to which representatives from Taiwan's six major cities, Taiwan Tourism Bureau, experts and scholars, as well as official representatives of foreign offices based in Taiwan were invited.



During the event, participants discussed various matters and exchanged experiences in the area of hosting large-scale sports competitions.

In line with the main development trends in international sport and the SAMOE's plan of important policies, members of international sports organizations and officials from the sports ministries of various countries are invited to visit Taiwan, in order to build a platform for international sporting exchange for Taiwan and raise our position and increase our influence amongst international sports organizations. The members of the delegation from the IAEH included representatives from Japan Sport Tourism Alliance, Thailand Convention and Exhibition Bureau, Malaysia's Convention and Exhibition Bureau, Finland's Visit Tamperer, and Austria's Innsbruck-Tirol Sports. Apart from sharing their home country's experiences of hosting large scale sporting events by the delegation members, the experiences of hosting the 2015 Asia-Pacific Deaf Games, 2017 Taipei Summer Universiade, the upcoming 2019 East Asian Youth Games in Taichung, and the Wan Jin Shi Marathon were introduced and shared in the seminar by the representatives from Taiwan's six major cities.

The IAEH was founded in September, 2017, and is an international organization founded by the competent agencies responsible for sports competitions at national, city, and regional level, as well as private competition organizations. Its aim is to provide maximum value of hosting large scale sporting events through cooperation between members and provide a platform on which the voices of non-profit organizations that host the sporting events could be heard. Taiwan hosts almost 100 international sports competitions annually; following the success of the 2017 Taipei Universiade, sports are attracting more attention in Taiwan, and people now have higher expectations with respect to the organizational quality of sporting events. Taiwan joined the IAEH in November 2017, aiming to establish a platform for exchange with foreign governments and private organizations in order to absorb and learn from their experiences of hosting sporting competitions.

The seminar came to a successful conclusion. In future, other members of the IAEH, international sports organizations, representatives from the sports ministries of various countries and renowned international experts and scholars will continue to be invited to Taiwan to engage in policy exchange dialogue and expand Taiwan's international sports exchanges.

## "Cycle Taiwan" - Bike for the People Event Commence Simultaneously Across Six Counties and Cities



Lu Chung-jen, director of the Sports for All Division of the Sports Administration, and image ambassador Ula Shen present completion certificates and gifts to riders

The "Cycle Taiwan: Discover a New Horizon of Beauty"—Bike/Live for the People event was held in conjunction across six counties and cities of Taiwan, namely Hualien County, Yilan County, Taipei City, New Taipei City, Hsinchu City and Kaohsiung City.

To encourage citizens to participate in cycling, routes were specially planned with a theme of fun water by the Sports Administration, Ministry of Education(SAMOE), which includes areas like Hualien Liyu(Carp)Lake, Yilan Dongshan River Meihua Lake, Taipei Riverside, New Taipei Riverside, Hsinchu Horizon and Sea Viewing Area, Kaohsiung Lotus Lake and Lover River. The six cycling routes are suited to riders of all ages and offer beautiful scenery, and attracted many families, enterprises and friends to participate in the event. Participants were able to experience the diversity of Taiwan's local culture and appreciate the beauty of their cities, taking away fond memories of the weekend.



In addition, "Cycling Stories Competition", which encourages people to share their interesting cycling stories through images and texts, was also open for registration on April 23<sup>rd</sup>, 2018. Participants have an opportunity to win cash prizes and various fine gifts. There will also be five themed cycling events staged from July to October, which includes: 2018 Yilan International Children's Folklore and Folkgame Festival, Kaohsiung Jinshi(Golden Lion) Lake and Chengching Lake Ecological Bike Journey, 2018 Taoyuan Land Art Festival, 2018 Twelve Hakka Festivals in Puxin Township, Changhua County, and 2018 The Most Beautiful Bay Carnival In Penghu. Everyone is encouraged to sign-up and participate. The registration website: <https://www.cyclingtw.com.tw/>

## 107 年全中運盛大開幕，全國中等學校頂尖運動選手齊聚臺中互相較勁

開幕儀式由教育部長吳茂昆宣布活動正式開幕，來自全國各縣市代表隊的運動好手進場後，副總統及教育部長一同向選手們揮手致意、獻上祝福。

107 年全中運以「夠青春！Go 臺中」為主題，共舉辦 18 種競賽種類，競賽場地遍及臺中市，分布於山、海、屯及市區。

陳建仁副總統致詞表示，一個國家的國力，不僅僅在於軍力和經濟，人文、藝術和體育更是國力不可或缺的軟實力，也是我國和國際社會的良好媒介；臺中市位置適中、氣候適宜，擁有多次大型綜合性賽會及各運動競賽的經驗，在運動人才培訓和運動風氣的提升不遺餘力；在這裡，不只是競賽，也是運動的交流，更是所有選手運動家精神的學習與體現，同時也肯定臺中市府團隊對於長期體育活動的支持及努力。

教育部吳茂昆部長表示，全中運是全國中等學校運動好手每年展現練習成果的重要舞臺，能夠代表參賽就是一種榮譽與肯定。不過，運動不只是發揮個人競技，更是展現團隊合作的最佳典範。除了鍛鍊身體、精進個人的競技之外，更重要的，要學習運動的核心價值觀－公平、尊重、毅力、挫折容忍力、勝不驕敗不餒的運動家精神。教育部對於基層體育的推動一向不遺餘力，並鼓勵國人從小培養運動習慣及運動精神，未來將持續藉由辦理全中運，落實基層體育，讓體育教育深耕校園，厚植我國基層體育競技水準，在未來國際體壇上創造佳績。

## 教育部體育署林德福署長暢談「運動產業發展與國際賽事行銷」進化論

臺北世大運成功舉辦，掀起臺灣體壇新浪潮。延續熱情，體育署正全力建構良善運動產業發展環境，也積極協助各類國際運動賽事在臺灣舉辦。體育署林德福署長於 107 年 4 月 18 日接受《非凡新聞台》專訪表示，《運動產業發展條例》106.11.29 公布修訂後，首度將「電子競技」及「運動經紀及管理顧問」納入產業項目，期望將發展中的運動產業注入新契機。

我國運動產業前景可期，而「電子競技」及「職業運動」是目前兩大重要區塊，體育署表示，正廣泛蒐集美、加、南韓、中國、日本及歐洲國家電競發展情形，研擬符合我國的電競產業政策。另外為促進職業運動發展，也鼓勵各級政府與公營事業投資，希望以職業運動帶動整體運動產業成長。而在許多先進國家，運動產業已成新的經濟驅動力，體育署現正透過各項輔導政策，在資金、擴大市場、創業、培育人才等面向，建構產業環境。

同時，舉辦國際賽事及強化行銷，也是體育署努力的重點。林德福署長在專訪中表示，賽事的圓滿與否，取決於細節。賽事精彩度，除了競賽本身，結合在地特色、觀光與周邊活動，將能讓觀眾有更超值的娛樂體驗。以剛落幕的華國三太子盃國際男網挑戰賽為例，結合民間信仰與特色，以擲筊取代擲銅板等巧思，不但為賽事樹立了鮮明的品牌形象，更讓國內外選手與民眾留下深刻印象。



上週公布的男足最新世界排名，中華男足締造隊史最佳紀錄，一舉登上世界第 121 名。這是 3 月底中華男足在臺北主場進行 2019 亞洲盃資格賽擊敗新加坡隊後，令國人振奮的好消息。林德福署長表示，我國選手的精采表現，牽動國民關注，也帶動周邊運動產業發展，增加臺灣的國際知名度，促成體育外交。

林德福署長在專訪中也說明 2017 年國際賽事的舉辦成果。除了臺北世大運外，2017 年體育署共輔導辦理 108 場國際運動賽事，國內外參賽人數達 5 萬 4 千人次，估計共有高達 70 萬人次於現場觀賽。這不只提供我國選手國際競技舞台，也能看出國人對體育的關注程度。

本次專訪除了邀請林德福署長，也邀請中華男足總教練 Gary White、男足球員陳浩璋及華國三太子盃代言人 Pascal Maria、世大運網球男單金牌莊吉生。其中，足球選手陳浩璋對於進場球迷變多，感到開心不已，他說：「小時候沒人看足球，到現在不少爸媽帶小朋友來看球，年輕人也呼朋引伴加入加油行列。」而男網好手莊吉生則說：「只要在臺灣比賽我都很開心，比賽辦得很好，都有在進步。」而第八次來臺的法籍網球主審 Maria 則說：「我很享受擔任（三太子盃）代言人，選手、球賽、城市、食物，一切都很完美。」

最後，林德福署長強調，今年臺灣將舉辦超過 120 場國際運動賽事，屆時歡迎國人到場為國內外好手加油，將臺灣最美、最熱情的人文風情，透過運動賽事傳遞到世界各地。

## 107 年運動彩券紀錄片發表記者會—你的小希望，他的大力量

教育部體育署於 107 年 4 月 23 日舉辦「運動彩券紀錄片發表記者會」，邀請到體育界三位名人—前奧運射箭國手陳宥辰、世大運金牌郭婞淳及職棒球星張志豪共同為運動彩券推廣與宣傳，拍攝感動人心的紀錄片。藉由紀錄片傳達「運動彩券」政策措施，期望國人在看比賽時，擁有投注的樂趣兼做公益，促進國人對「運動彩券」政策的支持，讓臺灣的體育環境發展更好！

我國「運動彩券」自 97 年 5 月發行至今已邁入第 10 年，其投注項目包括國人喜愛的棒球、籃球、足球、網球、高爾夫球等，政府主要運用「運動彩券」盈餘投入基層體育運動，發掘、培訓與照顧運動人才，協助我國體育選手在國際爭光。

三位體育界名人在紀錄片中分享自身經驗與告訴國人運動彩券對體育運動推展的助益。體育運動的發展，除了是各體育團體及選手自身的努力外，也需要各界提供協助與支援，期望國人在觀賞賽事同時，能透過運動彩券的小小希望，轉化為對臺灣體育發展的大力量！

## 國際新興組織「國際賽會活動主辦單位協會 (IAEH)」訪臺與六都暢談大型賽事主辦經驗

國際賽會活動主辦單位協會參訪團 (International Association of Event Hosts, IAEH) 應教育部體育署

邀請，於 107 年 4 月 20 日至 22 日訪臺交流，並於 21 日在台北福華大飯店舉行交流座談暨餐會，邀請六都及觀光局代表、學者專家及駐臺代表共同參與，進行交流及賽事主辦經驗分享。

配合近年國際體壇重要發展趨勢及本署重要政策規劃，邀請國際體育組織重要人士、各國體育部門官員等訪臺交流，以強化我國建構國際體育運動交流平臺，提升我國在國際體育運動組織之地位與影響力。本次 IAEH 參訪團成員分別來自日本運動觀光推廣機構 (Japan Sport Tourism Alliance)、泰國會議及展覽局 (Thailand Convention and Exhibition Bureau)、馬來西亞會展局 (Malaysia Convention & Exhibition Bureau)、芬蘭 Visit Tamperer 及奧地利 Innsbruck-Tirol Sports，除各代表於會中分享各國相關經驗外，我六都代表亦於會中介紹 2015 亞太聽障運動會、2017 臺北夏季世大運、2019 臺中東亞青年運動會、新北市萬金石路跑等國際大型賽會籌辦經驗，座談會雙方討論熱烈，氣氛融洽。

IAEH 於 106 年 9 月成立，係由國家、城市及地區賽事主管機關及民間賽事團體共同創立之國際性組織，其目的在於提供會員體共同合作激發主辦大型賽會的最大價值，並提供非營利組織賽會主辦單位發聲平臺。我國每年舉辦近百場國際體育賽事，且隨著 2017 臺北世大運的成功，各界對體育運動日趨關注，對於國際賽事籌辦之品質要求越高，我國遂於 106 年 11 月加入 IAEH，期與各國籌辦大型賽會之政府或民間組織建立交流平臺，汲取及借鏡其相關賽事籌辦經驗。

本次交流座談會圓滿落幕，未來亦將持續邀請 IAEH 其他會員及國際體育組織、各國體育部門代表及國際知名專家學者來臺與會，進行政策對話，拓展我國國際體育交流。

## 「騎動臺灣」萬眾 Bike! 六縣市同步開騎啟動活動

「騎動臺灣 發現美麗新視界」- 萬眾 Bike! 同步 Live ! 活動串聯花蓮縣、宜蘭縣、臺北市、新北市、新竹市以及高雄市等縣市共襄盛舉。

體育署為鼓勵全民投入自行車運動，特規劃騎乘路線以親水樂活為主題，包含花蓮鯉魚潭、宜蘭冬山河梅花湖、臺北河濱、新北河濱、新竹海天一線、高雄蓮池潭與愛河等。六大自行車路線平易近人，沿途路程風光明媚，吸引許多家庭、企業、親朋好友共同報名，體驗臺灣多元在地文化與欣賞城市之美，為周日假期留下美好的回憶。

此外，4 月 23 日開始接受民眾報名「騎單車說故事」競賽，鼓勵民眾透過一張張動人影像與文字，分享自己的騎乘故事，參加者有機會獲得獎金及多項精美好禮。另 7 至 10 月有 5 場次主題單車活動，包括 2018 宜蘭童玩節、高雄市金澄雙湖生態單車之旅、2018 桃園地景藝術節、彰化縣埔心鄉 2018 客庄 12 大節慶、2018 澎湖最美麗海灣嘉年華會，歡迎民眾踴躍報名參與。報名網站 <https://www.cyclingtw.com.tw/>。



## Sport Terms

## 運動詞彙

Sports Lottery

運動彩券

E-sport

電子競技