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## Director General of the Sports Administration, Chin-Hsung Kao, Meets the Winner of the Wimbledon Boys Singles, New Taiwanese Tennis Star Chun-Hsin Tseng



Director General Kao presenting a gift to the Wimbledon Boys Singles champion, new Taiwanese tennis star Chun-Hsin Tseng

On July 20, Sports Administration Director General Chin-Hsung Kao met with the winner of the Wimbledon Boys Singles, new Taiwanese tennis star Chun-Hsin Tseng. Director General Kao sincerely congratulated him for winning two grand slam junior singles titles in a row and becoming the first Taiwanese to win the Wimbledon boys singles and exhorted him to continue working hard in pursuit for excellence.

The Sports Administration stated that tennis is a major discipline for development of competitive sports in Taiwan and is also one of the professional sports that the public pays

most attention to. Director General Kao expressed the hope that Chun-Hsin could utilize the momentum gained by being ranked No. 1 in the world to achieve success at the coming US Open and Youth Olympic Games. The Sports Administration will continue to plan the training and assistance required to provide Chun-Hsin with a successful transition to the adult professional tennis in order to improve further to reach the pinnacle of professional tennis.

## Fun in Summer Vacation, Come Play Sport



Summer Vacation Sports Camps-Aikido

In order to encourage children to participate in outdoor activities during the summer vacation, to embrace the sea and the mountains, and to experience a different kind of camp, the Sports Administration commissioned the National Taiwan Sport University to plan summer camp activities for over a dozen of sports popular in previous camping activities and combined various feature schools to hold summer camps in north, central, south and east Taiwan; the sports includes mountain hiking, rock climbing, outdoor adventure watersports (kayaking, windsurfing, diving, stand up paddle, water self-rescue etc.), archery, cycling, fitness champ (obstacle course) rollerblading, fitness (fitness test), sport stacking, orienteering and flying disc etc.. 81 sessions will be held, with an estimate of 4,000 students, to give them a chance to

experience activities different to those in school physical education classes, make them fall in love with sport and enjoy engaging in various sporting activities.

Aikido has become popular with parents and children in recent years. This fitness camp – aikido activity was held by Hung Kuang University. The activity aroused a love of sport in the young participants, increased their suppleness and muscle strength and also gave them an opportunity for self-cultivation. Participants were taught mat moves to increase suppleness and promote circulation. The children were also taught useful self-defense skills, such as how to escape from a hold, seizing and grappling skills and how to subdue an opponent with joint holds, not only increasing their health and physical strength, but also teaching them how to protect themselves.

Research shows that if children develop the habit of exercising at a young age, it will have a positive effect in terms of their learning, emotional control and interpersonal relations. The camp focused on basic moves and safety, as well as the concept of sports injury prevention; the climax of the activity was the play bouts before the end of the camp. Through fun and diverse activities, participants had the opportunity to experience the charm of the summer vacation camp. Apart from training the mind and body of the children and encouraging them to challenge themselves, the children also learned a sense of responsibility, independence, and how to live, share and cooperate with others, in order to build healthy interpersonal relations and to care about the things around them.

## Sports Administration and Health Promotion Administration Join Hands to Create a Sports City and a Healthier Future for Taiwan



"2018 Conference on Sports for all and Healthy City" was attended by representatives from governments, enterprises, academia, media and the public involved in the sports and health sectors

The Sports Administration (SA), Ministry of Education and Health Promotion Administration (HPA), Ministry of Health and Welfare, jointly held the "2018 Conference on Sports for all and Healthy City" at the GIS MOTC Convention Center on July 28, 2018, with a focus on protecting the right of Taiwanese to engage in sporting activity and be healthy. Representatives from governments, enterprises, academia, media and the public attended the event as part of a coordinated effort to create a "Sports City" and lead the nation toward a "Healthy Future."

This conference focused on the theme "Sports City" and "Healthy Future" and started with a roundtable seminar of officials from local (Department of Sports, Taipei City Government, Department of Health, New Taipei City Government) and central government (SA and HPA). The seminar invited Bob Heere, President-Elect of the North American Society for

Sport Management and Professor of the University of North Texas and Professor Shinya Kuno from the University of Tsukuba to discuss their experience in promoting sport in the Netherlands and Japan. Other attendees from industry, academia, media and the public were invited to speak on the subject of "Health, LOHAS and the Love of Exercising," including Chi-ya Yuan, Operations Director at the Industrial Technology Research Institute's Service Systems Technology Center, Professor Hsien-Wen Kuo from National Yang-Ming University, Assistant Professor Chien-Chang Ho from Fu Jen Catholic University, President Li-Min Ouyang of the Chinese Taipei Curling Association and Chien-Hsing Lee, Deputy Editor-in-Chief at Global Views Monthly. The speakers exchanged experiences promoting sports and health and discussed future prospects, helping to add substance to follow up policies.

The conference concluded successfully after more than 300 people in attendance participated in discussions. The SA and HPA pointed out that a healthy population is the greatest asset a nation can have. Since 2015, the SA and HPA have jointly held annual seminars to enhance cooperation and establish a cross-departmental platform, at which such issues as active community life, exercise at work and exercise/LOHAS for seniors have been discussed. After the conference reached consensus on the Sports City issue, the SA and HPA agreed to continue working together to expand the environment of healthy living, LOHAS and the love of exercising in Taiwan. In addition, partners from all walks of life will be invited to continue their support and involvement, in order to establish a solid foundation on which the people of Taiwan can engage in sport and live healthier lives.

## "2018 National Taiwan University International Handball Invitational Tournament" Press Conference and MOU Signing Ceremony Wrote a New Chapter in Sports Exchange



Group photograph taken at the "2018 National Taiwan University International Handball Invitational Tournament" Press Conference and MOU Signing Ceremony

The "2018 National Taiwan University International Handball Invitational Tournament" was held from July 13-18, 2018, with Taiwan's diplomatic ally Honduras sending a team for the first time. Ambassador Rafael Fernando Sierra Quesada of the Embassy of the Republic of Honduras in Taiwan, Senior Secretary Yu-Chi Liu of the Department of Latin American and Caribbean Affairs, Ministry of Foreign Affairs and Deputy Director General Che-Hung Lin of the Sports Administration, Ministry of Education, attended a press conference held at the Sports Administration on July 12 to announce information on the "National Taiwan University International Handball Invitational" and witnessed the signing of an historic Memorandum of Understanding (MOU) between the Chinese Taipei Handball Association and the Honduras Handball Association.

The "National Taiwan University International Handball Invitational Tournament" is a biennial competition. In the past, most participating countries came from Asia, but in April the Honduran Ambassador visited the Sports Administration and, with the help of both the



Ministry of Foreign Affairs and the Sports Administration, a handball team from Honduras received an invitation to take part in this year's competition. As a result, more than 20 teams from colleges and clubs in Taiwan, Japan, Hong Kong, Singapore, Macau and Honduras took part in the 2018 invitational tournament. In addition, Honduran Ambassador Rafael Fernando Sierra Quesada joined the National Taiwan University Alumni team and took part in the competition in person, showcasing the depth of friendship between Taiwan and Honduras.

Moreover, the Honduras Handball Association not only came to Taiwan to take part in the competition, but also signed a MOU with the Chinese Taipei Handball Association. This agreement seeks to strengthen bilateral diplomatic relations and friendship by promoting future exchanges on offsite training, sports systems and policies, seminars etc. while working together to promote the sport of handball. In this way, handball serves as a vanguard in the hope that the scope and level of exchange will continue to expand, while also helping to increase the channels for sports diplomacy available to Taiwan.

## Sports Administration Calls on Enterprises to Support Taiwan's New Heroes and Limitless Possibilities Together



Screen shot of the Sports Administration "Sports Sponsorship Database Matching Platform"

In 2014, the Sports Administration, Ministry of Education, launched the "Sports Sponsorship Database Matching Platform" to encourage enterprises to support outstanding athletes and sport teams with potential and, to improve sports venues and facilities across Taiwan, so as to enhance the excitement of sports competitions and expand the resources available to promote related activities. This has given greater public exposure to the needs of athletes and sport teams, focused resources from disparate parts of society and boosted sport in Taiwan. As of the end of 2017, a total of 45 companies had used the platform to provide sponsorship that benefited many athletes and sport teams.

To channel the energy of the private sector, the Sports Administration continues to operate this platform and also commissioned "Accurate International Marketing Co., Ltd." in 2018 to provide sponsoring enterprises with a wider range of benefits depending on the needs of individual cases, such as tax advice on enterprise sponsorship, exclusive reports, brand exposure etc. This is also combined with the Sports Activists Awards, nominating companies for gold, silver, bronze and long-term sponsorship awards depending on the level of sponsorship provided, in an effort to increase the willingness of enterprises to provide sponsorships. Such an approach enhances the overall image and reputation of the enterprises involved. In the future, an even wider range of promotional methods will be applied to ensure more athletes and sport teams benefit, while also increasing brand exposure and product sales opportunities for sponsoring enterprises, to allow enterprises to fulfill their social responsibility, creating a win-win situation for all.

Although long-term corporate sponsorship requires time, its benefits are more eye-catching than short term investment. Perhaps the most successful example is world No. 1 ranked women's badminton player Tzu-Ying Tai who has received long-term sponsorship from Taiwan Cooperative Bank and other enterprises. At the same time, for those athletes and sport teams from remote areas who train hard despite the lack of facilities or funding, if all their hard work and efforts are backed up by more corporate sponsorship and support, they would be able to perform at an even higher standard with much more outstanding results.

The Sports Administration "Sports Sponsorship Database Matching Platform" website can be found at <http://sponsor.sa.gov.tw>

All enterprises are invited to join and support a new generation of Taiwanese heroes and challenge limitless possibilities together.

## 體育署高俊雄署長與 2018 年溫布頓網球公開賽青少年單打冠軍的新生代球王曾俊欣會面

教育部體育署高俊雄署長於 7 月 20 日與 2018 年溫布頓網球公開賽青少年單打冠軍的新生代球王曾俊欣會面，對曾俊欣接連獲得兩座青少年大滿貫單打冠軍，成為臺灣史上第 1 位在溫網青少年單打賽事奪冠的選手，表達最真切的恭賀之意，並勉勵曾俊欣持續努力，追求卓越。

體育署表示，網球是我國競技運動重點發展項目，也是國人高度關注的職業運動之一，預祝俊欣能挾著青少男組世界第 1 的氣勢，於後續登場的美國網球公開賽及青年奧運再創佳績，體育署將延續培訓規劃，協助俊欣銜接成人組職業賽事，持續挑戰自我，邁向網壇頂尖之列。

## FUN 暑假 來運動

教育部體育署期盼青年學子暑假能走出戶外，擁抱山海，體驗不一樣的育樂營。今（107）年持續由國立體育大學統籌規劃，結合各特色學校在臺灣北、中、南、東四大區域同時舉辦，延續往年最熱門營隊項目，包括登山健行、攀岩、戶外冒險、水上活動（如獨木舟、風浪板、SUP 划槳、潛水、水上自救等）、射箭、自行車、體能王（活動闖關）、直排輪、體適能（體能考驗）、競技疊杯、定向越野活動及飛盤等超過 12 項運動體驗活動，總計辦理 81 個梯次，預計招收 4,000 名學生參與，讓青年學子實際體驗有別於學校體育課的活動，讓孩子們愛上運動，享受多元的運動樂趣。

合氣道為近年深受家長與小朋友愛戴的運動項目之一，本次由弘光科技大學辦理體能王 - 合氣道活動，讓許多孩子喜愛運動、增進柔軟度與肌力，並修身養性。活動教導學童地板柔軟健康操，透過軟墊地板，舒展筋骨，增進氣血循環；此外，最具特色的即為防身術教學，學習掙脫術、護身術、合氣道擒拿術及地板關節控制術等，不僅可以增進身體健康，更是培養孩童防護自身安全的最佳機會。

根據研究報告顯示，孩子若能從小養成運動習慣，無論在學習、情緒和人際關係上，都會產生正面的影響。營隊特色均著重於基本動作與安全、運動防護觀念，並於結業前的遊戲對抗賽達到活動高潮，透過樂趣化、多元化活動實施，讓學生充分感受營隊的無窮魅力；除了訓練孩子體適能、心智、自我挑戰外，孩子在做中學習責任感、自立能力、學習與他人相處共同生活和合作，建立人際關係的成長，懂得如何與人分享及關心周遭事物。

## 體育署與健康署攜手打造運動城市 帶給國人健康未來

為守護國人運動權與健康權，教育部體育署與衛生福利部國民健康署 107 年 7 月 28 日於集思交通部會議中心共同舉辦「2018『打造運動城市，健康 Level Up』全民運動與健康研討會」，廣邀產、官、學、民、媒界代表共同研討，期攜手打造「運動城市」，帶領國人邁向「健康未來」。

本次研討會以「運動城市，健康未來」為主題，由中央（體育署、健康署）、地方（臺北市政府體育局、新北市政府衛生局）政府圓桌論壇領銜開場，會中邀請北美運動管理學會會長當選人暨北德州大學 Bob Heere 教授及筑波大學久野譜也教授分享荷蘭及日本實務推動經驗，並以「健康、樂活、愛運動」為題，邀請工研院服務系統科技中心袁啟亞營運總監、國立陽明大學郭憲文教授、輔仁大學何健章助理教授、中華民國冰壺協會歐陽立民理事長及遠見雜誌李建興副總主筆等產、學、民、媒界代表與會，交流推動經驗與分享未來展望，為後續政策增添執行動力。

本次研討會在現場逾 300 人的交流激盪下完美落幕，體育署及健康署指出，健康國民是國家最大的資產，為強化合作網絡並建立跨域交流平台，兩署自 104 年起合辦年度業務研討會，至今已聚焦探討社區動態生活、職工運動及銀髮運動樂活等業務要項，本次在運動城市議題凝聚共識後，兩署將持續攜手，齊力拓展全民健康、樂活、愛運動的環境，並邀請各領域夥伴持續支持與投入，共同成為國民運動權及健康權的堅實靠山。

## 「2018 臺灣大學國際手球邀請賽」記者會暨 MOU 簽署儀式 開啟交流新篇章

「2018 臺灣大學國際手球邀請賽」於 107 年 7 月 13 日至 18 日舉行，今年首度有友邦宏都拉斯手球隊參賽。宏都拉斯共和國駐華大使館謝拉（Sierra）大使、外交部拉丁美洲及加勒比海司劉聿綺簡任秘書及教育部體育署林哲宏副署長出席於 7 月 12 日在體育署舉辦的記者會，除了向大家宣布「臺灣大學國際手球邀請賽」之資訊外，也見證中華民國手球協會與宏都拉斯手球協會簽署合作備忘錄（MOU）之歷史性的一刻。

「臺灣大學國際手球邀請賽」為兩年舉辦一次的盛會。往年報名的參賽國家多來自亞洲，今年因宏都拉斯謝拉大使於 4 月拜會教育部體育署，搭起了橋樑，再透過外交部及體育署的穿針引線，特別邀請到遠自宏都拉斯的手球代表隊來臺。因此，今（107）年賽事計有日本、香港、新加坡、澳門、宏都拉斯及我國，共 6 個國家及地區，超過 20 所大專院校及俱樂部球隊參與。此外，宏都拉斯謝拉大使也親自加入臺灣大學校友隊進行比賽，以行動體現宏都拉斯與我國的深刻友誼。

除來臺參加比賽外，宏都拉斯手球協會亦與中華民國手球協會簽署 MOU，期許雙方未來能透過球隊移地訓練、體育制度與政策、論壇研習等方面之交流，深化邦交情誼，並共同為推廣手球運動交流而努力。本次活動藉由手球運動作為先鋒，期待持續擴大交流範圍及層次，拓展我國體育外交管道。

## 體育署邀企業挺臺灣新英雄 共同挑戰無限可能

為鼓勵企業投入資源培育具潛力之績優運動選手或團隊、充實運動場館與設施、提升運動賽事的精采度，藉以擴增體育運動推展資源，教育部體育署自 103 年啟用「體育運動贊助資料庫媒合平臺」以來，積極為需要資源的選手及團隊曝光其需求，同時整合來自各界的社會資源與支援，為臺灣體壇帶來陣陣暖流，截至 106 年底已有 45 家企業透過媒合平臺投入贊助，讓許多選手及隊伍受惠。

為匯聚民間能量，體育署除繼續維運該平臺外，今年特委由「神準國際行銷有限公司」視贊助個案需求，提供贊助企業更多元化的回饋方案，舉凡企業贊助稅務諮詢、專題報導或品牌曝光等，更進一步結合體育推手獎，以提升企業的贊助意願，依照該企業贊助績優選手或團隊的金額，分別將其納入推手獎金、銀、銅及長期贊助獎提名名單，大幅度提升企業整體形象與知名度，未來更期待透過多元宣傳，讓更多運動員與團隊受益，同時增加贊助企業品牌露出與商品銷售的機會，並善盡企業社會責任，達到雙贏的互惠互利局面。

企業長期贊助需要時間的沉澱，其效益卻遠比短期投資來得突出與顯著，像羽球世界球后戴資穎，長期接受合作金庫等企業的贊助，即是最成功的範例；而有些偏遠地區的選手與團隊，即使設備短缺、經費不足，仍奮戰不懈，他們的苦練，若能獲得更多企業的贊助支持，將能協助他們邁向更高、更快、更強的新境界，無後顧之憂，挑戰無限的可能，締造更出色的佳績。

體育署「體育運動贊助資料庫媒合平臺」網址為：<http://sponsor.sa.gov.tw>

歡迎各界企業一起挺臺灣新英雄，共同挑戰無限可能。

### Sport Terms

### 運動詞彙

Aikido

合氣道

Handball

手球