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## 1st Sports Industry Expo Successfully Concludes



2017「第一屆運動產業博覽會」林德福署長於閉幕式頒發 LOL 英雄聯盟冠軍獎項，「Jordan Corgi」榮獲冠軍  
Director-General Te-Fu Lin presents the League of Legends (LOL) Championship Award to "Jordan Corgi" on the 2017 1st Sports Industry Expo.

The official opening of the Sports Administration's 1st Sports Industry Expo took place on October 20, 2017. The Expo received resounding approval from all sectors and attracted over 40,000 visitors. The closing ceremony was held on the 29th at the Yilan Chung Hsing Cultural and Creative Park eSports Stadium. Sports Administration Director-General Te-Fu Lin personally attended and Yilan County Cultural Affairs Bureau Commissioner Lee Chih-yung, Taoyuan City Department of Sports officials, distinguished representatives from the sports industry and other industry sectors, and exhibitors were all invited to share in the Expo's achievements, fusing the energies of Taiwan's sports industry. At the closing ceremony, Director-General Te-Fu Lin and Commissioner Lee Chih-yung presented the League of

Legends (LOL) Championship Champion and Runner-up Awards. "Jordan Corgi" received the Champion Award and "Tian Chih, Gou Ge, Bao Yuan, Guo Hua, Tzu Chia" received the Runner-up Award. The Director-General encouraged the gamers to continue working hard and striving for excellence, helping Taiwan win awards at international competitions in the future. He also urged everyone to share in the joy of these competitors, learning the spirit of perseverance and determination and actively promoting eSports events throughout the nation.

## 「第一屆運動產業博覽會」圓滿閉幕

由教育部體育署所主辦的「第一屆運動產業博覽會」自今(2017)年10月20日正式起跑後，獲得各界迴響與肯定，參訪人次突破4萬人次，29日於宜蘭中興文化創意園區電子競技館舉辦閉幕式，由體育署林德福署長親自出席，邀請宜蘭縣文化局局長李志勇、桃園市體育局，以及多位體育界、產業界貴賓及參展廠商蒞臨，共同分享參展成果，凝聚臺灣運動產業能量。並於閉幕式中由林德福署長及宜蘭縣文化局局長李志勇頒發LOL英雄聯盟冠軍及亞軍獎項，冠軍為「Jordan Corgi」榮獲，亞軍由「添志狗哥寶遠國華祖嘉」獲獎，署長勉勵選手再接再厲，將來為臺灣在國際賽事上奪得獎項；邀請大家一起分享選手們的喜悅，學習選手努力與堅持的精神，將電子競技運動項目推廣給國人認識。

## High School Baseball's Largest Tournament-5th China Trust (CTBC) Black Panther Pennant High School Baseball Tournament



高中棒球最大盛事 第五屆「中信盃黑豹旗全國高中棒球大賽」

High school baseball's largest tournament-the 5th China Trust (CTBC) Black Panther Pennant High School Baseball Tournament.

The goal of the Black Panther Pennant is to create "Taiwan's Koshien." As in previous years the 5th session was a single-elimination format allowing both wood and aluminum bats in the same division. The opening game got underway on October 14 at 1:40 p.m. with last year's champion Taoyuan Municipal Ping Jen Senior High School going up against Taoyuan National Neili Senior High school. The Sports Administration invited baseball fans to come out and cheer for these young players, showing enthusiasm and bolstering support for the sport of baseball in Taiwan.

More than 200 schools have signed up to compete in this year's tournament (approximately 42% participation; there are 503 senior high schools nationwide, and excluding the 27 girl's high schools, a total of 476 schools could field teams). At this year's tournament teams from around the nation participated, consisting of 66 schools from the first northern region (municipalities and counties of New Taipei City, Taipei City, Keelung, Yilan, and Hualien), 32 schools from the second northern region (municipalities and counties of Taoyuan, Hsinchu, and Miaoli), 51 schools from the central region (municipalities and counties of Taichung, Changhua, Nantou, Yulin, and Chiayi), 48 schools from the southern region (Tainan, Kaohsiung, Pingtung, and Taitung), and 3 schools from the outlying island regions (counties of Kinmen, Matsu, and Penghu). Additionally, this year 72 females from 33 schools participated in the tournament with 62 girl's playing and 10 women coaching. These girls and women were honored at a special "Female Black Panther" segment of the opening ceremony to encourage more females to get involved in baseball. Games was played every day throughout the month as each team gave it their all to qualify for the 64-team national tournament and compete for the honor of winning the Black Panther Pennant at the championship game on November 26.

The 5th China Trust (CTBC) Black Panther Pennant High School Baseball Tournament is broadcast by VL Sports and ELTA Sports with a total of 64 games scheduled starting from the opening game. Black Panther Pennant fans are able to watch live coverage of these games via VL Sports cable television and ELTA Sports MOD, smartphone, and internet connections.

## 高中棒球最大盛事 第五屆「中信盃黑豹旗全國高中棒球大賽」

黑豹旗以打造「臺灣甲子園」為目標，今年第5屆賽事同樣採取單淘汰制及木、鋁棒不分組競爭；開幕戰在10月14日下午1點40分舉行，安排由上屆冠軍桃園平鎮高中對上桃園內壢高中，體育署邀請熱

愛棒球的民眾，踴躍到球場觀賞，為年輕學生加油打氣，也為我國棒球運動增加支持的力量。

本屆賽事參賽隊伍來自各區的學校數分別有北一區（北北基宜花）-66 校、北二區（桃竹苗）-32 校、中區（中彰投雲嘉）-51 校、南區（南高屏東）-48 校、離島區（金馬澎）-3 校，總報名學校高達 200 校（按目前全國高中計 503 所，扣除純女校 27 所可組隊 476 所已達 42%）；另外今年共有 33 校包含 62 位女球員及 10 位女教練總共 72 位女生參加，其於開幕典禮進行女黑豹表揚儀式，勉勵勇於挑戰的女生球員。這一個月內天天有比賽，各校奮力競逐 64 支晉級全國賽的名額，極力爭奪 11 月 26 日冠軍戰的榮耀錦旗。

第 5 屆中信盃黑豹旗由緯來電視網跟愛爾達轉播，預計從開幕戰開始，總共轉播 64 場，喜愛黑豹旗的球迷將可透過有線電視系統的緯來體育臺、愛爾達體育臺於 MOD、手機及網路觀賞賽事轉播。

## Sports Enterprise Certification Awards Ceremony and iSports Forum- iSports and Sports Enterprises Awarded!



運動企業認證授證典禮暨 i 運動論壇 活動合照（副總統與企業代表）

The Vice President (center) joins enterprise representatives at the Sports Enterprise Certification Awards Ceremony and iSports Forum.

The Sports Administration's promotion of the Sports Enterprise Certification has generated overwhelmingly positive responses nationwide. In its 2nd year now, a total of 61 enterprises were awarded certification honors. Sports Administration held a Sports Enterprise Certification Awards and iSports Forum Awards Ceremony to publicly recognize the recipients and Vice President Chen Chien-jen was on hand to personally present the awards.

The enterprises that have qualified to receive this Certification Mark were represented by a broad cross-section of industries from small and medium-sized businesses to large corporations. Each has held enterprise sports games, developed sports and exercise clubs, and sponsored competitive sporting events to establish an enterprise sports and exercise culture. Those enterprises who have earned the Certification Mark approval will enjoy "Sports Enterprise VIP" benefits that include receiving priority invitation to all SAMOE sponsored sporting events and on-site physical fitness checkups and health and exercise seminars provided by the Sports Administration. VIPs can also put this Certification Mark on their enterprise websites, Facebook page, and promotional materials to enhance enterprise image and foster the recruitment of top professionals.

The Sports Enterprise Certification Mark synergizes the power of enterprises as working together to support the development of the sports industry and foster healthy human resources and brand value. Anticipate that in the future, more enterprises will join the iSports movement creating a triple-win situation where employees, enterprises, and the sports industry are all unanimous winners. This is the best "guarantee" for enterprises to recruit talented people.

## 運動企業認證授證典禮暨 i 運動論壇 就是 i 運動 運動企業獲表揚

教育部體育署推動「運動企業認證」，獲得全臺熱烈迴響，今年第二屆共有 61 家企業獲得認證殊榮，體育署特別舉辦「運動企業認證授獎典禮暨 i 運動論壇」，公開授證表揚企業，由副總統陳建仁親自頒獎。

通過認證標章的企業遍及各個產業，企業規模從大型集團到中小企業，個別透過舉辦企業運動會、發展運動社團、贊助運動賽事等方式建構企業運動文化。獲證企業未來將享有「運動企業 VIP」的優惠待遇，可於體育署辦理的運動活動中，享有優先受邀權之外，體育署也將深入企業舉辦體適能檢測及運動健康講座，此外獲證企業也可在官網、臉書、活動宣傳品上運用標章，對於提升企業形象、招募優質員工皆有所助益。

「運動企業認證標章」協同企業力量支持運動產業發展，彰顯企業的健康人力資源與品牌價值。展望未來，期待更多的企業投入「i運動」的行列，共同創造員工、企業、運動產業三贏的局面，也是企業在招募人才時最好的「保證書」。

## 2017 National Hiking Day Elevating Hiking Enthusiasm in Taiwan



106 年全國登山日 蓬勃臺灣登山健行運動風潮

Enjoying a day in the mountains during the 2017 National Hiking Day activity and elevating the enthusiasm for hiking in Taiwan.

The people of Taiwan are bestowed with an abundance of mountainous terrain and resources. Aiming to effectively utilize the nation's topography and geography as Sport for All venues, cultivate the public's regular exercise habits, and gain a deeper appreciation of the natural environment and local cultural features, during the period between National Sports Day (September 9) up until the Double Ninth Festival (October 28) the Sports Administration promoted the 2017 National Hiking Day. This series of activities came to a perfect ending on October 28 as the Sports Administration coordinated with the 43rd National Mountaineering and Hiking Association General Assembly to present the 2017 National Hiking Day sponsors



and co-organizers appreciation trophies. These awards honored those individuals and associations for their ongoing efforts in hopes of invigorating enthusiasm for hiking and allowing hiking to become the bedrock of our nation's Sport for All development.

The National Hiking Day activity series features "Physical and Online Connectivity," "Industry Links," and "Resource Integration." Thanks to the input and assistance of the various sponsors and co-organizers, the promotional campaign has achieved considerable success. The results of the 2017 promotions are listed below:

- 1) Physical Activities: The 2017 National Hiking Day offered the grandest scale and largest number of hiking activities in Taiwan. The Sports Administration teamed up with the Chinese Taipei Alpine Association and the Chinese Taipei Mountaineering Association to connect more than 150 hiking and mountaineering activities throughout Taiwan's 22 municipalities and counties. Through the guidance of the central government and grassroots associations, natural environment and local resources are made to good use in developing Taiwan's unique sports activities. Everyone in our nation are encouraged to get out in the hills and experience the joy of hiking.
- 2) Online Activities: Working to fulfill the goals of Sports for All and the industrialization of the sports industry, the Sports Administration has invited Hiking Biji (<http://tw.hiking.biji.co/>) and Merrell (the US' top outdoor apparel and recreational footwear brand) to assist in organizing online activities and provide great sports gifts. The vitality of industry helps to bring sports and exercise into the everyday lives of Taiwan's people and encourages the public to experience the joy of hiking, cultivating regular hiking habits for all.
- 3) Taiwan's Top 100 Foothills (revised edition): To encourage more of the public to participate in hiking activities, the Sports Administration and the Chinese Taipei Alpine Association have jointly published the Taiwan's Top 100 Foothills (revised edition) reference manual. The highlights of this revised edition include expanded information on lower elevation mountain areas and the most up to date trail routes as well as 16 new additions to the "Top 100" list. Public inquiries about the book have been overwhelmingly enthusiastic and right after the revised edition hit the shelves people were rushing to buy it. Clearly, public enthusiasm for hiking continues to grow.
- 4) Resource Integration: The Sports Administration collected and organized resources from each central government agency, municipality, city, and county government and has set

up dedicated portals on our official website to promote a breadth of information about hiking activities. Access to these informations allow the public to safely and conveniently participate in a diverse selection of hiking activities.

The 2017 National Hiking Day is a catalyst in propelling the ongoing development of hiking in Taiwan and lead the way for more diversified hiking activities. In the future, it is anticipated that cross-agency and public-private sector cooperation make hiking the bedrock of our nation's Sport for All development. This will allow the public to understand hiking, experience hiking and enjoy hiking as a way to invigorate the body, mind, and soul!

## 106 年全國登山日 蓬勃臺灣登山健行運動風潮

臺灣豐富的山林景觀與資源是國人的一大財富，為有效運用我國地形、地貌做為全民運動場域，藉以養成國人規律運動習慣，培養其對土地的關懷與人文素養，教育部體育署於國民體育日（國曆 9 月 9 日）至重陽節（國曆 10 月 28 日；農曆 9 月 9 日）間推動「106 年全國登山日」，系列活動於 106 年 10 月 28 日完美落幕，體育署特別結合第 43 屆全國登山社團大會師活動致贈「106 年全國登山日」贊助及協辦單位感謝獎座，期延續登山運動風潮，讓登山運動成為我國全民運動發展之磐石。

體育署表示，全國登山日系列活動的特色在於「實體、線上串聯」、「產業鏈結」及「資源整合」等，感謝各贊助及協辦單位的投入與協助，讓推動作業展現一定成果。106 年推動成果如下：

- 一、實體活動：「106 年全國登山日」為全臺規模最大、數量最多的登山系列活動，體育署與中華民國山岳協會及中華民國健行登山會協力，於全臺 22 縣市串聯逾 150 場登山健行活動，透過中央倡導、民間協力的模式，善用自然、在地資源發展臺灣運動特色，號召百萬國人一齊體驗登山趣。
- 二、線上活動：為落實運動全民化、運動產業化的目標，本次系列活動體育署特別邀請健行筆記 (<http://tw.hiking.biji.co/>) 及 Merrell(美國戶外運動與休閒鞋第一品牌) 贊助辦理線上活動及提供運動好禮，透過產業的力量，將運動貼近國人的日常生活，並透過體驗的方式，培養國人規律登山健行運動習慣。
- 三、小百岳改版：為鼓勵國人參與登山健行運動，體育署與台灣山岳文教協會合作推出新版「台灣小百岳」書籍，本次改版亮點除提供更豐富山域資訊外，並考量各山域路線近年的變化，更新了 16 座小百岳名單，各該活動現場民眾詢問度熱烈，且書籍上架販售後已引發搶購風潮，可望帶動登山健行運動風氣持續蓬勃發展。
- 四、資源整合：體育署彙整各部會、各直轄市及縣市政府資源於體育署官網設立專區進行推廣，以提供國人豐富登山健行運動資訊，讓民眾得以安全、便利且多元的參與登山健行運動。

106 年全國登山日做為臺灣登山運動蓬勃發展的火車頭，期引領帶動多元登山運動型態之發展，展望未來，期透過跨部會及公私部門的協力，讓登山運動成為我國全民運動發展磐石，促使國人得以達到識山（認識登山）、親山（親近登山）及樂山（樂於登山）的境界，並均能透過登山運動享受釋放身心靈的暢快。

## Water Sports Promotion and Facilities Planning Seminars



研習會上學員發言踴躍

Participants engaged in asking questions and exchanging ideas at the workshop.



教練指導學員體驗划船運動

Instructors gave students rowing lessons.

In coordination with the Executive Yuan's Forward-Looking Infrastructure Plan, the Sports Administration has introduced the Recreation and Sports Environment Establishment Plan that includes the implementation of these 3 policy initiatives: "establishing premium quality and user friendly sports venues and facilities," "establishing friendly bike paths," and "improving the water sports environment." Implementation of the "improving the water sports environment" initiative is focused on the nationwide promotion of the water sports of sailing, canoeing, and rowing. Subsidies will be provided to local governments to improve relevant infrastructure and fundamental facilities such as multifunction boat storage facilities, training environments, floating docks, and lavatories.

To ensure county and municipal governments understand the features of these water sports, the key points of the Forward-Looking Infrastructure Plan, subsidy application procedures and the principles of competition, the Sports Administration held two Water Sports Promotion and Facilities Planning Seminar sessions on October 13 and 17, 2017 at Breeze Canal in New Taipei City and Anping Yunhe Canal in Tainan City, respectively. In addition, instructors were onsite and available to give rowing lessons for those interested in learning and experiencing water sports.

## 水域運動推廣暨設施規劃研習會

配合行政院推動「前瞻基礎建設計畫」，本署研提「營造休閒運動環境計畫」，包含「營造優質友善運動場館設施」、「營造友善自行車道」及「改善水域運動環境」等 3 項施政目標。其中，「改善水域運動環境」執行重點，將針對全國推廣帆船、輕艇、划船等水域運動據點，補助縣市政府改善複合式艇庫、集訓環境、浮動碼頭、盥洗設施等相關基礎設施。

為讓縣市政府瞭解水域運動種類特性、前瞻計畫執行重點、申請補助程序及競爭型原則等，本署分別於 106 年 10 月 13 日、17 日假新北市微風運河及臺南市安平運河召開 2 場「水域運動推廣暨設施規劃研習會」，並安排教練指導學員體驗划船運動。

### Sport Terms

### 運動詞彙

sports industry

運動產業

eSports

電子競技

water sports

水域運動