

Making the Taiwan brand shine

Building international sports events Sports tourism Increasing popularity of sports tourism

Sports let the world see Taiwan!

The Sports Administration's effort in striving to build Taiwan's own brand of sports events has achieved initial success. In cooperation with the Tourism Bureau and local governments, various international sports events and tourism have been integrated to fully display Taiwan's abundant natural resources and distinctive culture, as well as boosting local economies and raising city profiles.

This year, cities and counties of Taiwan have staged over 100 international sports events. The

Sports Administration hopes that the event organizers could emphasize and increase the scale and quality of these events in order to align with the trend in international sports events. After inspection, the "Fun Sports in Taiwan 2019 – Taiwan Featured 12" have been selected! The brilliant performances by the athletes in these events attracted the attention of

domestic and foreign sports fans. Through meticulous arrangements by the event organizers, all athletes and viewers were able to appreciate the natural beauties and distinctive local cultures of Taiwan, thereby boosting the development of the economy.

ІП ТАІШАП

For example, Taiwan's only IAAF Silver Label road race, the New Taipei City Wan Jin Shi Marathon, attracted over 10,000 runners from almost 30 countries to participate. The race route passed along the beautiful Venus Coast in Wanli, Jinshan and Shimen, with the runners enjoying lovely scenery and warm welcome from the spectators. Before the race, the organizers invited elite runners from various countries to make dough persimmon pigs that symbolize the wish that "everything goes well," providing domestic and foreign runners with a memorable experience!

Jinzun, in Taitung's Donghe Township of eastern Taiwan, holds the Taiwan Open of Surfing in late November every year. Affirmed by the World Surf League in 2017 with the right to host the Taiwan Open World Longboard Championships, Jinzun was given the nod again last year to host the Taiwan Open World Junior Championships, setting the world's first single surfing event to produce two world surfing champions! Taitung has now become a must-visit destination for surfers from around the world.

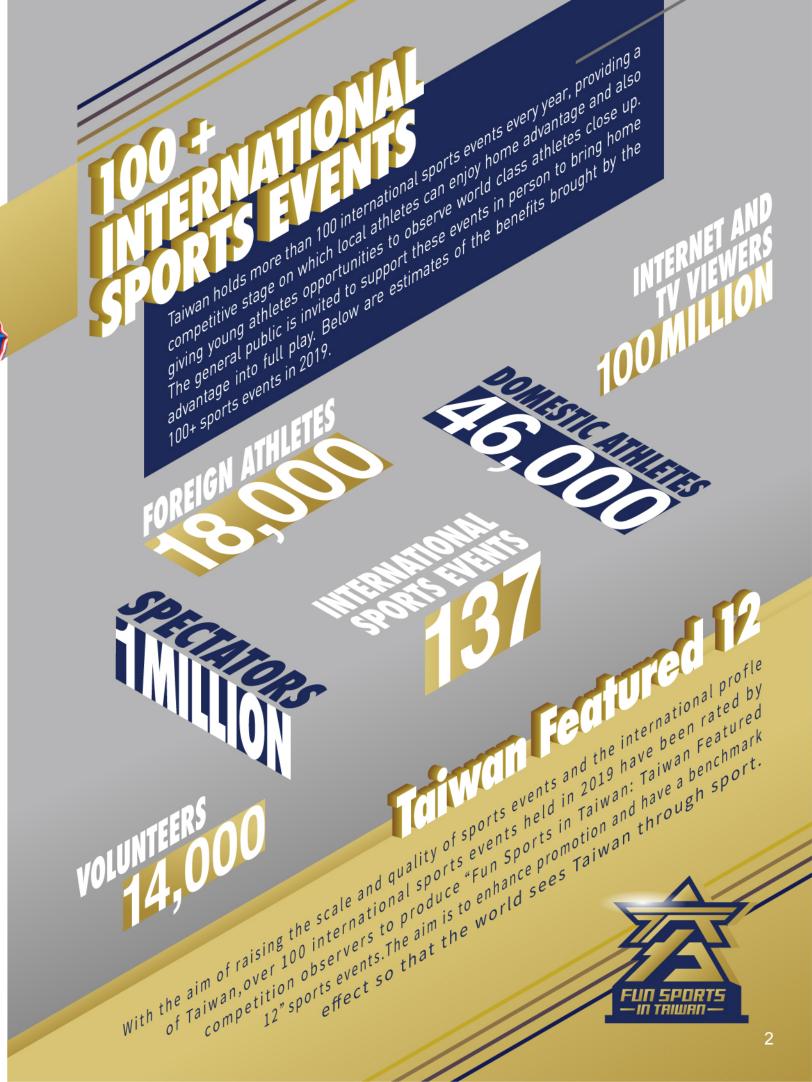
In southern Taiwan, the three-day races and peripheral events of the Kaohsiung Love River Dragon Boat Festival attracted more than 150,000 people and created more than NT\$30 million output value. Taiwan's outlying islands also staged splendid sports events; the 2019 AVC Taichung Bank Beach Tour - Penghu Open held at Aimen Beach in Penghu was the first international beach volleyball event in Taiwan and attracted teams from 17 countries to compete. Connected to Lintou Golden Beach, Aimen Beach has wonderful scenery and is one of the famous scenic spots of Penghu. Pristine beach and international beach volleyball event combined to present a grand sunshine festival in the summer vacation that was highly acclaimed.

Following the successful experience of the 2017 Taipei Universiade, the Sports Administration will continue to mold Taiwan-brand sports events and strive to provide a touching experience for all. We hope that effective combination of sports and tourism could be achieved through domestic and international media coverage, so that Taiwan's power and beauty could be conveyed to the entire globe!

Director-General Sports Administration, Ministry of Education

Kao Chilfe

November 2019



100+ INTERNATIONAL SPORTS EVENTS



Archery

2019 Archery Asia Cup-World Ranking Tournament Stage II

The event attracted 103 archers from nine countries, namely Australia, Hong Kong, Japan, South Korea, Malaysia, the Philippines, Singapore, Thailand and Taiwan. One archer, Mohamad Khairul Anuar of Malaysia, won the silver medal at the World Archery Championships this year. The team of four coaches comprising of Chun In-soo, Lu Jia-xin, Yuan Shu-chi and Song Jia-jun led 12 young Taiwanese archers to win two gold, two silver and one bronze.

Athletics

2019 Taiwan International Indoor Pole Vault Championships

Held for the 26th time this year, the location was the cradle of Taiwanese pole vaulters, Caotun Township in Nantou County; it is one of the few international track and field sport invitational events held at a school in Taiwan. The aim of the holding this international sports event was to get local people involved, build a community consensus and to promote Caotun Township tourism.

2019 Taiwan Athletics Open

This is the biggest annual athletics event in Taiwan. Christian Taylor of the US, winner of gold in the men's triple jump at the 2012 London and the 2016 Rio Olympics, Andre De Grasse of Canada, winner of silver in the men's 200 meters at the Rio Olympics, and Johnathan Cabral of Canada, winner of gold at the Canadian Track & Field Championships three times in a row 2016-2018 in the 110 meter hurdles were invited to take part; the event gave Taiwanese athletes an opportunity to adjust early to the high pressure atmosphere of international athletics events and let local spectators see Olympic standard athletes close up.

2019 Soochow International Ultra-marathon

This is the only ultra marathon to have been awarded gold label status by the International Association of Ultrarunners four times (2012, 2014, 2017 and 2018). It always attracts runners from overseas and this year it also attracts around 50 domestic and foreign runners. A 20th anniversary event will also be held.

Badminton

5th World Deaf Badminton Championships 2019 2nd World Deaf Youth Badminton Championships 2019

Over 300 staff members and athletes from 27 countries around the world participated in the competition, which was bigger than ever. After Taiwan's success in hosting the 21st Summer Deaflympics in 2009, a world class deaf sports event returns to Taipei ten years later, sparking enthusiastic discussion and participation from all over the world. This year's event was praised by the technical director as a perfect competition with "zero complaints and zero appeals."

Asian University Badminton Championship 2019

For the first session of this official Asian University Sports Federation (AUSF) approved championship, athletes from Japan, South Korea, China, Hong Kong, Macao, Singapore and Malaysia all came to Taiwan to participate. This not only promoted the growth of University badminton, but also allowed our athletes to gain experience of international competitions.

Baseball

2019 Blueseeds Cup International Women's Baseball Tournamet

This was the first tournament held and also the first time a tournament has been jointly hosted by a social enterprise. Teams from Japan, Hong Kong and Malaysia were invited to exchange ideas with two Taiwanese teams. Aside from advocating the concept of "national baseball", it also introduced the public to women's baseball, smashing gender norms in the sport and creating a new vision for women's baseball in Taiwan.

2019 BFA Asian Baseball Championship

Held every two years, the championship is authorized by the Baseball Federation of Asia (BFA), and is the most competitive baseball championship in Asia. It is one of the key qualifying rounds for the Tokyo 2020 Olympics. Each Championship attracts around 10,000 spectators, while media viewers approach one million. After an interval of 18 years, Taiwan won the championship again this year, keeping the trophy in Taiwan.

2019 Asian Winter Baseball League

With the Winter League following the Taiwan Series, and this year also following the Premier12 championship that has received national attention, Taiwan will have a consecutive year-round baseball season, cementing Taiwan's position as Asia's leading nation in baseball. Hosting the Asian Winter Baseball League will strengthen the competitiveness of young professional baseball players and potential domestic newcomers, while cultivating Taiwan's national strength in baseball.

The 22nd Jhu-luo Shan International Junior Baseball Tournament

This year, to enrich the substance and excitement of the Tournament, the spirit of Chiayi Junior Baseball will be reinvigorated through people power. Integrating the Tournament with the Chiayi City International Band Festival will allow foreign teams to see Chiayi's beauty, and the parade activities will allow residents to follow the competition and build team spirit.

Basketball

Asian University 3 on 3 Basketball Championship 2019

The intercontinental qualifying round of the FISU 3 on 3 Basketball Championships was the first international basketball competition hosted in Kinmen. Aside from attracting universities from all FISU member nations to compete, the event also successfully boosted local tourism in Kinmen during the competition. The hospitable local character and outstanding natural scenery all made a profound impression on domestic and international athletes, thereby increasing Taiwan's international visibility.

2019 Taiwan & Asia University Basketball Tournament

To enhance exchange and interaction in Asian youth basketball, this year the Chinese Taipei Basketball Association hosted the University Basketball Tournament. Four outstanding teams from the 107th academic year UBA League were invited: Chien Hsin University of Science and Technology, I-Shou University, National Taiwan Sport University and Fu Jen Catholic University. Exchanges were also conducted with Chukyo University in Japan, Pelita Harapan University in Indonesia, Nazareth School in the Philippines and the Sarawak Association in Malaysia. Chien Hsin University of Science and Technology bravely defended at home and kept the champion's gold cup in Taiwan.

2019 Kaohsiung 3X3 Challenger

This competition was a 3 on 3 competition authorized by FIBA and hosted by the Kaohsiung City Government. 16 teams from 11 countries took part. The court was set up in Kaohsiung's Taroko Park Shopping Mall, attracting the public to come and watch the game and helping to popularize 3 on 3 basketball.

Billiards

2019 Formosa Cup ACBS Asian Pool Championship

Hosting the Asian Pool Championship will allow Taiwanese and Asian players to learn from each other, advance Taiwanese players' ball skills, and allow pool fans to come and watch the game.

Bowling

4th World Deaf Bowling Championships 2019

This is the third international deaf sports event in the Taoyuan area within the last 5 years, making Taoyuan an important city in the current push for development of international deaf sports. 256 athletes from 30 countries participated, which is more than any of the previous events.

19th Kaohsiung International Open Bowling Championships 2019 ABF Tour-Chinese Taipei .2019

The International Open Bowling Championships has been held for 13 consecutive years, with total prize money now of NT\$1,352,000. The championship attracts domestic and international participants, and is very effective at popularizing the sport of bowling. The event provides valuable experience for Taiwanese players, but they can also strive for international results and go on to take part in the Asian Bowling Federation tour. This is a Tour event that the ABF requires to be held annually and which features outstanding players from Taiwan and abroad.

Boxing

Taiwan Pro-Boxing Champion VOL.2

Taiwan Pro-Boxing Champion VOL.2 is an international professional boxing competition authorized and hosted by the Oriental and Pacific Boxing Federation. Approximately 1,000 spectators were present, with around 50,000 watching from home. Finally Taiwanese contestant Chia Ching Hung claimed the youth gold title belt.

Canoe

Taiwan International Canoe Polo Tournament 2019

Canoe water polo is an emerging sport that combines ball sports and canoe. Competitions are exciting and well worth seeing. Taiwan has performed quite well in the sport; its men's team came 8th in the 2018 World Canoe Polo Championships, and the women's team came 10th place, while both men's and women's teams won bronze in the Jakarta-Palambeng Asian Games.

Cycling

Tour De Taiwan (TOP)

The Tour De Taiwan is the only world class cycling competition in Taiwan that is approved by the Union Cycliste Internationale (UCI). The typical 5 leg course started in Taipei, passed through Taoyuan, the scenic Provincial Highway 3, Nantou County, coming to an end in Pingtung County. 20 elite teams from across the globe with over 200 professional cyclists came to battle for the champion's yellow jersey.

Taiwan Cup Track International Classic I&II

The Taiwanese cyclists went all out in this competition, bringing the global media to Taiwan to conduct interviews and reports. Foreign reporters were present from beginning to end, and fans at home and abroad also came to watch and cheer on all the cyclists.





100+ INTERNATIONAL SPORTS EVENTS



Fencing

Asian Cadet Circuit Taipei 2019

The Asian Cadet Circuit has provided more opportunities for fencers from Taiwan to challenge fencers from other Asian countries, and has increased Taiwanese fencers' fighting experience. It has also improved the international visibility of Taiwanese fencing, popularizing the sport through hosting competitions and providing potential fencers with a fighting platform to compete in the international arena.

Asian Veterans Fencing Championships 2019

Formerly known as the Asian Fencing Masters, the Asian Veterans Fencing Championships was renamed in 2016 by the Fencing Confederation of Asia. This is the championship's fifth year. It invites Asian veteran professional fencers to participate and exchange, and encourages veterans to participate in the sport.

Taipei Fencing Open 2019

The Taipei Fencing Open serves as an annual meeting of all fencing clubs in the Asia region, so all Asian fencing associations include this event on their calendar. This year South Korea, Japan, Hong Kong, Singapore, Malaysia, Thailand, the Philippines and Jordan were invited to compete, allowing Taiwanese fencers to build on their own fencing skills in a more intense and challenging competition.

Football

International Football Friendly Match

This year FIFA starts the qualifying rounds for the 2022 Qatar World Cup. The Solomon Islands and Nepal were invited to Taiwan for friendly matches on FIFA Match Day, giving Taiwan's team an opportunity to prepare for the 2022 World Cup, and providing the Taiwanese people with more opportunities to enjoy international matches.

AFC Cup

The AFC Cup is an Asian Club Match held annually by the Asian Football Confederation. The level of the tournament is second only to the AFC Champions League. Hang Yuan F.C. participated for the second year in the AFC cup, becoming pioneers of Taiwanese professional football and developing Taiwanese football to a whole new level.

2019 CTFA U20 Futsal Invitation

In 2018 Chinese Taipei hosted the AFC Futsal Championship finals, which is actively promoted by FIFA and AFC. We are hosting this competition the following year in order to continue to build on Taiwan's skill in futsal.

FIFA World Cup Qatar 2022/AFC Asian Cup China 2023 Preliminary Competition-Round 2

For the regional qualifiers, the 47 member nations of the AFC are ranked into 5 levels, and progress to a round-robin tournament based on their level. A total of 12 teams have progressed to the 2022 Qatar World Cup qualifying round Asian finals, and automatically qualify for the 2023 Asian Cup.

2019 Asian University Football Tournament

To provide all college students in Asia a platform to compare ball skills. South Korea, the Philippines and Malaysia all proactively fought for the right to hold the Tournament. This year it was held in Taiwan, allowing college students from each country to visit Taiwan scenic spots, taste its fine foods, experience its local customs and its natural scenery.

Golf

LPGA Toui

The Taiwan Ladies Professional Golf Association (TLPGA) Tour is an official qualifier of the Women's World Golf Rankings (WWGR) with 9 events this year. Local small and medium enterprises came together to sponsor each event, innovatively combining business and sport to create exchanges and connections. The 9 events attracted over 10,000 spectators in total, including the Party Golfers Ladies Open, which was jointly sanctioned with the Philippines Tour to promote international sports exchange.

Taiwan Women's Golf Open 2019

The Taiwan Women's Golf Open is held by the Golf Association of the ROC and sanctioned by the Taiwan Ladies Professional Golf Association (TLPGA) and the Korean Ladies Professional Golf Association (KLPGA). The total prize money was NT\$24,000,000, attracting participation over 100 professionals from Taiwan and abroad. 38 of the world's top 200 players came to Taiwan to compete and received enthusiastic support from fans. Over 20,000 spectators turned up to watch, while more than 880,000 media viewers.

TPGA Tour

For this annual Taiwanese men's professional golf tour, 7 events were held in Taiwan, 5 of which contributed to world rankings (Taiwan Masters, Yeangder Tournament Players Championship, Taifong Open, Daan Open and Nan Pao Open). The Taiwan Masters, Yeangder TPC and Taifong Open are all stops on the Asian Tour and the TPGA Tour. The 33rd Mercuries Taiwan Masters Invitational Golf Tournament continues to be held and has a good reputation and position.

2019 Taiwan Amateur Golf Champion

This is the highest ranking amateur golf tournament in Taiwan, and professionals from 11 countries were invited to compete. 3,500 spectators were present, with over 10,000 media viewers. The Taiwanese contestants won first and second place in the men's singles, third place in the women's singles and the men's and women's teams both won second place.



This event is the largest youth golf competition in Taiwan, with elite players from 14 countries invited to compete, including plenty of future golfing stars. The event attracted around 3,200 spectators, with over 12,000 media viewers. As hosts, the Taiwanese junior professionals held on to 7 champions and 6 runners-up.

Handball

IHF TROPHY ASIA ZONE 1A 2019

This official competition is authorized by the International Handball Federation, and elite players were sent by various countries to compete for the top prize. In this year's event, women's teams from North Korea, Macao, Hong Kong and Vietnam competed against each other. Taiwan ranked second place in both under 17 and under 19 teams. The event attracted around 4,500 spectators and 30,000 media viewers.

The 2nd Kaohsiung International Beach Handball Invitational Tournament 2019

This event is in its second year, and has helped both promoting beach handball in Taiwan and launching Taiwan onto the international stage. Over 130 athletes and coaches from Thailand, Vietnam, Hong Kong, Singapore and the Philippines were invited to participate in the game. The event gives Taiwanese athletes a chance to gain experience of beach handball matches and improve their skill level.

Hockey

2019 Taiwan Nantou International Men's Hockey Tournament

This event is in its second year, and has helped both promoting beach handball in Taiwan and launching Taiwan onto the international stage. Over 130 athletes and coaches from Thailand, Vietnam, Hong Kong, Singapore and the Philippines were invited to participate in the game. The event gives Taiwanese athletes a chance to gain experience of beach handball matches and improve their skill level.

Ice Hockey

2019 Taipei Cup International Ice Hockey Tournament

The Tournament was held for its 9th year in Taipei Arena Ice Land, with 39 teams from Canada, China and Hong Kong taking part. The matches were divided into under 8s, under 10s, under 12s and under 14s. The tournament has increased exchange between cities of the four countries, and helped to popularize the sport of ice hockey.

2019 Taiwan Cup Women's Ice Hockey Tournament

Taiwan won silver for the first time in the 2017 Women's Ice Hockey World Championship, demonstrating the strength of Taiwanese women's ice hockey to the world. In order to promote Taiwanese ice hockey, as well as train and improve the skills of our nation's female athletes, this year Taiwan will host its first international women's ice hockey tournament. Women's ice hockey teams from Asia and around the world have been invited to Taiwan to compete.

Inline Skating

2019 Taipei International Roller Skating Open

This is the first Roller Skating Open hosted by Taiwan. Professionals from around the world were invited to compete. The competition has allowed Taiwanese skaters to improve their skill level and international visibility, and has spurred the development of Taiwanese roller sports.

Judo

ASIA-OCEANIA Cadets & Junior Judo Championships 2019 TAIPEI

When Taiwan hosted this competition in 2005, 180 athletes from 28 countries took part, and Taiwan won a silver medal and 5 bronze medals. When Taiwan hosted again in 2012 there were 288 athletes from 27 countries, and Taiwan won 2 gold, 4 silver and 9 bronze medals. In order to hone the skills of young Taiwanese athletes, Taiwan once more agreed to host this year. The Taiwanese cadets team won 3 gold, 4 silver and 3 bronze medals, while the junior team won 1 gold, 2 silver and 4 bronze medals.

Asian Judo Open Men & Women Taipei 2019

The Asian Judo Open has been held a total of 13 times. It is an official International Judo Federation (IJF) event that contributes to world rankings, and also an Olympic qualifying event. It is not only the most important annual Judo event for Taiwan, but also a highly regarded event in the Asia region, receiving positive reviews from all participating nations. This year Taiwanese athletes succeeded in winning 5 silver and 5 bronze medals.

Kabaddi

2019 Taiwan International Men Kabaddi Friendly Competition

Following on from the success of the Taiwanese women's kabaddi team, who won their first bronze medal in the 2018 Jakarta-Palembang Asian Games, over 100 athletes from Japan, South Korea, Thailand, Hong Kong, Malaysia and Kenya were invited to this year's friendly competition. Taiwan took second place, proof that our strength in kabaddi continues to improve.

Racing Car

Taipei International Gymkhana Prix

The Gymkhana is a competition that integrates all the basic automobile control skills. The Federation Internationale De L'automobile (FIA) made gymkhana an official race event in 2018, and has plans to hold a world cup in the future. Taiwan will host the Taipei International Gymkhana Prix, and around 36 male and female drivers from 12 countries will be invited to compete. The decision was made to hold the race in Taipei in hopes of promoting the Taiwanese automobile industry, and providing a foundation for a future application to host the world cup.





OO+ INTERNATIONAL



Rugby

Asia Rugby Championship Division I 2019

This is an official championship authorized by Asia Rugby. It was held in Taipei in 2017, and in May 2018 Taiwan was the second division champion. This year Taiwan has risen to the first division to join Singapore, Sri Lanka and the Philippines competing in the fight for glory. Approximately 2,500 spectators watched the matches, and close to 200,000 media viewers.

Taiwan Rugby 10s 2019

In order to promote Asian rugby and support the government's New Southbound Policy, 24 teams from Japan, South Korea, China, Hong Kong, Vietnam, Singapore and the Pacific Islands, including men's, women's and veteran teams, were invited to compete in the Taiwan Rugby 10s. Approximately 1,200 spectators attended, and the Taiwan delegation

Asia Rugby U19 Championship 2019

The under 19s championship is authorized by Asia Rugby, and this is its second time to be hosted by Taiwan. Close to 100 players from Taiwan, South Korea, Hong Kong and Sri Lanka will compete at Taipei Municipal Stadium, spurring rugby fans go and watch the game, and helping to improve our young players' competitiveness.

Sailing

Taiwan - Okinawa International Yacht Race 2019 2019 Taiwan Strait Regatta & International Invitational Regatta Penghu Regatta 2019

The organizers held 3 international regattas this year. Of these, the Taiwan-Okinawa International Yacht Race and Penghu Regatta both integrated local tourism resources and peripheral activities in Keelung and Penghu, boosting both development of local sports tourism and the reputation of the competitions.

2019 Penghu Kiteboarding International Invitational Regatta

Unlike other sailing competitions, kiteboarding can be viewed close up and is extremely exciting to watch. By hosting this event, Taiwan hopes to reverse the public's negative impression of the Northeast Monsoon. The event also attracted kiteboarding fans and the general public to come and watch, boosting island tourism and creating a kiteboarding mecca for wind chasers.

2019 Asian Windsurfing Championships for RS:X,T293 & Glide

As the official Asian Championships, this event will bring over 100 pro windsurfers from more than 10 countries. Penghu Guanyin Temple received recognition from the International Sailing Federation (ISAF) as one of only 3 class 5A courses in the world. Aside from providing an excellent training opportunity, the championship will also boost local tourism and encourage our countrymen to engage in water sports.

Sepak Takraw

TAIWAN International Sepak Takraw Invitational 2019

Taiwan will host a large-scale international sepak takraw invitational tournament for the first time in order to promote the development of the sport and the skills of athletes in Taiwan. As well as the Asian Games and King's Cup World Championship winners of Thailand and Myanmar, Japan and South Korea will also come to compete.

Shooting

12th Asian Airgun Championships 2019

The first official Asian Shooting Confederation (ASC) event hosted in Taiwan. The event attracted around 120 competitors from over 10 countries, with approximately 100,000 media viewers. Our national team took 5 silver and 8 bronze medals in this event. The President and Chief Executive Officer of the ASC attended the opening ceremony, and they were deeply impressed with the Gongxi Shooting Base in Taoyuan, thus, effectively elevating our position in the world of Asian shooting.

Soft Tennis

2019 Taiwan Hualien Cittaslow Fonglin Cup Soft Tennis Tournament

The name of this competition comes from its venue in Fonglin, Hualien County, In 2014 Fonglin was approved by the Italian Cittaslow organization, and enjoys the title of the first "international Cittaslow city" in Taiwan. This year is the first year of the tournament, which will increase Taiwan's international visibility. Professional players from Japan, South Korea, Thailand, Indonesia, the Philippines, Malaysia, Mongolia, Vietnam and Laos were all specially invited to Taiwan to compete, and Taiwanese players Kevin Yu, Cheng Chu-ling, Li Chia-hung and Kuo Chia-wei all took part in the tournament.

Swimming

FINA/CNSG Marathon Swim World Series - Nantou

The Sun-Moon Lake Swimming Carnival has been held 37 times, and now, thanks to year-round work by the Nantou County Government, the local tourism and cultural event has been integrated with an international sports event. The event attracted the enthusiastic participation of domestic and foreign tourists, with over 1000 foreign swimmers and over 2000 participants in total, proving that Sun Moon Lake has become an internationally known swimming marathon location. In 2018 the Federation Internationale De Natation (FINA) approved official competitions to run from 2019-2021. 43 elite swimmers from 11 countries came to compete in the 2019 race.



Table Tennis

ITTF Asian Para Championship 2019

This was Taiwan's first time hosting the Asian Para Championship, and it was Taichung's first international para sports competition. The event was an important qualifier for the Tokyo 2020 Paralympics, bringing 277 athletes from 19 Asian countries to compete. Taiwan won 1 gold, 2 silver and 3 bronze medals.

2019 Chinese Taipei Junior & Cadet Open ITTF Circuit

This is an ITTF Junior Circuit Golden Series event. Taiwan continues to host in order to provide its junior players a chance to observe and train in top ranking junior competitions. By making use of exchange with other countries, Taiwan hopes to develop its youth table tennis and launch it onto the international stage.

Tennis

2019 Nan Ying Cup International Junior Championships

The Nan Ying Cup was officially raised to a Grade 3 championship in 2012. This year, it was further elevated to a Grade 2 event, making it Taiwan's only ITF Grade 2 international junior event. This year, our national athletes performed superbly, with 1 gold, 1 silver and 2 bronze medals.

Speaker Cup International Junior Championships

The Speaker Cup was officially elevated to be an ITF Grade 4 junior event in 2016. This year, two events, Grades 4 and 5, were held in order to encourage more young athletes to gain competitive experience and obtain international ranking points. This year's result was outstanding, a total of 4 gold, 4 silver and 8 bronze medals were obtained by our young

ITF Asia 12&Under Team Competition East Asia Regional Qualifying Event - Taipei 2019

The East Asia Regional Qualifying Event is sanctioned by the Asian Tennis Federation (ATF) and was held in Taiwan for the first time in 2019. The purpose of the event is to promote the cultivation of Asian under 12 elite tennis players to help young athletes to gain international experience. A total of 5 countries, 9 teams and 34 players participated with our young athletes obtaining 2 gold medals.

2019 Formosa Cup ITF Circuit

The Formosa Cup, held consecutively for 9 years, provides world tennis pros with an opportunity to gather in Taiwan and learn from each other through competition and interaction. This year, 2 men's and 1 women's events were held to enable Taiwanese players to improve their skills by competing with international players. Our athletes delivered an outstanding performance, with Hsu Yu-hsiou and Yang Tsung-hua took men's singles runner-up trophy in week 1 and 2, respectively, while Cho I-Hsuan and Cho Yi-Tsen took the women's doubles runner-up.

2019 Kaohsiung OEC Open

This event is one of the most important annual tennis events in Taiwan, and has received high praise from the Association of Tennis Professionals (ATP), bringing the world's elite male players to gather in Kaohsiung to showcase their skills and add to the excitement of the event. The event does not only attract high profile international media reports, but also integrates charity activities, allowing the public to enter the stadium by donating uniform-invoices.

2019 Kaohsiung Open UNIQLO Wheelchair Tennis Tour ITF2

This ITF approved international wheelchair tennis event has been held in Kaohsiung for 3 consecutive years. This year, the event has been raised to ITF Grade 2 level with total prize money of US\$22,000, bringing wheelchair tennis players from all over the world to compete in Taiwan, assisting the promotion of adaptive sports and helping our players to obtain international ranking points.

GREENMAX CUP Inte'l Junior Championships

The Greenmax Cup is an international junior tennis event sanctioned by the ITF. Two events, Grade 4 and 5, were held this year, allowing our young players to take part in international events at home soil and compete with international players to accumulate competitive experience and obtain international ranking points.

Volleyball

2019 Asian Men's Club Volleyball Championship (TAICHUNG BANK)

The event is an official Asian Volleyball Confederation (AVC) annual championship, and the Asian regional qualifying round for the World Championship. This year, Taiwan sent the 2019 World Universiade delegation team which is lead by the "golden left hand" Wu Tsung-Hsuan with a new-generation of members including Gao Wei-cheng, Liu Chia-chang, and Chiao Hsuan-cheng, etc.. Around 3,000 spectators were onsite, and over 10,000 media viewers watched from home.

Wrestling

2019 U15 Asian Championships

This championship is authorized by the Asian Associated Wrestling Committee (AAWC). The event is held in line with the government's New Southbound Policy, and provides an opportunity to improve the fighting skills and mental condition of Taiwanese wrestlers. Around 200 wrestlers from Southeast Asia, South Asia and Oceania will come to compete in Taiwan.







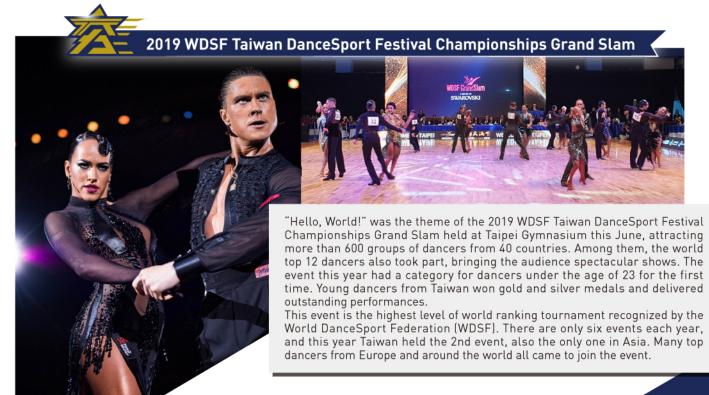
Located on the north coast of Taiwan, the New Taipei City Wan Jin Shi Marathon is famous for a classic race route called "Venus route", that is surrounded by the mountains and seashore of Wanli, Jinshan and Shihmen, and attract runners from all around the world every March.

After being held for years, the marathon won the certification of the International Association of Athletics Federations (IAAF) and became a Silver Label road race in 2018, winning praise from both runners and tourists for the quality of the event. Though TV and online broadcasting, the whole world witnesses Taiwan's resilience and vitality through the Wan Jin Shi Marathon. It is an exemplar of branding Taiwan via international sports events.



Deciding service order by throwing divination blocks instead of coins?! The Taiwan Santaizi Challenger held in April successfully combined traditional Taiwanese folk beliefs and sports events, showing the creativity and distinctive features of this event to worldwide tennis fans in a relaxing and unique way. Upon seeing Santaizi, people immediately think of Taiwan. This event has become one of the important annual events in Taiwan after being held for years. The organizer referred to Taiwanese religious folk icon Santaizi (The Third Prince) in designing the event mascot Huosanzi (Fire Third Prince), giving the whole event a distinctive Taiwanese feel. With total prize money of US\$150,000, the Taiwan Santaizi Challenger is the highest level of the ATP challenger event. Over the years, several top 100 players and famous Taiwanese players such as Yen-Hsun Lu and Jimmy Wang have taken part and delivered outstanding performances.

At the Taiwan Santaizi Challenger, spectators can both enjoy exciting matches brought by professional players and experience Taiwan's folk beliefs and religious culture. The event is an integration of Taiwanese culture and sports, creating a splendid outcome!





9



Over the past 41 years, the William Jones Cup accompanied countless fans while they grew up and the passion for basketball can be felt no matter through watching the games onsite or online. The event was established in 1977 to commemorate FIBA Secretary General William Jones's kind support towards Taiwanese basketball.

The William Jones Cup is no doubt the most iconic basketball competitive event in Taiwan and a grand occasion basketball fans in Taiwan look forward to every summer. In recent years, the William Jones Cup was held at New Taipei City Xinzhuang Gymnasium. This year, however, the William Jones Cup [Men] was held at Changhua County Stadium for the first time, spreading the passion for basketball to central and southern Taiwan; it was also combined with local culture and food. As quite a few countries saw the Williams Jones Cup as an important warm-up for international competitive events, it was a great opportunity for basketball fans in Taiwan to enjoy high-quality games, as well as a chance to again present the classic basketball event of our nation to the world.



Tainan has it all! The world-class little league baseball cup, V WBSC U12 World Baseball Cup, is no exception. In line with the plan to establish the Asia-Pacific Baseball Training Center, Tainan City Government and the Chinese Taipei Baseball Association made a joint bid for the right to host the event and were awarded the rights to hold the World Cup seven times in succession (the 3rd to 9th U-12 Baseball World Cup, 2015-2027) with the aim to create the Williamsport of Asia. This event is authorized by the World Baseball Softball Confederation, and is held biennially. The event this year was successfully connected to Tainan's culture and presented world-renowned "Pokémon" as the event ambassador to promote tourism in Taiwan to the world in a more diverse and creative way. In early August,

presented world-renowned "Pokémon" as the event ambassador to promote tourism in Taiwan to the world in a more diverse and creative way. In early August, young players from our nation made it to the final game of U12, and eventually beat Japan 4-0, successfully keeping the title in Taiwan. Taiwanese players also gave a dance performance before the game started, which was shown to the whole world through the internet and TV broadcasting.

2019 AVC Taichung Bank Beach Tour-Penghu Open



Sunshine, beach, and volleyball! In August 2019, Taiwan held an international beach volleyball competition in Penghu for the first time. Aimen Beach in Penghu is suitable for beach volleyball games; its excellent environment has won much praise from players, who compared the event favorably to World Tour level events.

The event venue Aimen Beach neighbors Lintou Golden Beach, a famous beautiful attraction in Penghu, that according to tourists, can be compared to the scenic views in Boracay. The beach volleyball competition that was held successfully was like a grand sunshine festival. This event is an annual official beach volleyball competition of the Asian Volleyball Confederation (AVC), and a ranking tournament of the Fédération Internationale de Volleyball (FIVB), thus is highly valued by volleyball associations and players from all the Asian countries. The event attracted up to 100 players from 48 teams and 17 countries, with players from Taiwan, Ya-Jen Hsieh and Chin-Ju Wang, winning the silver medal in men's team.



The highest level of badminton game staged in Taiwan every year was held in September, with the event venue packed with spectators. The total prize money was US\$50,000. The top player from our nation, Tien-Chen Chou, led the national team in defending the prize. Plenty of badminton players from Taiwan, both men and women, delivered their best performances in front of spectators, fighting for ranking points and higher rankings. In the end, with the support of more than 10,000 fans and the President watching and cheering courtside, Tien-Chen Chou won the championship.

It's easy to visit tourist attractions in Taipei by the MRT. Apart from enjoying the international badminton game, fans from home and abroad can also relax and taste Taiwanese cuisine, experience the unique culture and city lifestyle.

The YONEX Chinese Taipei Open is part of the BWF World Tour Super 300, with the participation of players from BWF member countries and top players worldwide, the event is well worth watching. With YONEX Chinese Taipei Open being held annually, badminton spectator population at home and abroad has increased, Taiwan's international visibility has also increased through event broadcasting and related media reports. Through this high-quality international competitive event, foreign players and fans have also enjoy the competitive event atmosphere that can only be experienced in Taiwan!

11 12



US LPGA, is a high-quality competitive event in Taiwan with a prize money of \$2.2 million.

In its 9th year this year, Taiwan Swinging Skirts LPGA had "Taiwan" in its name for the first time this year to directly enhance our international visibility. The line-up was stronger than ever, with 18 of the Top 20 money winners playing, five of whom were winners of this year's LPGA five major championships, highlighting the international importance of this significant golfing event. The event combined elements of Taiwanese culture, visual art and tourism, etc., and is broadcast to viewers in almost 170 countries and regions, allowing the world to see Taiwan's diverse beauties.



The WBSC Premier 12 to be held this November has drawn much attention as it is the qualifying game for the Olympics. Participating countries will send their best players to fight for the highest honor in baseball. Taichung City and Taoyuan City are successfully promoted through the WBSC Premier 12, since not only fans from Taiwan but also fans and media in Japan and Korea are highly attracted to the event, which can effectively boost tourism in Taiwan. Dubbed as the "best district" in central Taiwan, Taichung City is located at a transportation hub, and has a wide range of activities and events to offer. As for Taoyuan City, apart from its rich culture, is also known as "the home to a thousand ponds" and "the kingdom of plants and flowers". It is worthwhile exploring these two cities apart from enjoying the baseball games. Authorized by The World Baseball Softball Confederation, the WBSC Premier 12 is held once every four years. It is the highest level of WBSC international baseball competitive event, and only the top 12 ranked countries can take part.



With total prize money of US\$125,000, the Taipei OEC Open is the highest level competitive event of the 125K series under the Women's Tennis Association (WTA), attracting a huge number of onsite spectators every year to enjoy the outstanding performances brought by female tennis players. Over the years, the event has become an iconic competitive tennis event in Taiwan, allowing fans to enjoy Taiwanese cuisine and the diverse city life of Taipei while chasing

At the Taipei OEC Open, our own female players could earn valuable ranking points at home soil and demonstrate their skills in front of local fans. In past years, many top players, including Grand Slam doubles winners, and legendary stars from Japan, India and Thailand have taken part in the event. The 2019 event will be held in November and will again be free of charge; the public can enter the stadium by just donating their uniform-invoices, which will be donated to social welfare foundations by the organizer.



2019 Taiwan Open of Surfing

Jinzun Harbor in Taitung has become a surfing hotspot for surfers around the world. Taitung County Government has been holding the Taiwan Open of Surfing at Jinzun Harbor since 2011 and the event has gained popularity gradually. Over the years, the international surfing competitive event has successfully promoted tourism in the east coast, and boosted water sports. This year, the event will be held for 15 consecutive days from late November to early December.

In late November, the Taiwan Open of Surfing is annually held at Jinzun, which is located along the scenic east coast of Taiwan in Donghe Township. Jinzun was selected by the World Surfing League (WSL) to host the World Longboard Championship in 2017. Last year, the World Junior Championship was also held at Jinzun. This was the first time that two world championships were hosted at the same venue. Taitung is now a must-visit destination for surfers from around the world.

13 14