

August / ISSUE 93



教育部體育署
Sports Administration, Ministry of Education

體育署
電子報

2020

Sports Administration
Newsletter

目錄 Contents

3

Top Cycling Part 1-
Two Cycling Goddesses Will Lead You on a Ride at Shuangyuan in
Yilan on September 19

騎亮臺灣首部曲 9 / 19 單車雙女神揪你宜騎到雙園

4

2020 Super Star Sports Performance
This Year's Most Highly-Anticipated Sports Feast Will Show the
Power of Crossover

109 年「SUPER STAR 體育表演會」今年最值得期待的體育盛宴展現
crossover 最強悍的力道

6

"Three Free and One Special Offer" for You on National Sports Day

國民體育日三免費一優惠好康報你知

8

Certificate Awarding Ceremony for the Inductees Into the 7th Taiwan
Baseball Hall of Fame

台灣棒球名人堂第 7 屆名人頒證典禮

9

Sports Administration and Chinese Taipei Olympic Committee Work
Hand in Hand to Increase International Sports Power, Diverse
Exchanges and Talent Training

國際體育備戰力 體育署與中華奧會攜手同心 多元交流暨人才培訓齊並
進 國際交流不斷電

12

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

亞洲第一運動創新加速器「滑」麗登場「板」面盛大

16

20

Translation

中文翻譯

Top Cycling Part 1 - Two Cycling Goddesses Will Lead You on a Ride at Shuangyuan in Yilan on September 19



Sports Administration Deputy Director-General Wang Shui-wen (2nd from right) invites everyone to register online for the Cycle Together at Shuangyuan in Yilan cycling event and displayed the prize that finishers will receive

The most popular 15 cycling routes of "Top Cycling- The Best Cycling Routes of Taiwan" online vote held by the Sports Administration were announced on World Cycling Day on June 3, 2020. 15 related cycling events have been planned from September 2020 to March 2021. The first event will feature Shuangyuan Bike Path in Yilan and will be themed "Cycling Together at Shangyuan in Yilan". It will start at 9am on September 19 from Luodong Sports Park. Registration opened at 10am on August 18. This event's special guests will be "cycling goddesses"- cycling Internet celebrity Chen Song-yun, "cycling superwoman" Chen Yu-xin and well-known cycling blogger Eddie Chen (Chen Zhong-li). They will lead everyone to enjoy

the pleasant breeze and stunning Lanyang Plain scenery powered by their own legs, together exploring the beauty of Shuangyuan Bike Path.

Registration website: <https://topcycling.uni-net.com.tw/>

2020 Super Star Sports Performance

This Year's Most Highly-Anticipated Sports Feast Will Show the Power of Crossover



Group photo (front row: karate performers. Back row 2nd from left: ROC Sports Federation President Chang Chao-kuo, 3rd from left: Sports Administration Chief Secretary Ye Ding-peng, 3rd from right: CTOC Secretary-General Lee Yu-fang.)

On August 19, the Sports Administration held the launch press conference for the 2020 Super Star Sports Performance, announcing "crossover" as the core concept of the program, bringing outstanding sports teams and arts groups from across Taiwan, going beyond the pure sports platter of the past, to produce different contents through cross-boundary mix and crossover between different areas. The stage has also been upgraded, which will use a 700-inch LED ground screen, large number of matrix lights and a lifting stage, to give the audience a visual and audio feast. The karate team of National Taipei University of Education opened the press conference with a stunning gave a stunning karate skill show, lifting the curtain on

the 2020 Super Star Sports Performance and symbolizing the paragon spirit of transforming, innovation and irresistibility.

The Super Star Sports Performance is one of the series events for the National Sports Day on September 9. It has received more and more attention each year, showing that an increasing number of people support the diverse expression of sports. The Sports Administration stated that for the first time this year a large LED transparent screen will be used to create a magical visual feast suspended in midair; and, by combining different sports and professional facilities and technology, dazzling never-seen-before stage effects will be created and leave the audience stunned.



Launch ceremony (1st on left: ROC Sports Federation President Chang Chao-kuo, middle: Sports Administration Chief Secretary Ye Ding-peng, right: CTOC Secretary-General Lee Yu-fang.)

This year, more than 30 elite sports teams will be invited to present a crossover joint performance. The show will open for the first time by using stage play method to perform Sports Broadcast. Also, overcoming venue limitations, water sports will be performed on stage on combination with aerial acrobatics. Furthermore, leading female triathlete Li Shiao-yu has been invited to perform triathlon show which will run through the entire program. There will also be traditional opera combined with street dance and artistic gymnastics accompanied by a symphony orchestra, as well as, other crossover joint performances.

"Three Free and One Special Offer" for You on National Sports Day



Launch ceremony (from left: Chen Chieh, Administrative Deputy Minister Lin Teng-chiao, Lulu)

The Sports Administration held the 2020 National Sports Day launch press conference on August 25. Hurdler Chen Chieh and multiple Golden Bell Awards nominee Lulu Huang Lu Zi Yin were invited to be ambassadors for 2020 National Sports Day. The two cooperated for the first time in filming a promotional video that was shown publicly at the press conference, calling on everyone to implement the sport for all spirit – "Sport 99, Long Term Health".

Chen Chieh was fresh from winning the men's 400 meter hurdles in the Tokyo Olympics simulation event and has a good chance of representing Taiwan for a third time at an Olympics in Tokyo; his partner as National Sports Day ambassador is Lulu who has just released a solo album. As soon as the pair came out, Lulu, who has stated the intention of becoming the sweetheart of sport, challenged Chen Chieh and had the whole audience in stitches. Although it is the pair's first cooperation, they had good tacit understanding during the promo video show and accomplished athlete Chen taught Lulu some post-exercise stretching secrets. A specially made hurdle was placed at the venue and the two ambassadors



National Sports Day ambassadors (from left: Chen Chieh, Lulu)

invited officials from the Sports Administration to cross it, representing that everyone will get over all this year's difficulties and cast off the effects of the pandemic to move towards a new beginning. It also announced the launch of 2020 National Sports Day, hoping that everyone will regularly do sort and exercise to maintain vitality, show explosive power and challenge the self.

The main visual of 2020 National Sports Day is Sports Super Power, with an American comic style. The two ambassadors transformed into the characters in a sports comic, keeping close to fashion trends and displaying the vitality and health sports brings, as if a person has a super power. The promotional video was shown for the first time at the press conference. It begins amusingly with "Do you know what you have to pay attention to when you do sports?" going on to explain the various benefits of sports. The pair also promoted the "three free and one special offer" good deal available for National Sports Day. First free offer: free use of public sports facilities; on National Sports Day, citizens' sports centers and public sports facilities will be open for free use by citizens. Second free offer: free of charge fitness test; fitness tests will be free in September, allowing people to understand their physical situation and choose a suitable sport to achieve the objective of health through sport. Third free offer: the Super Stars Sports Performance; free tickets are available for the Super Star Sports Performance at Taipei Arena on September 19 (tickets can be requested from August 29); more than 30 teams made up of elite athletes from across Taiwan will stage a crossover joint performance, combining sports skill with performing arts to deliver a stunning performance. The one special offer will be coordinated with the Sports Administration's sports voucher, encouraging people to make purchases using the vouchers at sports industry businesses; each vendor has brought out a special offer with the aim of increasing the importance that people attach to maintaining the habit of regular sport and exercise.

The Sports Administration stated that the aim of promoting National Sports Day annually is to pass the message to people: no matter what age you are, in what field, you should have the habit of good regular exercise to be able to realize the slogan "long-term health." 2020 National Sports Day will be held on September 9 this year. For related activities search isports online or check on the isports FB fans page.

Certificate Awarding Ceremony for the Inductees Into the 7th Taiwan Baseball Hall of Fame



Sports Administration Deputy Director-General Lin Che-hung presenting certificate to inductees and representative at the 7th Taiwan Baseball Hall of Fame (Provided by Taiwan Baseball Hall of Fame Association)

The Taiwan Baseball Hall of Fame holds a certificate awarding ceremony for inductees and cultural relics exhibition annually with this year being the 7th year of the ceremony. What was most special this year was that four best pitchers from different eras of baseball's development in Taiwan were inducted; they were "Qilinzi" Wu Ming-chieh, "Baseball Prince" Lee Hsien-tsung, "Steel Arm Pitcher" Zhuang Sheng-xiong and "Orient Express" Kuo Tai-yuan; all were top pitchers in different eras of Taiwanese baseball and wrote special chapters in Taiwan's sports history.

Affected by the pandemic, dynamic and static sports events have been affected around the world. With the efforts of government and people, Taiwan has become a model student for epidemic prevention. At this special time, the Sports Administration held the Taiwan Sport

Industry Expo 2020 and combined it with the certificate awarding ceremony for Taiwan Baseball Hall of Fame inductees held in the 2nd floor Multi-function Performance Hall at Songshan Cultural Park at 2pm on August 4, 2020, leaving a deep impression.



Sports Administration Deputy Director-General Lin Che-hung giving a speech at the 7th Taiwan Baseball Hall of Fame

Also, the Taiwan Hall of Fame Association will hold a baseball cultural relics exhibition, hall of famer forum and other events at Fame Garden Hotel in Longtan District in

Taoyuan City to display the modern development of baseball in Taiwan and tell the stories of baseball heroes in different eras, passing on their indomitable spirit.

Sports Administration and Chinese Taipei Olympic Committee Work Hand in Hand to Increase International Sports Power, Diverse Exchanges and Talent Training



Group photo at the International Sports Affairs Training Course

The COVID-19 pandemic has affected the normal holding of international sports events, however, the sports affairs work that the Sports Administration has commissioned the Chinese Taipei Olympic Committee (CTOC) to carry out has adapted to the situation and is continuing by alternative means to maintain the momentum of international exchange; including active participation in online meetings and seminars, enhancing domestic education and training work, information collection and strengthening international promotion work to echo the International Olympic Committee's advocacy of "Stay Strong, Stay Active, Stay Healthy".

The Sports Administration stated, with border controls in many places, foreign visitors have largely been unable to travel to Taiwan. The CTOC has written to The International Olympic Committee, the Olympic Council of Asia, Association of National Olympic Committees and each national Olympic Committee, offering comfort and expressing the hope that these difficult times can be overcome by a unified approach and that actual exchange can begin again after the pandemic is over. Also, to increase connection to the international community and the national Olympic committees of other countries, the CTOC invited foreign guests to record congratulatory videos and lecture videos and invited them to take part in the CTOC's online courses so that they can take part in the various seminar held this year in Taiwan to consolidate international friendship and relations.

For the Olympics seminar, the CTOC received a video speech and lecture from principle of the International Olympic Academy Mr. Isidoros Kouvelos and also a congratulatory video for the sports affairs talent training course from Mr. James Macleod Director of the NOC Relations Department of the IOC. The CTOC also used the chance of holding the sports affairs training course to invite each national Olympic committee to appoint representatives to take part in the online course. More than 120 national Olympic committee or association representatives from 19 national Olympic committees took part in the International Sports Affairs Training Course held by the Sports Administration and the CTOC.

This year, international meetings have mostly been cancelled or delayed, however, the CTOC continues to contact international organizations and actively takes part in various online meetings and seminars. The various seminars of the International Olympic Academy have been changed to online courses. Taiwan has chosen its representatives for the various seminars in September. The online method provides students with a chance for international exchange. Considering that education and training is relatively unaffected by the pandemic, the Sports

Administration has asked the CTOC to enhance the quality and quantity of training and education, including 10 small training and empowerment meetings, which will be continually implements for the next 4 months. By experience sharing opportunities, trainees will be better prepared to be able to adjust to any situation in future.



Badminton player Chou Tien-cheng was a guest at the 2020 Road to the Olympics

During this period, the CTOC has continually conveyed information about various sports activities in Taiwan to international sports organizations including the International Olympic Committee, Olympic Council of Asia and Association of National Olympic Committees, including education and training, activities echoing with the International Olympic Day, Tokyo Olympics Uniform Presentation, Tokyo Olympics simulation events and Taiwan Sport Industry Expo. These information has featured in 25 news reports of international organizations.

The Sports Administration stated that this year has been affected by the COVID-19 pandemic, however various sports activities have been able to go ahead on time in Taiwan. Taiwan's pandemic prevention ability and sports events are attracting international attention. The Sports

Administration thanked the CTOC for echoing government policy and for actively formulating various alternatives to maintain international exchange momentum; it also hopes that various sports groups use the CTOC's innovative and flexible methods as reference and use this period of time to actively engage in talent training, education and external promotional work and use the online method to maintain exchange with international sports organizations to increase Taiwan's visibility and activeness in international sports organizations.



Sports Administration Deputy Director-General Lin Che-hung (middle), CTOC Secretary-General Lee Yu-fang (left) and Sports Administration International Division Chief Hsu Hsiu-ling (right) are moving towards the international stage hand in hand

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



Galerdo product characteristics

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, 4 training cycles have been held with 4th 3-month intensive training cycle began in May 2020.

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 sports teams such as 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 4th HYPE SPIN Accelerator TAIWAN Demo Day came to successful close on July 18. The teams had five minutes to make their pitch, displaying the products of Asia's first sports startup accelerator to investors, brand enterprise representatives and industry mentors and consultants.

The 4th Demo Day had 12 HYPE SPIN teams, 6 of which were international, from South Korea, United Arab Emirates, Singapore, Malaysia, Singapore and France. The main service content developed by the teams spans: sports community, data analysis, sports entertainment, sports training, circular economy, smart medical devices, ball sports training, material

technology, integrated platform, and functional outerwear. Two startups from Taiwan that focus on bicycle saddle and headset free audio swimming tracker will be introduced below; they are All-wings saddle Taiwan and Galerdo.

• **All-wings saddle Taiwan**

Reconfiguring the human body and bicycle, an all-new bike saddle and new riding mechanics have been created. The saddle center is completely hollow, with both sides raised up, fully solving the problem of traditional saddles pressing the perineum; it also greatly increases pedaling efficiency, allowing pedaling power to be exerted early when using toeclips. Also, when sitting or pulling back and up, the counter force is borne by the ischium on the other side. No matter if you cycle for 24 hours continually or 500 kilometers, your perineum and hip ischium will have zero pressure, greatly reducing the pressure on the legs and letting you ride faster and further.

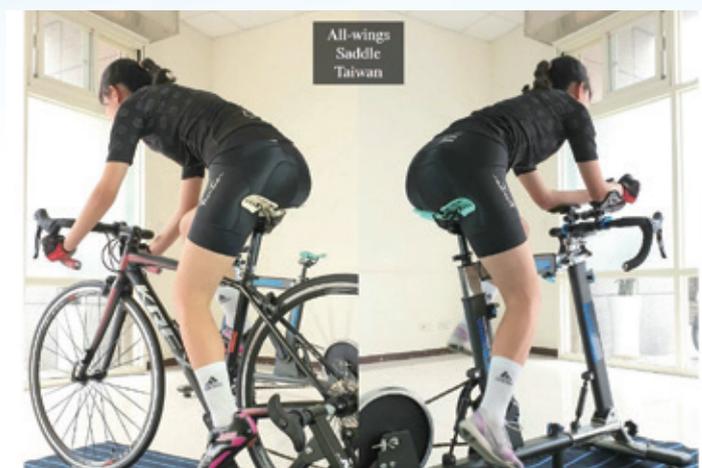
The saddle has a modern design that is based on the shape of a hawk opening its wings. It is specially designed for high performance road bikes and triathlon/time trial bikes. After proper fitting, adjustment and suitable training, any rider will be able to break their personal bests.

• **Galerdo Inc**

Galerdo Beker Pro is the world's first headset free audio swimming tracker, it is a wireless no-earphone audio tracker with real time AI voice assistant. Galerdo Beker Pro integrates voice



All-wings Saddle saddle show room and fitting and adjusting for a customer



The team can adjust the saddle according to the training stand used by each user and has a bike-sized fitting bike to provide a precise experience for people of different heights.

assistance, swimming tracking, music playing and other functions; it has an in-built swimming dynamic sensor that records every moment you swim; together with AI swimming algorithms and bone conduction acoustics technology, it gives you motivation for every swimming plan and will completely end the boredom you feel when swimming.

The product has the following three characteristics:

1. Real-time AI voice feedback

The real-time voice function tells you how far and how long you have swum. According to your target, you can set the distance at which you want to be reminded or at what time interval you want to be reminded. You no longer have to count the lengths you swim yourself!

2. Swimming dynamic data records

Through a unique patented algorithm, Galerdo can instantly analyze your swimming action based on the movement of the head. After swimming, data can be uploaded to an APP to view the training management plan, making your swim training more efficient. Swimming data includes posture identity, swimming distance, swimming time, number of strokes, stroke distance, stroke frequency, calories, pace and swimming SWOLF.

3. Wireless & Headset-free Bone conduction

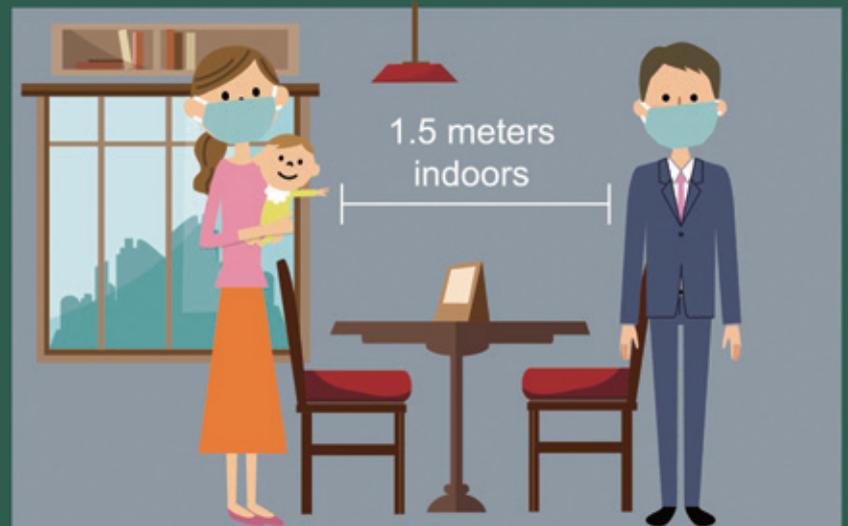
The innovative bone conduction cell structure design is specially made for swimmers and can simply be slipped under a swimmer's cap to use. Your ears are freed! Cast aside the burden of earphones and listen to music without damaging your ears.



■ Galerdo use illustration

The step you take back is the best joint defense

Protect babies and infants who cannot be shielded by surgical masks by maintaining distance in public places and keeping us all safe



中央流行疫情指揮中心
Central Epidemic Command Center

財團法人歌巴尼紀念基金會 翻譯
Taiwan Urbani Foundation
Translated by Taiwan Urbani Foundation

騎亮臺灣首部曲 9/19 單車雙女神揪你宜騎到雙園

教育部體育署辦理「騎亮臺灣一票選最讚亮點自行車路線」活動，最讚的 15 條自行車道已於今 (109) 年 6 月 3 日「世界自行車日」揭曉，並規劃自今年 9 月至明 (110) 年 3 月舉辦一系列共 15 場領騎活動，第 1 場領騎活動由宜蘭雙園自行車道揭開序幕，並以「揪一揪，宜騎到雙園」為活動主題，9 月 19 日 (六) 上午 9 時於羅東運動公園啟動，8 月 18 日 (二) 10 時開放網路報名，本場活動由「單車雙女神」—單車網紅松哥陳松筠及單車界神力女超人陳榆妍、知名單車部落客 Eddie Chen (陳忠利) 擔任領騎嘉賓，將帶領民眾透過雙腳踩踏騎乘，享受微風徐徐的舒適感及充滿活力的蘭陽風情，「宜」騎探索雙園自行車道之美。

活動報名網址：<https://topcycling.uni-net.com.tw/>

109 年「SUPER STAR 體育表演會」今年最值得期待的體育盛宴展現 crossover 最強悍的力道

教育部體育署於 8 月 19 日舉辦「SUPER STAR 體育表演會」啟動記者會，宣布今年 9 月 19 日「SUPER STAR 體育表演會」的節目內容，以「跨界」為核心概念，匯集了來自臺灣各地優秀體育專業與藝文團隊，突破以往純粹體育項目的拼盤演出，藉由跨界的 mix、不同領域的 crossover 產生出新的內容。另外舞臺再升級，使用 700 吋 LED 巨型地屏螢幕與大量矩陣燈光及升降舞台，將讓觀眾享受在視覺與聽覺的雙重饗宴中。記者會開場邀請國立臺北教育大學空手道團隊，以氣勢非凡的空手道炫技震撼演出，揭開 2020 體育表演會序幕，象徵今年體育表演會蛻變求新、銳不可擋的風範精神。

體育表演會為 9 月 9 日國民體育日系列活動之一，一年比一年收到更多迴響，代表有愈來愈多民眾開始支持專業體育項目的多元表現。體育署表示，今年體育表演會在舞臺設計上，首度使用大型 LED 透明屏幕，創造懸浮空中的奇幻視覺饗宴，以及透過不同的體育項目與專業硬體技術的結合，將呈現出前所未有的絢爛舞臺效果震撼全場。

今年邀請超過 30 組頂尖團隊跨界聯合演出，首次使用舞臺劇手法—演繹「體育轉播」做為開場，另克服場地限制，將水上運動結合高空特技搬至舞臺上演出，並邀請臺灣鐵人三項一姊李筱瑜展現鐵人精神，將鐵人三項的節目橋段貫穿整場晚會，還有傳統戲曲結合街舞表演，以及韻律體操搭配交響管樂團等團隊跨界聯演。

國民體育日三免費一優惠好康報你知

教育部體育署於 8 月 25 日舉辦「109 年度國民體育日」啟動記者會，特別邀請到跨欄王子陳傑，與多次入圍金鐘獎的主持人 Lulu 黃路梓茵，共同擔任 109 年度國民體育日代言人，並首度合作拍攝宣傳影片，

於啟動記者會公開亮相，邀請大家一起落實「運動 99、健康久久」的全民運動精神。

甫於模擬東京奧運對抗賽男子 400 公尺跨欄項目奪冠的陳傑，有望三度代表臺灣征戰奧運，搭檔近期剛推出全新個人專輯的 Lulu，為本年度國民體育日的代言人，兩人一出場就由號稱要成為運動甜心的 Lulu 向臺灣跨欄王子陳傑下戰帖，逗得全場大笑，雖然是首次合作，但在廣告拍攝時，卻是默契十足，身為運動健將的陳傑也教了 Lulu 許多運動後的拉筋伸展小秘訣。記者會現場還準備特製的跨欄，兩位代言人邀請教育部體育署長官共同大步跨過，代表著全民跨越今年的所有困難，揮別疫情的影響，邁向嶄新的開始，同時也宣告啟動「109 年國民體育日」，期望全民一起用運動維持活力、秀出爆發力、挑戰自我。

「109 年度國民體育日」宣傳視覺以「運動超能力」為主題，主打美漫風格，兩位代言人變身為運動漫畫的主角，除了貼近現今流行趨勢，更要展現運動帶來的活力與健康，讓人彷彿擁有超能力一般。於記者會上首播的宣傳影片，則以逗趣的「你知道運動要注意甚麼嗎？」作為開頭，帶出保持規律運動的許多好處，而影片中兩人也特別宣傳國民體育日三免費一優惠的好康：「一免費：公共運動設施免費用」，國民體育日當天國民運動中心與公立公共運動設施將免費開放供民眾使用；「二免費：體適能檢測免費做」，9 月份免費的體適能檢測，讓民眾更了解自己的身體狀況，選擇適合的運動，達到運動健身目的；「三免費：體育表演會免費看」，9 月 19 日在臺北小巨蛋將舉辦免費索票的體育表演會 (8 月 29 日開放索票)，有來自全國的體育菁英好手，匯集超過 30 組以上的團隊跨界聯演，將體育專業結合表演藝術精采演出；此外，「一優惠」則是配合體育署「動滋券」活動，鼓勵民眾持動滋券至相關合作運動產業業者消費，各業者也都有提出相關搭配優惠活動，期望能夠增加全民對於保持規律運動的重視。

體育署表示，每年推行國民體育日，目的是向民眾傳達：無論是哪個年齡、任何工作領域的人，都應保持良好、規律的運動習慣，才能落實「健康久久」的口號，常保身體健康。109 年度國民體育日將於 9 月 9 日正式展開，相關活動詳情請上網搜尋「i 運動」或至 i 運動 FB 粉絲團查詢。

台灣棒球名人堂第 7 屆名人頒證典禮

台灣棒球名人堂每年都舉辦名人頒證典禮與相關的文物特展，今年已經進入第 7 屆，而今年最特別的是臺灣棒球發展跨年代最強的 4 位投手同時入堂，包括「麒麟子」吳明捷、「棒球太子」李憲宗、「鐵臂投手」莊勝雄及「東方特快車」郭泰源 4 位先進，都為臺灣棒球發展史上不同年代的頂尖投手，也為臺灣體壇寫下精彩的篇章。

今年受到疫情影響，全世界的運動界不論動態與靜態活動都受到不小的衝擊。臺灣在政府與人民共同努力下，成為對抗疫情模範生，在這個特別時刻，體育署舉辦 2020 台灣運動產業博覽會，並在 109 年 8 月 4 日下午 2 時於臺北市松山區文創園區 2 樓多功能展演廳，特別結合台灣棒球名人堂的頒證表彰盛會，共同留下更深刻的記憶。

此外，台灣棒球名人堂協會後續將在桃園市龍潭區名人堂花園大飯店辦理棒球文物展示與名人論壇等活動，來呈現臺灣棒球運動近代歷史，並細說不同時空的臺灣棒壇英雄故事，傳承永垂不朽的奮鬥精神。

國際體育備戰力 體育署與中華奧會攜手同心 多元交流暨人才培訓齊並進 國際交流不斷電

新冠肺炎 (COVID-19) 疫情蔓延全球，致影響國際體育事務正常交流，但教育部體育署委託中華奧林匹克委員會辦理各項國際體育事務工作仍然因時制宜，改以替代方案進行，持續國際體育交流量能，包括積極參與線上會議及研討會、強化國內教育訓練工作、資訊蒐集及加強國際宣傳等多元並進方式，響應並呼籲國際奧會因應疫情「Stay Strong, Stay Active, Stay Healthy」的倡議。

體育署表示，受各國邊境管制影響，各國外賓無法來訪，中華奧會除發函國際奧會、亞奧會、國家奧會聯合會及全球各 NOC，慰問各組織及國家奧會，期以團結之姿，度過疫情難關，於疫情過後復增進交流外，為持續強化與國際及其他國家奧會的聯結，中華奧會也邀請外賓以拍攝致詞影片、預錄課程影片及邀請參與中華奧會所主辦之線上課程等不同方式，參與今年國內舉行的各項研習活動，鞏固國際友誼及關係。

中華奧會除了邀請國際奧林匹克學院院長 Mr. Isidoros Kouvelos 於奧林匹克研討會中提供錄影致詞及授課外，亦獲國際奧會國家奧會關係部長 Mr. James Macleod，針對國際體育事務人才培訓課程提供錄影賀詞。中華奧會亦藉由舉辦國際體育事務人才課程的機會，廣邀各國奧會派員參加線上課程，總計 19 個國家奧會、逾 120 名各國奧會或協會代表，參與由體育署及中華奧會主辦的國際體育事務培訓線上課程。

由於各項國際會議大多取消或延期，中華奧會與各國際組織的聯繫工作如常進行，亦積極參與各項線上會議及研討會；今年國際奧林匹克學院主辦的各項研討會改為線上互動式教學，我國已遴選代表參加於 9 月進行的各級研討會，藉由線上參與方式，提供國內青年學子與國際交流的機會。考量教育訓練較不受疫情影響，體育署委請中華奧會強化各項教育訓練的質與量，包括多場次、小規模的研習及增能會議共計 10 場 (梯) 次，未來 4 個月仍將持續推動辦理，透過經驗分享，讓學員未來可有更充足準備及更快速地掌握狀況。

這段期間，中華奧會不斷向國際奧會、亞洲奧林匹克理事會及國家奧會聯合會等國際組織傳遞我國各項活動訊息，包括各項教育培訓、響應國際奧林匹克日的各項活動、東京奧運團服發表會、模擬東京奧運對抗賽、以及運動產業博覽會等各項訊息，獲各國際組織刊登相關新聞達 25 篇。

體育署表示，今年全球均受疫情嚴重衝擊，但我國國內各項體育活動仍能如期舉辦，臺灣的防疫能力及體育活動動能受到各國注目，體育署除感謝中華奧會呼應政府政策，積極思考各種替代方案，保持國際交流量能，更企盼各體育團體，參考中華奧會創新及彈性的作法，妥善運用這段期間，積極投入人才培訓與各項教育及對外宣傳活動，並改以線上方式與各國體育組織維持交流，提升我國在國際體育組織的能見度及活躍性。

亞洲第一運動創新加速器「滑」麗登場「板」面盛大

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 月至今，共進行了 4 期加速培訓專案，其中第 4 期於今（109）年 5 月展開了將近 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，也提供與迪卡儂、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。扶植創新團隊的同時，也期望在臺灣建立亞洲第一個運動新創與科技產業合作的生態圈。而在今年 7 月 18 日，HYPE SPIN Accelerator TAIWAN 第 4 期的 Demo Day 圓滿結束，藉由 5 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創新加速器。

本期加速培訓專案共有 12 組 HYPE SPIN 團隊參與，其中 6 組為國際團隊，來自於南韓、阿拉伯聯合大公國、新加坡、馬來西亞、新加坡及法國。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、循環經濟、智能醫療設備、球類訓練、材料技術、整合平台、機能服飾產業等領域。以下將介紹兩家以腳踏車坐墊及無線免戴耳機 AI 游泳語音助理為主的運動創新團隊：來自臺灣的 All-wings saddle Taiwan 與 Galerdo。

· All-wings saddle Taiwan 宇珈企業社

將人體與自行車重新配置，創造出全新的自行車座墊以及全新的騎乘力學，坐墊中央完全鏤空、兩側椅面上揚，完全克服了傳統坐墊壓迫會陰的問題，並且大幅增進踩踏效率，使用卡鞋時可提早發力踩踏，並且在坐著及後拉上提時的反作用力完全落在另一側臀部坐骨，無論是連續 24 小時騎乘或 500 公里長途挑戰，會陰部的壓力永遠是零，大幅降低雙腿負擔，讓騎士騎得更快更久更遠。

坐墊採後現代外觀設計，以獵鷹展翅造型為設計藍本，專為高性能公路車、三鐵計時車長途競賽而設計。任何自行車騎士在經過正確的安裝調整以及適當的練習之後，均可輕易地超越自己過去任何的巔峰紀錄。

· Galerdo Inc 快樂島股份有限公司

Galerdo 是全球第一款全無線免戴耳機 AI 游泳語音助理，整合語音助理、游泳追蹤、音樂播放等功能，內建游泳動態傳感器，紀錄你游泳的每一刻，搭配人工智能游泳演算法與骨傳導聲學科技，激勵你每一次游泳計畫，徹底改變你對游泳感覺枯燥無聊的感覺。

產品特色包含以下 3 點：

1. 即時語音回饋

在游泳過程即時語音提示你已經游泳多少距離與游泳時間，可以根據你的目標，設定游多少距離提示一次，或是多久時間提示一次，從此游泳不用再自己算趟數！

2. 游泳動態數據管理

透過獨家專利演算法，Galerdo 可以根據你游泳時頭部的擺動即時分析你的游泳動作，游泳完畢可將數據同步到 APP 觀看訓練管理計畫，讓你的游泳訓練更有效率，游泳數據包括：泳姿識別、游泳距離、游泳時間、划水數、划距、划頻、卡路里、配速、游泳 SWOLF。

3. 真無線免戴耳機。

創新骨傳導單體結構設計，為泳者量身打造，直接塞入泳帽即可使用，讓你解放雙耳！甩開耳機線束縛，不傷耳健康聽音樂。

Sport Terms

運動詞彙

Bike path / Cyclin route

自行車道

Ride a bicycle

騎單車

Top Cycling

騎亮臺灣

Sports Performance

體育表演會

Event Branding Concept

How can the organizer make the general public “aware” of the event’s “difference ?”

“ What makes a *brand* ? ”

Spiritual Symbol Values → Embodiment → Trademark or LOGO → Effects → Accumulated Image Shaped Personality Differentiation

Three Steps of Branding

Differentiate brand personality

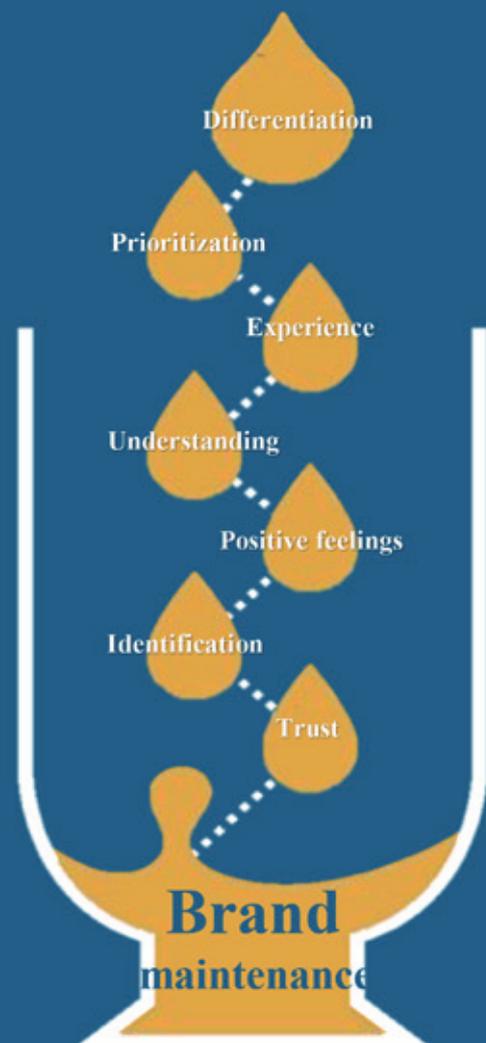
1 Identify brand **differentiation** as the core of the brand

Prioritize marketing communication

2 Convey a clear image to shape brand personality through different **marketing channels**

Experience cognition and feelings

3 As people become willing to watch live matches, enhance their **experience with service** that will increase positive feelings, identification and support for your brand



Want to know more about branding?



Condensed version



Full-length version

Advertisement



Sports Administration, Ministry of Education