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Sports Administration
Newsletter

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Pingtung Keeps Going: 2020 National High School Athletics Games Officially Opens



(left) 2020 National High School Athletics Games in Pingtung (from left: Legislator Saidhai Tahovecahe (Wu Li-hua), Minister of Education Pan Wen-chung, Pingtung County Magistrate Pan Meng-an, President of Chinese Taipei School Sport Federation Hu Jian-feng and DJ Dennis in a group photo

(right) Minister of Education Pan giving a speech at the opening ceremony of the 2020 National High School Athletics Games

The 2020 National High School Athletics Games in Pingtung was originally scheduled for April but was postponed to July 18-23 due to the COVID-19 epidemic. On July 10, accompanied by the Games mascots the Jiaozei bird and featuring a warrior league, Minister of Education Pan Wen-chung and Pingtung County Magistrate Pan Meng-an welcomed 16,000 athletes from 22 cities and counties. They exhorted them to rise to the challenge and achieve good results in Pingtung. They also invited people from across Taiwan to visit Pingtung, the southern tip of the country, to enjoy the lovely scenery.

Minister Pan said that the holding of the delayed Games symbolizes the passing on of Taiwan's sporting spirit characterized by boldly seeking breakthroughs. He called on athletes to do their best, moving people and setting new records. The grand opening ceremony was held on July 18 at Pingtung County Sports Stadium and was attended by a large crowd. The 18 disciplines took place between July 18 and 23 in Pingtung County. During the Games, all staff,

athletes and coaches followed the epidemic prevention procedures and protective measure handling principles announced by Pingtung County.

Pingtung County Magistrate Pan said the junior and high school athletes of the Games might be the future pride of Taiwan. With this in mind, the organizers planned the Games in line with the specifications of an international competition; they also cooperated with young Internet celebrity Huang Xiao-mei who wrote the Games theme song Pingtung Keep Going, a song that reflects the sweat of hard training and firm determination in pursuit of dreams of athletes. The main visual design has members of the Jiaozai (bird) League (featuring the county bird of Pingtung the Brown Shrike) and Warrior League as mascots. "Jiaozai" means bird in Taiwanese, it also echoes the slogan "I'm Pingtung, I'm Proud" of the 2019 Taiwan Lantern Festival, symbolizing that all the children of Pingtung of which it is so proud would demonstrate their talent in this grand sports occasion.

For competition information, please go to the official website: <https://109sport.ptc.edu.tw/Module/Home/Index.php>

Sports Administration Holds the 2020 Water Sports Workshop



Sports Administration holds the 2020 Water Sports Workshop

The Sports Administration held the 2020 Water Sports Workshop in Wanli and Jinshan in New Taipei City July 29-30; the courses covered new trends in international water sports, kayaking promotion, and sharing of water sports experiential camp cases. A visit to Zhongjiao Bay to try their hand at surfing, SUP and other water activities was also arranged for participants to experience the fun of water sports.



The Sports Administration pointed out that it is actively implementing the Program for Building a Leisure Sports Environment-Improving the Water Sports Environment in line with the Forward-looking Infrastructure Development Program. Subsidizing city and county governments with regards to improving related infrastructure for sailing, kayaking, Western rowing, surfing and other water sports including integrated boat sheds, floating docks, and washrooms and toilets. As of June this year, improvements at Breeze Canal, Zhongjiao Bay in Jinshan and Wushi Harbor in Yilan had been completed.



The Sports Administration said it hopes that by holding this Workshop and inviting speakers in various fields the professional knowledge of staff undertaking related operations will be increased and they will be better able to work together to build a quality water sports environment in Taiwan. The aim is for forward-looking and high quality sports construction to give people healthy sports and LOHAS lives and concretely display Taiwan's environmental characteristics as an ocean country.

HYPE Spin Accelerator Taiwan 4th Demo Day Takes the Stage to Stunning Effect



HYPE Spin Accelerator Taiwan 4th Demo Day promotional image

Allowing the public to visit for the first time, HYPE SPIN Accelerator Taiwan which was established by the Sports Administration for Taiwan's sports industry by introducing international resources, held the 4th Demo Day at Songshan Cultural Park on July 18 during which the training results of the sports startup teams was displayed. A sports leader discussion meeting was also arranged, at which Decathlon Taiwan's innovative design and prototype making manager Mr. Fan Hong-zhang shared the importance of creative ideas in the sports industry and his experience of cooperating with startups and other matters.

The Sports Administration in 2018 commissioned collaboration between the Center of Industry Accelerator and Patent Strategy (IAPS) at the National Chiao Tung University along with the Israeli International HYPE Sports Innovation Accelerator (HYPE) to launch SPIN Accelerator TAIWAN. The aims are to combine with the IAPS technology network. Help nearly 100 innovative teams gain more training experience and link teams interested in taking part in the program with Taiwan's technology, manufacturing, service industries' advantages and strong points. This will open up new development areas and potential and speed up

the links with international resources. Also, introduce Taiwan's innovation elements to the international community. The outstanding sports innovation teams of the first two training cycles have already raised NT\$10 million in funding by taking part in various international startup events and meetings.

The 4th training cycle was 2.5 months in duration and courses were conducted online in full for the first. Domestic and overseas experts, scholars and mentors were invited to take part to increase the interview chance of teams. Also, for the first time this program provided suitable teams with an opportunity to cooperate with Decathlon Taiwan and the WeiChuan Dragons baseball team to carry out product concept market validation.

This training cycle had 12 sports innovation teams with potential from Taiwan and overseas. 6 of the teams were from overseas, namely Team8 from France which focuses on children's health, FastPong from South Korea which has developed a real-time feedback system for a smart table tennis training board, Spogo from the United Arab Emirates which has developed a matching platform for local sport clubs and personal trainers, Wave Wear from South Korea which combines Kinesiology taping and compression wear, BiiB from Malaysia which has designed a cross-border cooperative group running platform, and Singapore's ELXR which has custom built a genetics-based fitness ecosystem for Asians. The 6 domestic teams were Uniigym which has developed a smart interactive fitness environment platform, Conzian which has developed instant monitoring rehabilitation effectiveness smart equipment, MbranFiltr which has developed a high effectiveness filtration membrane, Galerdo which has designed non-worn waterproof training tracking equipment for swim training, All-wings which has developed eagle shaped high performance bicycle seats, and KOUP that has developed environmental protection garments with odor elimination property made from cinnamon yarn.

The 4th training cycle Demo Day was conducted in English throughout. The 12 participating sports innovation teams displayed the abundant results of taking part in the program in their presentations. HYPE founder Amir Raveh, COO Zvika Popper and other overseas guests and the six participating overseas teams took part via Cisco Webex, experiencing the infinite potential of sports innovation.

Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World



WhiizU can provide more real routes than any other cycling software, allowing you to experience various world-famous cycling routes without leaving your home.

The HYPE SPIN Accelerator TAIWAN program is a joint effort of the Sports Administration and National Chiao Tung University's IAPS and Israel's HYPE Sports Innovation (HYPE). Starting from October 2018, three training cycles have been held; the third 3-month intensive training cycle began in November, 2019.

The HYPE SPIN accelerator program provides customized financing and enterprise matching and links to the international sports industry network, as well as a chance to share a team's products and services with leading sport related enterprises and teams such as Chunghwa Telecom, Decathlon, and Weichuan Dragons. While nurturing startup teams, the aim is also

to establish Asia's first sports startup and technology industry cooperation eco-sphere. The third HYPE SPIN Accelerator TAIWAN Demo Day was held on January 17 this year; each team had six minutes to make their pitch, displaying the products of Asia's first sports startup accelerator to startup investors, representatives of sport brand enterprises and industry mentors and consultants.

The 3rd Demo Day had 13 HYPE SPIN teams, 8 of which were international, from Russia, New Zealand, India, Israel, Singapore, Malaysia, Singapore and Hong Kong. The main service content developed by the teams spans: sports community, data analysis, sports entertainment, sports training, ball sports training, integrated platform, and muscle massage industry.

Below 2 startups will be introduced, one focused on indoor cycling training and the other on personal Pilates training space; they are Uniwill from Taiwan and Freelates from Israel.

· Uniwill

WhiizU is professional indoor cycling training software. Matched with a riding stand, the degree of cycling resistance can be automatically controlled according to the contents of training, mimicking the road situation when cycling outdoors. The effectiveness of training is not affected by weather, environment, distance, time and other factors.

As well as providing instant outdoor riding simulation training, the biggest feature is the large amount of real routes. We have unique algorithms that can quickly construct the famous riding routes or tracks in the world for use by members; before competing, riders can first conduct simulation training on the route that they will actually ride and pre-set various plans, reducing expenditure of time and money and substantially increasing competition advantage.

The inbuilt training modes have FTP and ERG as well as various professional courses and fitness modes. Users can compete online and organize group rides; personal data will be



Individual training, event competition, team training, arranging group rides; no need to worry about time or the weather, WhiizU lets you train when you want.

presented in a report and stored in the cloud for checking when required.

WhiizU supports the smart training stands for cycling on the market, corresponds to BLE4.0, Ant+, and FTMS and supports the iOS, Android, Windows platforms. Our service targets are not just serious cyclists and fun riders, we also provide supplier cooperation programs. Everyone is welcomed to create more business opportunities together.

· **Freelates**

Freelates is a new innovative and professional Pilates equipment training system.

The technology and the space are programmed and designed for today's consumer.

Freelates is an island to pause and practice professional equipment Pilates in a middle of an urban surrounding.

We create personal and smart Pilates equipment training units with a virtual instructor on screen open 24/7.

The training is personalized according to the costumer's needs and level.

Based on smart algorithm, Freelates App will match the exact Pilates equipment session for you whether you are at beginner or advanced level, pregnant or suffering from a body issue

After getting inside a Freelates space, you will be trained by a virtual instructor on screen; the sessions are formulated carefully and professionally to be effective and safe to your body and enable you practice 24/7

The Freelates spaces are private and contain a Pilates machine (Reformer) and a Personal screen operated by an APP.

Today, we have the first location with revenue in Tel Aviv.

Contact info@freelates.com



Freelates unit exterior



Interior of a Freelates unit, a professional and designed Pilates equipment environment

人潮擁擠及密閉空間



務必戴口罩

Please make sure you wear a face mask when in a crowded or confined space.

醫療照護機構

Healthcare facilities



大眾運輸

Public transportation



賣場市集

Markets



教育學習場所

Learning places (ex. schools)



展演競賽場所

Sports and exhibition venues



宗教場所

Religious places



娛樂場所

Entertainment venues



大型活動

Large-scale events



中央流行疫情指揮中心 (CECC)

2020/08/05

屏屏挑戰 屏東 Keep Going 109 年全國中等學校運動會正式開鑼

受新冠肺炎疫情影響，原定 4 月在屏東登場的全國中等學校運動會，延期至 7 月 18 日至 23 日復辦，教育部潘文忠部長、屏東縣長潘孟安於 7 月 10 日同全中運吉祥物「驕仔」勇士聯盟，熱情歡迎全國 22 縣市、1 萬 6,000 名選手到屏東「屏屏」挑戰，創造更好的成績，同時也歡迎全國民眾到屏東享受國境之南的山光水色。

教育部潘文忠表示，全中運的復辦，象徵臺灣勇於突破的運動精神傳承不絕，他勉勵選手盡情發揮，一起寫下更多的感動和紀錄。萬眾矚目的開幕典禮 7 月 18 日於屏東縣立體育場盛大舉行，18 項的精采賽事在 7 月 18 日至 23 日在屏東縣登場，賽事期間所有大會工作人員、選手與教練配合屏東縣公告的防疫流程與防護措施處理原則進行檢疫工作。

屏東縣長潘孟安強調，全中運選手雖然是國、高中生，但未來他們可能都是台灣之光，所以縣府比照國際賽事規格，與新生代網紅黃小玫合作，為 2020 全國中等學校運動會創作主題曲「屏東 Keep Going」，唱出運動員努力揮汗鍛鍊追夢的堅毅精神。此外主視覺以屏東縣烏紅尾伯勞鳥「驕（鳥）仔」聯盟及「勇士聯盟」成員為吉祥物，「驕（鳥）仔」不僅僅是台語「鳥」的意思，也和 2019 台灣燈會「我屏東我驕傲」口號相呼應，代表所有屏東的榮耀之子皆在這場體育盛會中大放異彩。

賽事訊息可請至官網查詢：<https://109sport.ptc.edu.tw/Module/Home/Index.php>

體育署辦理「109 年度水域運動研習會」

體育署於 7 月 29 日至 30 日在新北市萬里、金山地區舉辦「109 年度水域運動研習會」，課程內容包含國際水域運動新潮流、獨木舟活動推廣實務、水域運動體驗營案例分享等，並安排前往金山中角灣體驗衝浪、SUP 立式划槳等活動，讓學員親身體會水域運動帶來的樂趣。

體育署指出，配合行政院推動「前瞻基礎建設計畫」，刻積極執行「營造休閒運動環境計畫－改善水域運動環境」，針對帆船、輕艇、西式划船、衝浪等水域運動，補助縣市政府改善相關基礎設施，包含複合式艇庫、浮動碼頭、盥洗廁所等。截至今年 6 月，已有新北市微風運河、金山中角灣、宜蘭縣烏石港等地陸續完工啟用。

體育署強調，期盼透過舉辦本次研習會，邀請各領域講座蒞臨分享，增進相關業務承辦人員的專業知能，共同打造國內優質的水域運動環境，並藉由前瞻、優質的體育建設，提供國人運動樂活的健康人生，具體展現臺灣身為海洋國家的環境特色。

臺灣運動創新加速器第 4 期成果發表會驚艷登場

體育署引進國際資源，為臺灣體育產業打造的「臺灣運動創新加速器」(HYPE SPIN Accelerator Taiwan)，首次開放民眾參加，7 月 18 日在松山文創園區舉行第 4 期培訓專案成果發表會，展示運動創新團隊培訓成果，並舉辦運動產業領袖分享講座，邀請臺灣迪卡儂創新設計與原型製作主管范宏章先生，分享創新理念於運動產業之重要性，及與新創合作發展經驗分享等相關議題。

體育署自 107 年委託交通大學加速器中心與 HYPE 運動創新基金會 (HYPE Sports Innovation, HYPE) 共同創建 HYPE SPIN Accelerator Taiwan，目的在結合交大加速器的科技網絡，以及培育近百個創新團隊的經驗，協助有志參與運動創新的團隊結合我國在科技業、製造業與服務業的優勢與強項，開拓嶄新發展領域與潛能，加速鏈結國際網絡資源，並將我國創新元素引介至國際社會，為我國運動創新帶來更多可能性。自本計畫結業的前 3 期優秀創新團隊，透過參與多項國內外相關創新活動與會議，已募得超過新台幣千萬元資金。

第 4 期培訓專案為期 2.5 個月，並首次採數位線上課程，邀請國內外專家學者與業師共同參與，有效提升團隊約談機率。此外，本期培訓專案更首次提供合適之運動創新團隊，與臺灣迪卡儂及味全龍職業棒球隊合作，進行產品概念的市場驗證機會。

本期培訓專案共招募 12 個優秀具潛力的國內外運動創新團隊，其中 6 個國外團隊包含注重兒童健康議題的法國智能手錶團隊 Team8、研發即時反饋訓練數據桌球板的韓國團隊 FastPong、開發體育活動媒合平台的阿拉伯聯合共和國團隊 Spogo、結合運動貼布與壓縮衣的韓國機能服飾團隊 Wave Wear、設計團隊式跨國合作跑步運動平台的馬來西亞團隊 BiiB 及為亞洲體格基因客製化健身平台的新加坡團隊 ELXR；6 個國內團隊包含開發 AI 智能互動健身環境平台的 Uniigym 優力勁聯、即時監測復健成效智能設備的 Conzian 康立安智能醫療設備、研發高效能過濾薄膜的 MbranFiltra 膜淨材料、設計協助游泳訓練的免穿戴式防水訓練追蹤設備的 Galerdo、開發獵鷹造型高性能自行車坐墊的 All-wings 宇珈企業社及研發以肉桂紗線製成含抗臭功效的環保服飾 KOUP 景曜實業。

第 4 期成果發表會採全英語方式進行，並由參與本期專案之 12 個運動創新團隊，透過簡報方式展現參與本計畫的豐實成果。HYPE 創辦人 Amir Raveh、營運長 Zvika Popper 等國外貴賓及本期 6 個國外運動創新團隊，透過 Cisco Webex 之線上方式共同參與，體驗運動創新無限潛力。

亞洲第一運動新創加速器「飛」向全球「鏢」新立異

教育部體育署及國立交通大學產業加速器暨專利開發策略中心 (IAPS) 共同與以色列國際運動創新加速器 HYPE Sports Innovation (簡稱 HYPE) 合作，進行 HYPE SPIN Accelerator TAIWAN 運動加速器計畫，從 107 年 10 月開始，共進行了 3 期加速培訓，其中第 3 期於去年 (108) 11 月展開了連續 3 個月密集加速訓練。

透過 HYPE SPIN 加速計畫，提供客製化資金及企業媒合、鏈結跨國運動產業網絡，也提供與中華電信、迪卡農、味全龍等體育界代表性企業與球隊領隊分享產品或服務的機會。扶植新創團隊的同時，也期望在臺灣建立亞洲第一且唯一的運動新創與科技產業合作的生態圈。而在今年 1 月 17 日，HYPE SPIN Accelerator TAIWAN 將舉辦第 3 期的 Demo Day，藉由 6 分鐘全英文的 Pitch，向新創投資人、運動品牌企業代表、業界導師顧問等展現亞洲第一的運動新創加速器。

本次 3rd Demo Day 共有 13 組 HYPE SPIN 團隊，其中 8 組為國際團隊，來自於俄羅斯、紐西蘭、印度、以色列、新加坡、馬來西亞、新加坡及香港。本期團隊的主要開發服務內容涵蓋：運動社群、數據分析、運動娛樂、運動項目訓練、球類訓練、整合平台、肌肉按摩產業等領域。

以下將介紹兩家以腳踏車室內訓練及個人皮拉提斯訓練場為主的運動新創公司：來自台灣的 Uniwill 與來自以色列的 Freelates。

· Uniwill 志合訊息股份有限公司

WhiizU 是一款專業的室內自行車訓練軟體，搭配智能騎行台即可依照訓練內容自動控制訓練台的阻力的大小來模擬實際戶外騎乘的路況，不會因為氣候、環境、距離、時間等因素影響訓練成效。

軟體除了提供即時的戶外騎乘模擬訓練外，最大的特色就是提供大量的真實路線內容，我們擁有獨特的演算法，能夠快速地建構出世界上知名的騎行路線或賽道來提供給會員使用，讓選手在比賽之前可使用 WhiizU 提供的實際比賽路線進行模擬訓練，並事先訂定各項計畫，可以降低開銷與時間的損耗，實質的提升比賽的優勢。

內建訓練模式除了 FTP、ERG 外也增加許多專業課程與健身模式，選手可線上競技與組隊團練，個人數據皆會產生報告並儲存於雲端供隨時查詢。

WhiizU 支援市售知名品牌的智能騎行台，對應 BLE4.0、Ant+、FTMS 並支援 iOS、Android、Windows 平台。我們的服務對象除了自行車選手與愛好者之外我們也提供廠商合作方案，歡迎各方共同創造更大的商機。

· Freelates

甫問世的 Freelates 是一套創新的專業皮拉提斯訓練系統，採用經過精心設計的科技和空間，符合現代消費者的使用習慣。

在忙碌的都市生活中，您可以透過 Freelates 這套專業設備練習皮拉提斯，享受片刻放鬆的時光。

我們的智慧訓練設備能夠客製化，消費者亦可跟隨螢幕上的虛擬教練進行訓練。

訓練內容針對消費者的需求和能力程度量身打造。

無論您是皮拉提斯的新手、程度優異的老手、孕婦或是身體有舊傷，Freelates App 皆能透過智慧演算法，為您打造最適合的皮拉提斯設備課程。

進入 **Freelates** 教室後，您會跟著螢幕上的虛擬教練進行訓練。所有課程皆由專業人士精心設計，不僅功效卓越並且安全無虞，更可以 **24/7** 隨時練習。

Freelates 教室皆為私人空間，配備皮拉提斯器械（核心床），以及由 **APP** 操控的私人螢幕。

我們的第 1 個營業據點位於特拉維夫。

聯絡我們：info@freelates.com

Sport Terms

運動詞彙

Water activities

水域活動

Taiwan-brand International Sports Events



Discover Event Highlights, Merge in Local Culture, Create Taiwan-brand events

Program Content

Hosting international sports events is the best opportunity to market a country to the world. Therefore, the Sports Administration, Ministry of Education launched “Program for Molding Taiwan-brand International Sports Events,” with 19 sports events as target participants. Out of 100 events hosted in Taiwan, they are deemed as the ones with the best branding potential. cross-area experts’ guidance team has been formed to give event organizers advice on branding strategies in accordance with event highlights and a local characteristics, to pass on the concept of marketing Taiwan to the organizer of each event with potential.

Guidance Team Formation

Provides cross-area strategic marketing advice to enhance the quality and brand benefits of international sports events.

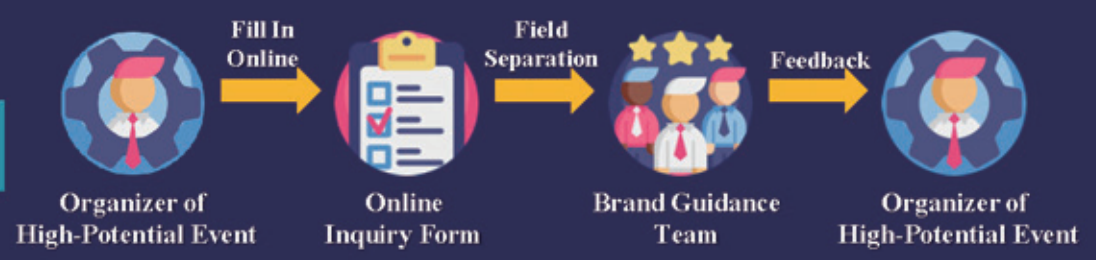


3 Main Services

Expert Consultation Meeting



Online Consultation



Workshops

- Brand foundation building ▶ #brand thinking #IP value #event collaboration
- Brand meaning value enhancement ▶ #identity system in corporation #interactive relationship management #sports city tourism
- Brand image management ▶ #integrated marketing strategy #molding event atmosphere #public relations management

Find video highlights on the Fun Sports in Taiwan's Youtube channel

