



In 2020, the Sports Administration made every effort to enhance the quality of organization for more than 100 international sports events in Taiwan, while promoting the results of such events through themed workshops to improve the operational management competence of event-organizing agencies and integrate marketing strategies. Find out more about these workshops and international sports events on the official Sports Administration website as well as the “Fun Sports in Taiwan” Facebook fan page by scanning the QR code.



Sports Administration >
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Optimizing International Sport Exchange



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廣告



FUN SPORTS IN TAIWAN

International Sports Events



教育部體育署
Sports Administration, Ministry of Education





Bring the World in and Let Taiwan Go Proudly out with Taiwan Brand International Sports Events.

Committed to marketing Taiwan and bringing in economic benefits through international sport events that are successfully hosted in Taiwan, the Sports Administration strives towards developing Taiwan brand international sports events. The goal is building a brand concept step-by-step by highlighting the importance of the connection between sports events and cities.

More than 100 international sports events are held in Taiwan every year, with the number of spectators onsite reaching 1 million last year and over 100 million people following the events through media broadcast. The significant growth is testimony to the high level of interest from athletes at home and abroad, as well as the general public. While most international sports events have been put on hold this year due to the COVID-19 pandemic, Taiwan has stayed on track in terms of sports promotion thanks to the dedication and success of all those involved in epidemic prevention.

Looking back on international sports events hosted in Taiwan over the past 2 years, the Sports Administration has chosen "12 Selected Taiwan International Sports Events" based on the four indicators of marketing, broadcasting, participation and economy. These premium sports events will serve as benchmarks that encourage event-organizing agencies to raise the scale and quality of the events, thereby demonstrating Taiwan's soft power to the world and gaining support from the general public for more international sports events to be hosted in Taiwan.

We would like people from abroad to hear good stories about Taiwan or to want to stay after having experienced the quality of the sports events, and to dream about coming back once they get home. This is our definition of successful premium sports events. We have accomplished the goal of "bringing the world in and letting Taiwan go proudly out" with 5 Taiwan brand international sports events, including WBSC Premier 12, Taipei Marathon, Taipei Open (badminton), Tour de Taiwan and Wan Jin Shi Marathon, which excel in marketing the Taiwan image to attract visitors from abroad. We will continue to shape exclusive international sports events with the Taiwan brand by partnering with other government agencies, local governments and event-organizing agencies and combining local tourism and related industries.



We received the great news in October that Taipei and New Taipei City have been jointly awarded the World Masters Games 2025 with very positive feedback from the International Masters Games Association (IMGA) during both the bidding and selection phases. Being selected to host a large-scale international multi-sport event after the Taipei 2017 Universiade proves Taiwan's performance in hosting international sports events has gained support and approval from the international sporting world as well as different sectors at home. Let's look forward to the grand event while cheering for Taiwan! In the meantime, we have high hopes that athletes, coaches and distinguished guests from all over the world will boost sports tourism for cities as well as international cultural exchange, demonstrating Taiwan's incredible vitality to the rest of the world.

Director-General
Sports Administration,
Ministry of Education

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12 Selected Taiwan International Sports Events

To relive the fond memories of Fun Sports in Taiwan, the Sports Administration has looked back on international sports events hosted in Taiwan over the past 2 years and chosen "12 Selected Taiwan International Sports Events" based on the four indicators of marketing, broadcasting, participation and economy. The list includes "MVP Event" that can effectively represent Taiwan by marketing its image to the world, "Outstanding Event" with great potential, and "New Star Event" that focus on junior athletes or have been held fewer than 3 times. Also, the "Fun Sports Award" online vote has been organized for the first time to choose the most popular of these 12 events. These events are expected to serve as benchmarks that encourage event-organizing agencies to raise the scale and quality of the events, thereby demonstrating Taiwan's soft power to the world.

"Fun Sports Award" online voting contest

MVP Event



Outstanding Event



New Star Event





Marketing

- Give the event the name of Taiwan or the host city and combine it with local culture and tourism resources.
- Integrate sports event and city peripheral resources, make every effort to promote the event cycle.



Broadcasting

- Make good use of domestic and overseas TV, internet and other channels to convey event information.
- Provide professional commentary for event broadcast to attract viewers and generate media volume.



Participation

- The event is certified by an international federation or ranking points can be awarded accordingly; Invite elite or star athletes.
- Use venue arrangement and peripheral activities to create the event atmosphere to attract spectators.



Economy

- Combine government resources, enterprise sponsorship and tourism to drive economic benefits.
- Develop sports event peripheral products and increase ticket CP value to promote sports consumption.



MVP Event

1. WBSC Premier 12

Cheering for Taiwan's Baseball Team

With the last edition of the Baseball World Cup in 2011, the World Baseball Softball Confederation (WBSC) decided to create a premium international sports event named WBSC Premier 12 in its place. The new flagship championship is held every 4 years with highest-ranked national teams in the world. The inaugural event was jointly held by Taiwan and Japan, with the 2019 edition serving as one of the qualifiers for the Tokyo Olympics. Our national team achieved record-breaking results by ending up in the 5th place.

The 2019 event drew numerous media outlets as well as fans at home and abroad to the venues, with over 40,000 people turning up to cheer for the athletes, 340,000 viewers following the games on TV, and more than 5 million watching online. In addition to giving the world the opportunity to enjoy the exciting matches, the event also showcased the beauty of Taiwan. Baseball is a sport with historic significance here, with all events generating a lot of discussion and tickets sold out. Not only have top international athletes gathered to compete in Taiwan, our national

team also showcase their skills for fans.

With the organizational skills winning worldwide recognition, the Chinese Taipei Baseball Association has actively bid for international sports events. Not only have the events won over fervent fans at home, spectators and media from overseas have also enjoyed the matches in Taiwan as well as experiencing the local culture and tourism of the host cities of the 2019 Premier 12, namely Taichung and Taoyuan.

Hosting international sports events not only allows local fans to watch world-class matches at home, but also gives fans from overseas the opportunity to visit different cities in Taiwan, enjoy the scenery and experience the kindness of the local people. It effectively generates economic profits from tourism and markets Taiwan on the international stage. As baseball has great significance for Taiwanese people, WBSC Premier 12 received most support in the Fun Sports Award online voting contest organized by the Sports Administration this year.



2. Taipei Marathon

Symbol of the City: Taipei Marathon



Awarded the Bronze Label by World Athletics in 2019, Taipei Marathon has officially joined the ranks of world-class urban marathon events. The race last year had 25,061 local runners and 2,939 participants from 62 countries. The city government also plans to gain Gold Label Road Race certification in 2021 with a new course.

From a marathon that welcomes all runners to an elite event, many world-renowned athletes now see Taipei Marathon as the perfect opportunity to challenge themselves. Going by historic sites such as the four city gates of Taipei, the course has won rave reviews as well as attracting outstanding runners who want to see the sights for themselves. The event gives all participants a glimpse of Taiwan's history as well as its development. Taipei Marathon continues to optimize the course for a better experience, with sections of the city center included in this year's race for a contrast between the Taipei's past and present. It is also the first time that the marathon will finish at the "runner's hotspot" of Taipei Stadium, so

that participants can run through the Taipei Stadium as the crowd cheers them on.

In light of the grand race, the Taipei City Government has organized a series of events such as Marathon Expo and training camps to inspire the citizens to start exercising and market Taiwan through sports. Taipei Marathon can become the symbol of the city that allows the world to feel its passion and vitality. The race also promotes the image of diversity and shared prosperity by encouraging runners from different ethnic groups to participate, consolidating the sense of identity and belonging among its citizens as well as other cities. An all-around great success so far, Taipei Marathon was voted "popular event" in the Fun Sports Award online vote this year.

This year's slogan "dare to breathe" pays tribute to all those involved in epidemic prevention, as well as showcasing Taiwan's hard work and successful experience in this regard, which has made the race possible.



3. Taipei Open (Badminton)

Packing Taipei Arena with Badminton Fans

As part of the Badminton World Federation (BWF) World Tour, Taipei Open is a Grade 5 Event (Super 300) and one of the most important tournaments in Asia from which players can earn ranking points. Excellent players from all over the world come to Taipei in the hopes of winning the prize money of US\$500,000. Taipei Arena is routinely packed with over 10,000 fans during the event, with highlights broadcast to the world on TV and the Internet.

Badminton has seen a breakthrough in Taiwan in recent years with "Badminton Queen" Tai Tzu-ying as well as great players in men's singles such as Chou Tien-cheng and Wang Tzu-wei. Besides support from the local crowd, the events have attracted international attention. Fans grasp the opportunity to see premium badminton players from all over the world in action, and top local athletes battle it out in front of their countrymen to earn ranking points. The grand event generates media coverage around the globe, with nearly 10,000 spectators in recent years, all tickets sold out on weekends,

and 2 million broadcast viewers.

The Chinese Taipei Badminton Association spares no effort in organizing the event while partnering with the Taipei City Government to market the city. Exposure of the tournament can be seen on public transport and the Internet each year, and landmarks of Taipei are incorporated in the promotional video to demonstrate the beauty of Taiwan as well as increasing its international visibility. Distinguished guests, referees and players from abroad also make the most of their stay by visiting Taipei and its vicinity, effectively boosting the economy.

The off-the-charts popularity of Taipei Open has contributed to the growing number of badminton fans at home. With a large number of spectators as well as broadcast viewers, Taipei Open won a lot of support in the Fun Sports Award online voting contest this year.





Outstanding Event

4. Tour de Taiwan

Marketing the Beauty of Taiwan with Distinctive Local Features



With the first edition taking place in 1978, Tour de Taiwan was included in the UCI Asia Tour by the Union Cycliste Internationale (UCI) in 2005. Being the only multi-day race with a 2.1 race class, its significance for the Asia Tour cannot be underestimated. As the first World Tour rider from Taiwan, Feng Chun-kai showcased the experience he gained from his time in Europe to dominate the race, winning the honor of the blue jersey that marked him as the top Asian cyclist this March.

The Tour de Taiwan route incorporates major attractions in each city to present the island's incredible diversity, divided into five stages including Taipei City, Taoyuan City, Taiwan Romantic Route 3, Pingtung City and Kaohsiung City. The 5-day race started with a classic city circuit from Taipei City Hall through the "urban forest" of tree-lined Renai Road. The second stage took place in Taoyuan City, with cyclists passing through downtown, and past wetland and fishing harbors, before finishing at the Atayal Indigenous Area of Mount Jiaoban in Fuxing District. Participants then explored the beauty of lush green mountains along Taiwan Romantic Route 3, enjoying the view of earthen house clusters in different Hakka villages while experiencing the richness

of Hakka culture. For the southernmost point of Pingtung City, cyclists raced along the coastal highway while passing by Fenggang and Checheng on the Hengchun Peninsula, as they enjoyed the view of the deep blue sea in southern Taiwan. The 228 Peace Memorial Park, with great historic significance, was selected as the starting and finishing point of the final stage in Kaohsiung City. Participants experienced the vibe and explore the beautiful sights of the port city while cycling through the Old Railway Bridge & Wetlands Ecological Park, Moon World Landscape Park and Lotus Pond Scenic Area.

All elements of the event, including the performance that highlights Taiwanese culture at the opening ceremony, the high-quality competition or attractions along the way etc., are well received. Not only do they attract top international cyclists aiming to be crowned the champion, local cyclists also strive for the leading position at each stage. Broadcast by international and online media, the event is watched in more than 50 countries with amazing exposure. Not only do viewers get to enjoy a top-quality competition, they also feast their eyes on the beauty of Taiwan, giving domestic sports tourism a huge boost.



5. New Taipei City Wan Jin Shi Marathon

Enjoying a Run along the Stunning Venus Coast

New Taipei City Wan Jin Shi Marathon successfully integrates local characteristics by making Yehliu's Queen's Head, the symbol of Taiwan's Northeast Coast, as the main visual element of the race. The course takes in the coastal and hilly areas of New Taipei City, including Wanli, Jinshan and Shimen, giving the runners a stunning view of the sea and the sky. Moreover, it is the perfect occasion to experience the romantic air of the Venus Coastline. As one of Taiwan's classic marathons with a long history, the event has been awarded a Silver Label by the World Athletics (WA) and is well on its way to a Gold Label.

Each year, the unique scenery of the northeast coast attracts more than 10,000 runners from all over the world, boosting the local economy and achieving shared prosperity. The event has gained strong support from local residents, with a large crowd gathering to cheer for the participants each March as another highlight of the event. Moreover, viewers get to admire the beauty of the northeast coast as well as the passion of Taiwanese people through television and online broadcasts.



6. William Jones Cup (Basketball)

Growing up with the Grandest Summer Basketball Tournament

The William Jones Cup was established in 1977 to commemorate FIBA Secretary General William Jones who kindly supported Taiwanese basketball and it is a classic event with a long history in Taiwan. Gathered for the grand event in Taiwan, local and foreign players allow fans to admire their incredible skills up close. Not only do basketball enthusiasts enjoy the games at the venue, as many as 1 million viewers also tune in to watch the broadcast.

The William Jones Cup has become a world-renowned brand name, with countries all over Asia treating the event as a warm-up for other international competitions, which has enhanced the competitiveness of Taiwanese basketball. In 2019, the men's preliminary was hosted at the Changhua County Stadium for the first time, bringing basketball fever to Central and Southern Taiwan. With additional selling points such as local delicacies and culture, more fans were able to participate and share their passion for the sport.



7. Taiwan Swinging Skirts LPGA

The Most Beautiful Battle on the Golf Course

The Taiwan Swinging Skirts LPGA is a women's golf competition hosted in Taiwan with certification from the Women's World Golf Rankings (WWGR) and LPGA. With a total prize money of US\$2.2 million, it attracts the highest-ranked 62 female golfers from all over the world to Taiwan, providing the local audience with the opportunity to admire the skills of top professional golfers up close. Each year, over 10,000 fans show up at the venue to give their support.

The tournament combines elements such as local culture and visual arts to effectively introduce the island to all participants. The broadcast also allows viewers in over 150 countries and regions all over the world to witness the beauty of Taiwan, increasing the island's international exposure.



8. Taipei OEC Open (Tennis)

Pink Power! Fearless Perseverance Makes Dreams Come True

Ever since its inception in 2007, Taipei OEC Open has offered US\$125,000 in prize money as the highest level of Challenger tournament under the Women's Tennis Association (WTA). It is one of the most important tennis events in Taiwan, with a large number of spectators each year. Not only does it give Taiwanese players home court advantage as they try to earn ranking points and showcase their skills, it also gives local fans the chance to watch an international tournament at home. Over the years, several legendary tennis players have graced the Taipei OEC Open with their presence. Each year, the organizer invites the 100 highest-ranked players to Taiwan, guaranteeing a lineup and competition everyone looks forward to. With support from the long-term headline sponsor, the event has integrated a public welfare element to help disadvantaged groups. As a big selling point, people can donate Uniform Invoices in exchange for a seat at Taipei OEC Open.



New Star Event

9. Jhu-luo Shan International Junior Baseball Tournament

Showcasing the Heroic Bearing of Players from the Home of Baseball in Taiwan and the Indomitable KANO Spirit

Held in Chiayi City, the home of junior baseball in Taiwan, the Jhu-luo Shan International Junior Baseball Tournament showcases the heroic bearing of players from the home of baseball and the indomitable KANO spirit. The tournament attracts more than 200 teams each year, breaking the record year after year with increasing participation of teams from overseas. Friendship has been fostered among players to facilitate exchange and broaden their horizons. Baseball fans from across Taiwan flock to Chiayi during the event, with live broadcast allowing even more fans to be part of the grandest event in junior baseball. Not only does it boost the popularity of the sport, but also promotes local tourism and economic development.



10. Taipei International Gymkhana Prize

Duel of the Magnificent Drifting on Ketagalan Boulevard

As a competition that combines a wide range of basic driving skills, the 2019 Taipei International Gymkhana Prize was certified as an official international tournament by the International Automobile Federation (FIA). The event generated a high level of interest from viewers as well as the media as the first " intercontinental Gymkhana car race " around the world, as well as being the first car race to take place on the Ketagalan Boulevard outside the Presidential Office Building. The edition saw the participation of 12 teams from 11 countries and 5 continents. Aside from the race, diverse activities were laid out around the venue to make the event family-friendly. New media marketing was adopted for the publicity campaign, with 5,000 people turning up at the venue and over 5 million tuning in online.



11. Taiwan Ultra Trail

Call of the Wild: Ultra Trail in the Cilan Forest Wonderland

Taiwan Ultra Trail is an International Trail Running Association (ITRA) tournament, with the course traversing forests with Taiwan, Formosan cypress and Taiwan cypress, all endemic to Taiwan. Many participants come to see the 100-year old Taiwan, with "The Three Sisters" being the most famous of them all. The event showcases the rich primitive ecology of Taiwan, allowing the participants to experience the stunning view of the mist

forest. The tournament not only marked the beginning of cross country running in Taiwan, but also generated major interest when the National Geographic documentary titled Inside: Taiwan's Ultra Marathon was aired all over the world. As an effort to protect the environment, the participants are encouraged to travel to the venue with public transportation.



12. Nantou Sun Moon Lake International Swimming Carnival & FINA/CNSG Marathon Swim World Series-Nantou

Gathering at Beautiful Sun Moon Lake to Swim amidst Taiwan's Gorgeous Nature

Attracting top swimmers to battle it out at Sun Moon Lake, the 2019 FINA/CNSG Marathon Swim World Series was the first official competition authorized by the Federation Internationale de Natation (FINA). The TV and online broadcast allowed people from all over the world to follow this major international long-distance swimming competition in Taiwan, as well as marketing the breathtaking scenery of Sun Moon Lake to all corners of the world. After many years of hard work from the Nantou County Government, over 10,000 spectators and swimming enthusiasts hailing from all over the world now participate and watch the event. It is now a benchmark competition that combines a local element and tourism resources as well as a grand carnival on water. The competition incorporates local characteristics, such as infusing the performance at the opening ceremony with an indigenous element. Media broadcast also helps market Sun Moon Lake, as well as boosting the local tourism industry.



The 11th World Masters Games in 2025 jointly hosted by Taipei City and New Taipei City.

The World Masters Games was originally established in support of the Olympics Games and to promote sports for all. Participants come from 110 countries, contributing more than 30,000 athletes. The World Masters Games has become a comprehensive sporting event with a substantial tourist element to promote cultural exchange. After 9 successful events, the 10th World Masters Games will be held in Kansai, Japan.

"SPORTS beyond AGE / LIFE without LIMITS" is the motto of the World Masters Games in 2025. It represents the competitive spirit of seasoned athletes and echoes the goal of nurturing cross-cultural exchanges and personal exploration. Athletes at home and abroad are welcomed, through sport we become one.





2020 Fun Sports in Taiwan Exchange and Sharing Program

“Focus on the four forces including marketing, broadcasting, participation and economy of Taiwan brand international sports event, building up capability so that Taiwan sports events become “the glory of Taiwan” on the international stage.”

Combining sports even organizing and local tourism resources, for the first time this year, the Sports Administration held a two-day activity including Master Lecture, Brand Conversation, Workshop and Tour of the Shopping District. It was attended by almost 100 figures in the domestic sports world, city and county government and industry who shared experiences of sports event marketing. It aimed to introduce sports tourism concepts to jointly discuss the core value of marketing Taiwan and economic benefits of Taiwan brand international sports events.

Event Marketing: Cultivating Taiwan Brand

Taiwan Excellence is the joint brand of innovative products from Taiwan, representing our pride for MIT. Through the diverse and integrate marketing and promotion of TAITRA, the symbol Taiwan Excellence can now be seen around the world. This time, Director Wu Chun-tse, of TAITRA's Strategic Marketing Department was invited to share internal cross-area integration and international brand marketing experience, with the aim to increase the scale and quality of Taiwan events and make the Taiwan international sports event brand shine.

Also, representatives of the organizing units of Taiwan brand international sports events were invited; they were Tsai Pei-lin, Deputy Commissioner of Taipei City Department of Sports (Taipei Marathon), Kung Tung-sheng, Deputy Director of New Taipei City Sports Office (Wan Jin Shi Marathon), Chang Kuo-tso, President of Chinese Taipei Badminton Association (Taipei Open), Chao Shih-chiang, Vice President of Chinese Taipei Baseball Association (WBSC Premier 12) and Li Kai-chih, Secretary General of Chinese Taipei Cycling Association (Tour de Taiwan) to share their event features and brand. Taiwan international sports branding

consultants was also invited to share international benchmark cases to learn from Le Tour de Langkawi in Malaysia, Naha Marathon in Japan and Indonesian Open; at the same time, a workshop format was used to allow attendees to interact and discuss, integrate various practical cases and engage in brainstorming to come up with innovative ideas for improving event organizer's integrated marketing capability and quality event organizing.

Also, for the first time, the 12 Selected Taiwan International Sports Events and Taiwan brand international sports events were commended, the Fun Sports Award online voting contest held, and sports events with potential held in the last two years were named. Event-organizing units were thanked for their efforts and hard work with regards to sports events in Taiwan over many years, not only bringing the world to Taiwan, letting Taiwan go out proudly into the world.



Sport Tourism to Drive City Marketing

The Sports Administration actively promotes the combination of sports event, local distinctive culture and tourism and, for this reason, this activity specially planned a shopping district tour and local travel experience, expressing that international events should make good use of peripheral festival and local elements and the importance of connecting event and city. It was also a concrete act to revitalize shopping districts hand in hand with government. Through driving city marketing and economic benefits for peripheral industry, sports events become not just sports events, they can display the distinctive features and value of Taiwan.

Event Sponsorship for a Win-win Situation

An in-depth conversation was organized between Lin Hong-dow, Chairman of the Chinese Taipei Olympic Committee, and Lin Ting-fung, Chairman of the CMP Group, on corporate sponsorship, focusing on their experience and the possibility of expanding the sports industry moving forward. The participants were of the opinion that event organization should be thought out from the perspective of the industry. In the past, events used to focus solely on the scores, hardly bringing in any profit or added benefits. From the examples of the Chinese Basketball League in the past to the Chinese Professional Baseball League, Chinese Basketball League and other enterprise leagues of today, understanding the core value of the enterprise and the benefits that come from collaboration is vital in seeking sponsorship. This is the only way to create a situation in which events and enterprises both win and there is a even a multi-win situation.

Technological Innovation in Sports: Lighting up Your Sports Lifestyle

In the digital era, the sustainable development of the sports industry also relies on technological innovations. To stay up to date with the trend of innovation in the international sports industry, the Sports Administration commissioned the Center of Industry Accelerator and Patent Strategy, National Chiao Tung University (IAPS) to sign an MOU via video conference with HYPE Sports Innovation, a global accelerator for sports innovation. The signing marks the third year of collaboration between the two parties. Outstanding sports startups were invited to the event to present their creative products in a fun way, including eco-friendly sportswear, photography equipment, AI courses and so on. All participants went away with a lot of food for thought about the possibility of practical applications in sports events and everyday life.

