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Director General Kao of the Sports Administration Talks About Building Taiwan's Unique Brand of International Sports Events Through Local Characteristics



Director General Kao Chin-Hsung (center) of the Sports Administration attended the "2018 Fun Sports in Taiwan Results Announcement Reception" with track and field athlete Chen Kuei-Ru (left) and female softball player Lin Su-Hua (right) on 16th November

This year, various national sport federations, city/county governments and central government agencies have combined enterprise, academic and other resources and cooperated in holding 130 international sports events across Taiwan. Director General Kao Chin-Hsung of the Sports Administration (SA) stated in a recent media interview that more than 100 international sports events were held in Taiwan this year and have attracted over 18,000 foreign athletes to participate and were watched by 800,000 on-site spectators as well as viewed by more than 100 million people on TV, Internet and other platforms.

The SA recently held the "2018 Fun Sports in Taiwan Results Announcement Reception" and invited people who are concerned about sports from various sectors and male and female athletes to look back on this year's splendid international sports events. Director General Kao also revealed the 12 featured sports events that were selected to display the four elements of "Competitive Strength", "Mass Participation", "Beauty of Taiwan" and "Historic and Classic", with the aim to highlight the substantial benefits of staging international sports events, such as promoting competitive sports, sports for all, folk culture and city marketing, and also to show affirmation for and to express gratitude to the sports associations and city/county governments for cooperating to hold these events. It is also hoped that these successful events can serve as benchmarks that organizers of future sports events can learn from so the scale and quality of international sports events can be gradually improved.

Sports events link Taiwan to the international community, which is the main aim of national sports policy, and they are also a shortcut through which Taiwan can go onto the international stage, as well as a way of civil diplomacy that gets close to the people and displays the beauty of hospitality in Taiwan. Holding international sports events has substantial value in terms of promoting positive image and improving Taiwan's position internationally. Taking this year's events for example, baseball, basketball, tennis, cycling and other major international sports events demonstrated Taiwan's ability to stage large-scale sports events and the competitive strength of our athletes, as well as attracting the attention of the public and media, imperceptibly making the people more united. More importantly, through combining cities with major sports events, foreign athletes, media and viewers around the world can enjoy the beautiful scenery of Taiwan and the hospitality of its people; these are the cultural, tourism and economic benefits that such international sports events can bring.

In the interview, Director General Kao mentioned that the SA launched the Management Plan for Optimizing International Sports Exchange Events in 2016 with the aim of developing domestic sports organizations, enhancing the ability of hosting international sports events, expanding international sports exchange opportunities and to obtaining more opportunities to host international sports events in Taiwan. Cross-sector resources such as enterprise, media, marketing and sports resources have been combined, and experts and scholars have been invited to form an advisory team to make an all-out effort to optimize the way of managing international sports exchange activities. For instance, seminars and lectures with experts from abroad have been held to assist in organizing sports events. In addition, with marketing

channels such as Internet, printed media and TV, information about events and the coverage of major competitions have been disseminated; resources manuals and results publications have been released to spread the benchmark effect. Director General Kao also thanked the units and people from various sectors who have assisted in hosting international sports events successfully in Taiwan this year, including city/county governments, sports associations, academia and business for their support and their input of resources. The hosting of these successful sports events in Taiwan was only possible because of everyone's cooperation and effort, which also assisted in driving the development of the sports environment in Taiwan.

Asia's First and Only Accelerator Program! International Sports Accelerator HYPE and the Sports Administration and National Chiao Tung University Join Hands to Leap Onto the International Stage



The Sports Administration, HYPE and IAPS lead participating teams to announce the launch

The Phase 1 program of SPIN Accelerator TAIWAN, implementation of which was entrusted to the Center of Industry Accelerator and Patent Strategy of National Chiao Tung University (IAPS, NCTU) by the Sports Administration (SA) and HYPE Sports Innovation in cooperation, was launched at Taipei Arena on October 27, 2018. Amidst intense competition

between almost 50 teams, 10 were selected for official training; and will also have access to IAPS and HYPE's funds and contacts, as well as having a chance to represent Asia in the HYPE Sport Innovation's global competition, leaping onto the international stage and linking up with more world class resources.

HYPE CEO Ilan Hadar and Global Manager Terry Dehghani traveled to Taiwan from Israel to attend the opening ceremony of Phase 1 program; SA Director General Kao Chin-Hsung and Director of IAPS Huang Jing-yao were also in attendance. With the assistance of the SA, SPIN Accelerator TAIWAN is strengthening the link between academia and industry, helping the sports industry in Taiwan grow and properly using the professional skills of sports talent in Taiwan. Director General Kao stated, "I am really excited to cooperate with HYPE and also very pleased to see so many sports technology teams with potential in Taiwan; I hope, through cooperating with HYPE, that teams from Taiwan can be helped to smoothly establish international links."

Each of the 10 selected teams has a unique business model; Velodash, a startup bicycle platform that won the unanimous favor of the judges, has grasped the pain points of cyclists and created a rider-friendly platform that integrates various types of riding information; through Velodash, riders can record their route and share information such as route, distance and gradient for other cyclists to challenge; the platform also has a community function that organizes group rides and manages the attendance situation; during group rides, the situation, speed and position of all the riders can be instantly grasped; GoMore, a wearable stamina sensor developed by GoMore Inc., visualizes the physical ability of the wearer; using it when doing sport together with the corresponding physical ability tracking App, the wearer can keep abreast of their physical performance and the body's response to different sports intensities and environments, to allow athletes to regulate their physical ability allocation and training list. Also, sports brand Rema has self-developed various styles of sportswear, won the major Golden Pin Design Award many times and owns multiple patents and aims to be Taiwan's first international sports brand.

The teams will continue to grow internally with the irrigation provided by SPIN Accelerator TAIWAN and, externally, will raise their international profile. It is expected that this accelerator program will attract more talents with interest in sports technology and that more new ideas and vigorous growth of the industry will soon be seen.

2018 National Special Schools Adapted Physical Education Games



Director General Kao Chin-Hsung of the Sports Administration pictured with the eight medal winners in the female speed walking/road running

This competition was jointly organized by the students and teachers of the Department of Adapted Physical Education of National Taiwan Sports University, special schools in Taiwan, the Cerebral Palsy Association of R.O.C., Chinese Boccia Sport Association, and Taiwan Special Sports Association etc. The aim was to nurture teamwork based on mutual assistance and cooperation and build student confidence and self-affirmation through the teaching and training of school physical education courses to achieve the actual effectiveness of physical activity in order to echo the words of Jean Driscoll, eight-time winner of the world wheelchair marathon, who said, "My success or failure does not depend on my disability but on my own ability."

This year was the 4th Sports Games of Adapted Physical Education for Special Schools held by the Sports Administration in succession; it put adapted physical activity into practice in the field of special education, facilitating the benefits in areas such as physical function, cognitive learning and social emotions etc. gained by participating students, to achieve the ideal of "endpoint benefit", it also actively implemented the protection of the right to sports

of the mentally and physically disadvantaged in Article 5 of the National Sports Act: "The government of all level should protect the rights of its people to use sports facilities and to participate in sports activities on equal basis."

The 2018 National Special Schools Adapted Physical Education Games was held on November 21-22 at National Taiwan Sport University. As well as inviting the pupils and staff of every level of special schools to attend, mentally and physically disadvantaged students in inclusive classes of general schools were also invited to make the entire event richer and more diverse. The competitive events were all suited to students of varying degrees of disability and including speed walking/road running, badminton, table tennis and boccia; like the previous edition of the Games, tug-of-war events of students and teachers was also held to add competitive experience and bring students and teachers closer together.

Lin Jia-Wen, the winner of the 2018 President's Education Award and a Deaflympian who won two gold medals at the Deaflympics 2017 Samsun, Turkey, was appointed as the Ambassador of the 2018 National Special Schools Adapted Physical Education Games. The Games kicked off with Lin striking a tennis ball, with tennis being his area of expertise, at the opening ceremony on the evening of the 21st, which demonstrated that sport has no barriers. The Games had around 500 participants including staff, parents, and mentally or physically disadvantaged students from 25 special schools across Taiwan.

This year's Games gave mentally or physically disadvantaged students a chance to increase their fitness in a fun way in the education field, providing more opportunities for interpersonal interaction and improvement of social adaptation ability during competition as well as giving students and teachers from special schools an opportunity to exercise the mind and body and providing them with a stage to demonstrate their abilities, allowing them to become shining sports stars.

"2018 Sports iTaiwan Project Year-End Joint Meeting" - Central and Local Governments Working Cooperatively to Guide the Public to Show Passion and Love for Taiwan Through Sports



Group Photo at the 2018 Sports iTaiwan Project Year-End Joint Meeting

The 2018 Sports iTaiwan Project Year-End Joint Meeting was held on November 1-2 at West Lake Resortopia in Miaoli. With the aim of reviewing the program's promotion effectiveness and putting forward improvement measures, a series of courses and activities were planned under the themes of "Future Prospects" and "Policy Review for Improvement"; over 150 representatives from central and local government inspection committees and city/county governments were in attendance.

With respect to the theme of "Future Prospects", the first day of the meeting was taken up by the courses of "Emerging Trends of the Sports Industry", "Sports for All Experience", "Sports Future Prospects: Sports for all in views of multi-ethnic groups"; PCG Bros, Decathlon Taiwan, the Service Systems Technology Center of the Industrial Technology Research Institute, Chinese Taipei Flying Disc Association, Bodyhouse, Curves, and Taichung Sports Federation for Individuals With Disabilities were invited to share their promotion experience to build a cross-sector platform to move towards the future together.

To achieve the effect of "Policy Review for Improvement", various city/county governments presented practical actions and excellent cases of marketing and promotion, resource integration etc. on day 2 and the Sports Administration engaged in policy advocacy with the theme of "Spontaneous Active Lifestyle, LOHAS, and Love for Sports - Love Taiwan, Moving towards 2019", effectively sharing promotion experiences and reached a consensus on the promotion of 2019 through a general discussion meeting.

The Sports Administration stated that the 6-year Sports iTaiwan Project will enter its mature stage in 2019 and will continue to provide solid back up for city/county governments, and cooperatively guide the public to show their passion and love for Taiwan through sports!

2018 Sports Elite Awards Finalists Announcement Press Conference



Director General Kao Chin-Hsung of the Sports Administration (middle), Secretary General Shen Yi-Ting of the Chinese Taipei Olympic Committee (left), and President Chang Chao-Kuo of the Republic of China Sports Federation (right) praise athletes for their hard work and effort for the country through the dynamism of boxing

This year, Taiwanese athletes have performed outstandingly in various major international sports events. With the Asian Games held this year, more recommendations were received for all categories of the Sports Elite Awards. In total, over 120 recommendations were received

by the Sports Administration. The list of finalists for the 2018 Sports Elite Awards and the winner of Lifetime Achievement Award and Special Award were announced at a press conference on November 8, 2018, with Kuo Chung-Hsing and coach Kuo Sheng winning the Lifetime Achievement Award and Special Award respectively.

As well as the Lifetime Achievement Award and Special Award, the finalists of the six other Sports Elite Awards were announced, namely: Best Male Athlete Award, Best Female Athlete Award, Best Coach Award, Best Sports Team Award, Best Rookie Athlete Award and Best Sportsmanship Award. Well-known athletes, outstanding newcomers, as well as athletes, teams and coaches that excelled at this year's Asian Games are all on the list of finalists.

The meeting to decide the winners of the 2018 Sports Elite Awards will be held on the morning of December 12. The Award ceremony will be held at 2:30 pm on the same day in the Convention Hall of Howard Civil Service International House.

體育署高俊雄署長暢談以臺灣在地特色 逐步打造臺灣特有的品牌國際運動賽事

今（107）年臺灣從各單項運動協會、縣市地方政府及中央部會，結合企業、學術等各界資源，全國上下攜手合作、齊心舉辦了 130 場國際運動賽事，體育署高俊雄署長近日接受媒體專訪表示，今年逾百場國際賽事，共吸引超過 18,000 名外籍選手來臺參賽，進場觀賽達 80 萬人次，更有上億人次透過國內外電視或網路等多元平臺收看。

日前體育署所舉辦的「2018 夯運動 in Taiwan 成果分享會」，邀請各界關心及參與臺灣體育運動人士齊聚，一同回顧今年各項精彩的國際賽事，高俊雄署長也揭示體育署今年所精選出的 12 項賽事，以「競技實力」、「全民參與」、「美麗臺灣」及「歷史經典」等四個元素呈現，突顯國際賽在推廣競技運動、全民運動、發揚民俗文化、行銷城市特色等多元效益。並希望藉由精選 12 項賽事，表達對於各單項運動協會及縣市地方政府通力合作之肯定與感謝，期發揮標竿典範的借鏡效果，使各主辦單位逐步提升賽事籌辦格局與服務品質。

以運動賽事讓臺灣接軌國際，是體育運動政策相當重要的一環，也是我國走向世界舞臺的捷徑，更是最貼近人心及展現臺灣人情之美的國民外交，對於提升我國的國際形象與地位具有重要價值。以今年的賽事為例，包括棒球、籃球、網球、自由車等各項大型國際賽事，對世界各國展現了我國賽事舉辦之能力，以及選手們的競技實力，同時所引發社會大眾及媒體關注與討論的熱度，無形中也凝聚了國人團結之心。更重要的是透過各城市與大型賽事的結合，讓外國選手及媒體鏡頭，實際飽覽與感受臺灣風景之美、人情之溫，此正是國際運動賽事所帶來文化、觀光、經濟等面向的價值效益。

專訪中，高俊雄署長提到，為了協助國內體育組織茁壯發展、提升國際賽會經營能力，開拓國際體育交流機會，並爭取更多國際賽會在臺灣舉辦，體育署自 105 年度起辦理「優化國際體育交流活動管理計畫」，結合企業、媒體、行銷、體育等跨界資源，邀集專家學者業師等代表籌組顧問團，合力推動優化國際體育交流活動管理機制，並以主題式研習會、國際達人開講分享等活動，針對賽事舉辦之精進需求提供協助；另從網路、平面、電視等媒體行銷管道，針對百場賽事資訊、亮點賽事報導進行露出，並提供資源手冊及成果專刊進行標竿典範的行銷擴散。同時，亦多次感謝促成今年國際賽事順利在臺舉辦的各界單位與人士，包括縣市地方政府、單項運動協會、學界及企業界的支援與資源投入等，因為大家共心合作、齊力打拚，才能讓今年國際賽事在臺灣大放異彩，也驅動臺灣的體育運動環境邁向共好發展。

亞洲唯一運動加速計畫！國際運動加速器 HYPE 與體育署、交大攜手臺灣躍上國際舞台

由教育部體育署與國際運動新創加速器 HYPE Sports Innovation（簡稱 HYPE）攜手合作，委託交大產業加速器暨專利開發策略中心（IAPS）主辦的 SPIN Accelerator TAIWAN，2018 年 10 月 27 日在台北小巨蛋展開第一期計畫。從近 50 組的激烈競爭中，選出 10 組團隊成為正式培訓團隊，同時獲得 IAPS 與 HYPE 雙邊的資金與人脈，更有機會成為 HYPE 競賽的亞洲代表隊，躍上國際舞台，對接更多世界級資源。

HYPE 的 CEO Ilan Hadar 與 Global Manager Terry Dehghani 從以色列來臺參與第一期計畫的開幕，體育署高俊雄署長與交大 IAPS 中心的黃經堯主任也都親臨現場一同共襄盛舉。SPIN Accelerator TAIWAN 在體育署的助力下，強化了學界與產業界的連結，幫助臺灣運動產業的發展，亦妥善運用臺灣運動人才的專業技能。高俊雄署長表示：「對於與 HYPE 的合作相當興奮，也很開心看到台灣有那麼多深具潛力的運動科技團隊，希望能藉由與 HYPE 的合作，幫助台灣的團隊能順利與國際接軌」。

這次選拔中，10 組成功入選的團隊都各有獨特的商業模式。獲得評審一致青睞的新創單車平台 Velodash，抓住自行車車友的痛點，營造清楚整合所有騎行資訊的友善平台。車友可透過 Velodash 記錄騎行路線，並分享路徑、距離與坡度等資訊，給其他車友進行挑戰；另外平台還具備了社群功能，可以揪騎並管理出席狀況，在團騎的當下，還能即時呈現每個隊友的動態、速度與排名。還有由博晶醫電研發的穿戴式體力計 – GoMore，它將運動者的體力視覺化，運動時配戴它，並搭配對應的體力追蹤應用程式，便能知道自己目前的身體效能，以及各種運動強度、環境影響對身體造成的反應，調節自身的體力配置與訓練清單；另外運動品牌 Rema 銳馬，自行開發多款機能運動服飾，榮獲多次金點設計大獎並擁有多項產品專利，期許自己要當台灣第一個國際運動品牌。

透過 SPIN Accelerator TAIWAN 的灌溉，團隊們對內將持續成長茁壯，對外能增加在國際上的能見度，也相信這個加速計畫的出現，定能吸引更多對運動科技有興趣的人才投身其中，新點子的產出與產業的蓬勃發展指日可待。

2018 全國特教學校適應體育運動會

本次賽事是由國立體育大學適應體育學系師生、全國啟智與特教學校及中華民國腦性麻痺協會、中華地板滾球運動協會、臺灣特殊體育學會等民間團體共同籌辦競賽項目，期以透過學校體育課程的教學訓練，培養互助合作的團隊精神，並建立信心肯定自我，達成身體活動的具體效益，以呼應曾獲得八次世界輪椅馬拉松競速冠軍的美國選手 Jean Driscoll 所說的：「我的成敗所維繫的，不是我的失能，而在於我本身的能力。」

體育署已持續舉辦四屆特教學校適應體育運動會，將適應體育運動落實於各特殊教育教學場域，促進身心障礙學生在身體機能、認知學習及社會情緒等均能獲得實質的效應，以達到「終點受益」的理想；並積極實踐國民體育法第 5 條「政府應保障人民平等使用運動設施及參與體育活動之權利」，保障身心障礙者的運動權利。

2018 全國特教學校適應體育運動會於 11 月 21 至 22 日在國立體育大學舉辦，除循例邀請各級特殊教育學校師生參與外，也邀請普通學校融合式班級的身心障礙學生參賽，讓整個競賽活動能更多元、更豐富。競賽項目普遍適合各類身心障礙學生參與，包括健走路跑、羽球、桌球及地板滾球外，更延續上一屆舉辦的師生合組之拔河競賽，以增添競賽體驗，拉近師生距離。

今(107)年總統教育獎的聽障奧運選手林家文，去年榮獲土耳其薩姆松達福林匹克運動會(聽障奧運)2面金牌，也以「2018全國特教學校適應體育運動會」運動大使身分，在21日晚上的開幕典禮以最擅長的網球開球，拉開本賽事的序幕，展現運動無礙的精神。該賽事計有來自全國約25所特教學校，約500餘名身心障礙學生及師長出席。

本次運動會讓身心障礙學生們能在寓教於樂的教育場域中鍛練體能，在競技賽會中增進人際互動的機會及提升社會生活適應能力外，也期盼能提供給特殊教育學校的師生們舒展身心的活動機會與發揮自我的舞台，成為一顆顆閃耀的運動之星。

「107年運動i臺灣計畫期末聯席會議」- 中央、地方攜手協力 引領國人用運動表達對臺灣的愛

「107年運動i臺灣計畫期末聯席會議」於107年11月1日及2日假苗栗西湖渡假村舉辦，為檢討計畫推動效益並提出策進作為，會議以「展望未來」及「檢討策進」為主題規劃系列課程與活動，並邀請中央、地方訪視委員及縣市政府逾150名代表與會。

為「展望未來」，聯席會議首日由「運動產業新興趨勢」、「全民運動體驗」、「運動未來式-從多元族群看全民運動」等課程組成，並邀請寶悍運動平台、台灣迪卡儂企業、工研院服務系統科技中心、中華民國飛盤協會、體適堡健身中心、Curves可爾姿及社團法人臺中市身心障礙體育總會等分享推動經驗，期打造產、官、學、民跨域共好平台，一同攜手邁向未來。

而為達「檢視策進」效果，會議第二日由各縣市簡報分享107年行銷宣傳、資源整合等實務作為與優良案例，並由體育署以「自發·樂活·愛運動-邁向108年愛臺灣」為題進行政策宣導，有效觀摩推動經驗，且透過綜合座談凝聚108年推動共識。

體育署表示，運動i臺灣計畫為6年期計畫，108年計畫之推廣已邁入成熟期，體育署將持續作為縣市最堅實的後盾，與各縣市攜手，引領國人用運動表達對臺灣的愛！

107年體育運動精英獎入圍名單公布記者會

今年我國體壇好手在各大運動賽事都有傑出的表現，且適逢亞洲運動會，體育運動精英獎各獎項獲得各界熱情的推薦，本署共收到超過120件的推薦資料，並於107年11月8日公布體育運動精英獎入圍名單，由郭中興先生獲得「終身成就獎」；郭昇教練榮獲「特別獎」。

除了終身成就獎及特別獎之外，亦公布「最佳男運動員獎」、「最佳女運動員獎」、「最佳教練獎」、

「最佳運動團隊獎」、「最佳新秀運動員獎」及「最佳運動精神獎」等 6 獎項入圍名單，其中有耳熟能詳的知名選手，後起之傑出新秀以及今年在亞洲運動會有優異表現的運動員、運動團隊及教練等都在入圍名單之列。

107 年體育運動精英獎決選會議將於 12 月 12 日上午召開，評選出本屆體育運動精英獎各獎項之得主，並於當日下午 2 時 30 分在公務人力發展學院福華國際文教會館卓越堂舉行頒獎典禮。

Sport Terms

運動詞彙

Adapted Physical Education

適應體育

Sports Elite Awards

體育運動精英獎