

# **Experts' Briefing 2017 Taipei Universiade**



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**National Taiwan Sport University**

# Personal Background-1

- **Bachelor:**

Department of Economics,  
National Chung Hsing  
University, Taiwan (1980-1984)

- **Master:**

Physical Education Graduate  
Institute, National Sport  
University, Taiwan (1987-1990)

- **Doctor:**

KPE School of the University of  
Northern Colorado, USA (1994-  
1997)



# Personal Background-2

- Honorable President, Asian Association for Sport Management (AASM) (2016--)
- Professor, National Taiwan Sport University (2002--)



# Professional Majors

- Economics and sport industry management (focus on sport event management, sport facility management, and sport economic analysis)



# Teaching experiences

- **Doctoral program:**

Sport Economics, Sport Event Management, Sport Marketing

- **Master program:**

Sport Marketing, Sport Event Management, Sport Facility Management

- **Undergraduate program:**

Economics, Sport Economics, Sport Marketing, Sport Industry Field Experiences

(<http://isa.ntsuo.edu.tw/bin/home.php>)





# Congratulations RIOU



# Contents

- What is 2017 Taipei Universiade
- The Purpose of Hosting 2017 Taipei Universiade
- The Benefits of Hosting 2017 Taipei Universiade
- Outcomes
- Conclusions



# What is 2017 Taipei Universiade-1

- The bidding process of 2017 Universiade

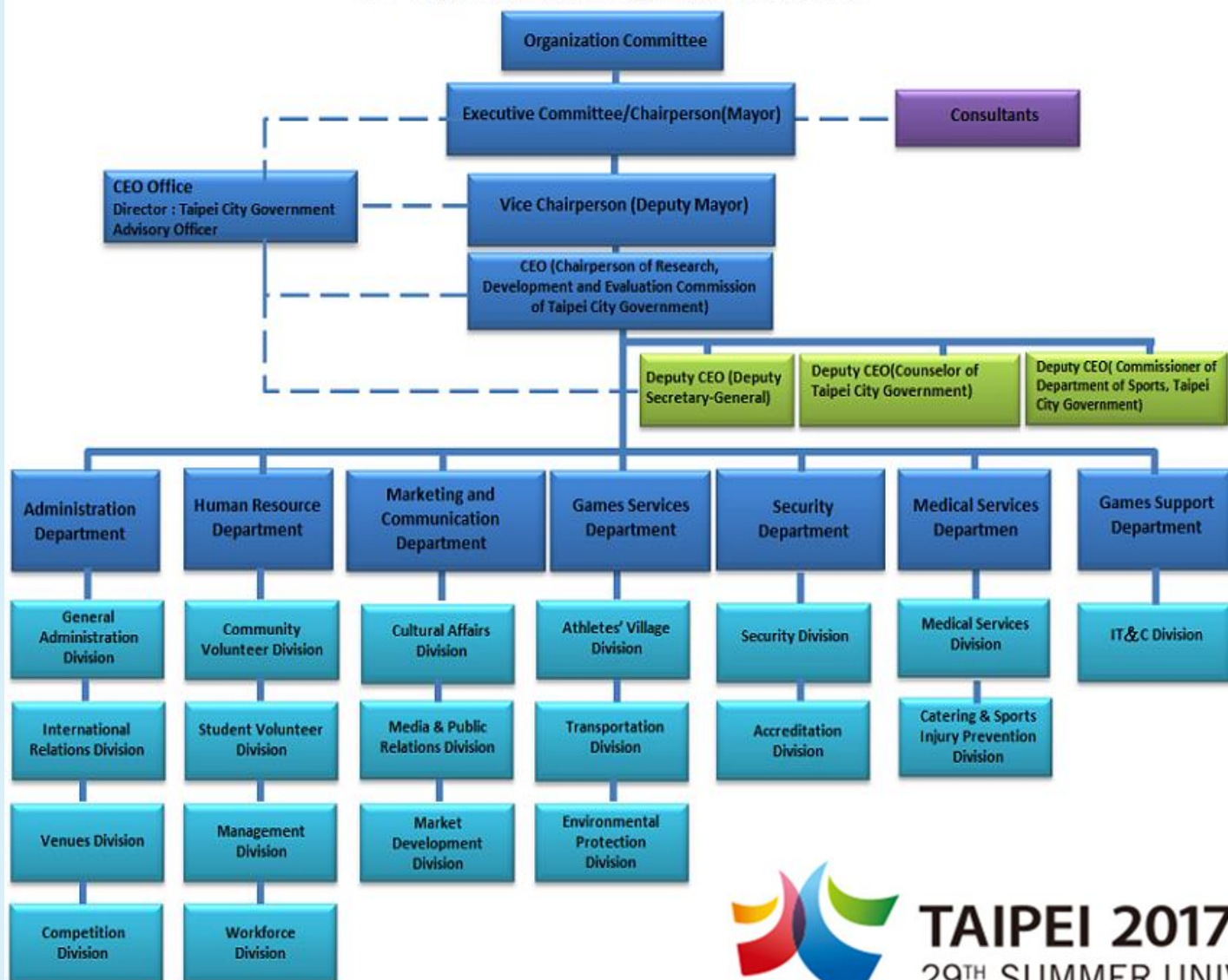
<http://2017.taipei/files/15-1000-280.php> )

- 2017 Taipei Universiade Organizing Committee





## 2017 Taipei Universiade Organizational Structure



**TAIPEI 2017** ★★★★★  
**29<sup>TH</sup> SUMMER UNIVERSIADE**  
 August 19-30, 2017

# What is 2017 Taipei Universiade-2

- Missions: **To host an outstanding Universiade ever before**
- Mottos: **For You. For Youth**
- Masco: **Formosa Black Bear**
- Sports: **22**
- Venues: **61**
- Schedule: **19/08/2017~30/08/2017**
- Athletes: **The elite student athletes around the world**
- Athletes' Village: **Linko, New Taipei City**
- Human Power Resources: **700 staffs + 18,000 volunteers**
- The Stakeholders : **FISU+IFs+ international athletes/staff + VIPs + media + TUOC + judges + sponsors + spectators**
- The integration to the other industries



<http://www.taipei2017.com.tw/>



# The Purpose of Hosting 2017 Taipei Universiade

- Hosting the Universiade is believed **to benefit the whole nation, as well as bolster the international image of Taiwan.**



made in Taiwan  
[www.taiwantaiwan.net](http://www.taiwantaiwan.net)

# The Benefits of Hosting 2017 Taipei Universiade-1

- **Economic Benefits:**
  - (1) **Hardware:** 4.73 billion USD, including the reconstructing of 61 existed facilities, building of new Tennis Center and Basketball Arena, Timing system, and the ancillary facilities.
  - (2) **Software:** 933 million USD relate to the event operating costs, such as right fees, personnel fees, marketing expenses, etc..
  - (3) **Individual Expenditures:** 433 million USD during the game periods, including accommodation, meals, transportation, entertainment, shopping, etc.
- **The Economic Impacts** of 2017 Taipei Universiade are anticipated to generate 9.144 billion USD.



# The Benefits of Hosting 2017 Taipei Universiade-2

- **Non-Economic Benefits**

**Goal : A better Taipei**

## **1. Changing the urban constitution**

**(1) Hardware:** Construction of world-class Green athletic facilities, low carbon and energy efficient transport systems, low carbon meals and accommodations with local Taiwanese features, and comfortable and ergonomic safety facilities.

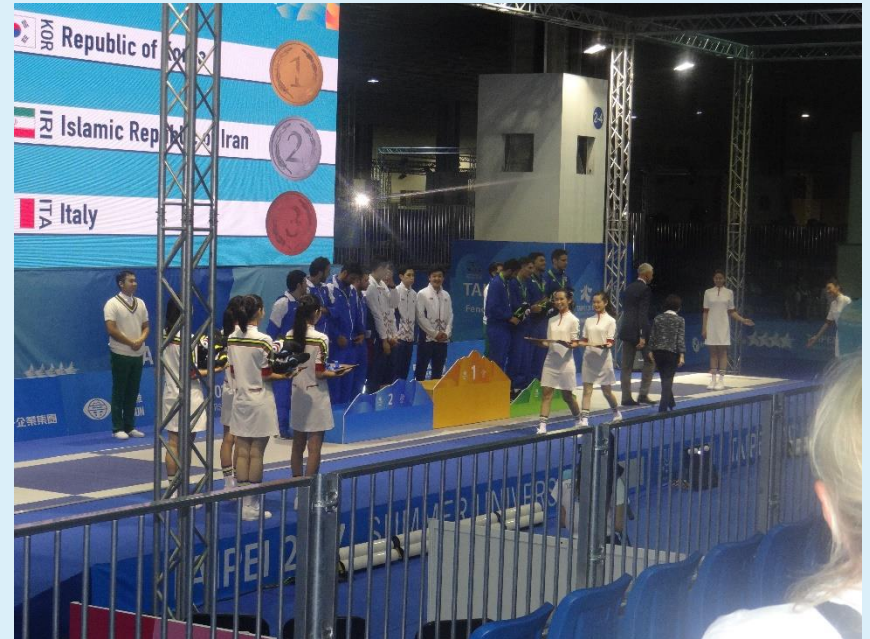
**(2) Software:** Enhance the standards and knowledge of competing athletes and referees, establish a reserve of international sporting event volunteers, improve public athleticism, develop a team of professionals in the management of international sporting events, and market urban features and local culture.





# Modified Venues- NanKang Exhibition Center

(Gymnastics, Rhythmic Gymnastics and Fencing)



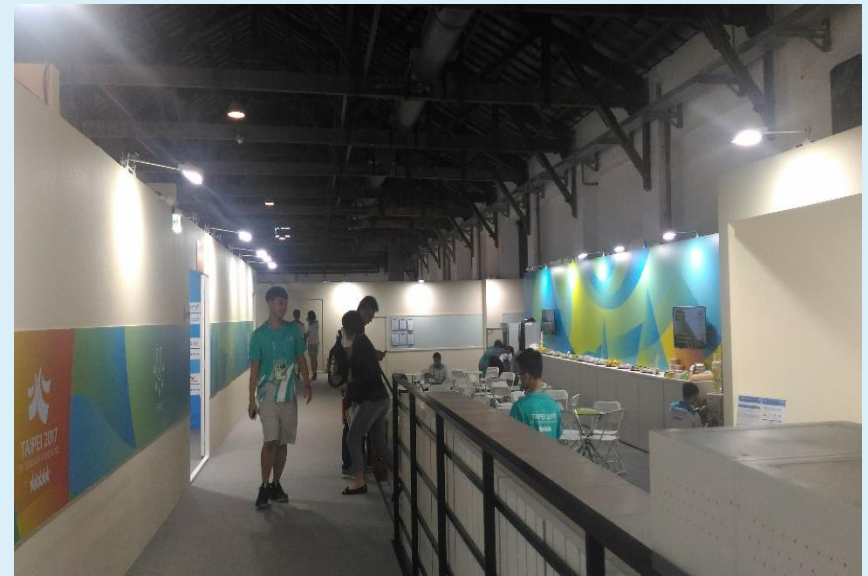


# Modified Venues- National Taiwan Sport University

(Archery, Swimming, Football, Volleyball, Water Polo)



# Modified Venues- Old Tobacco Manufactory (IBC)





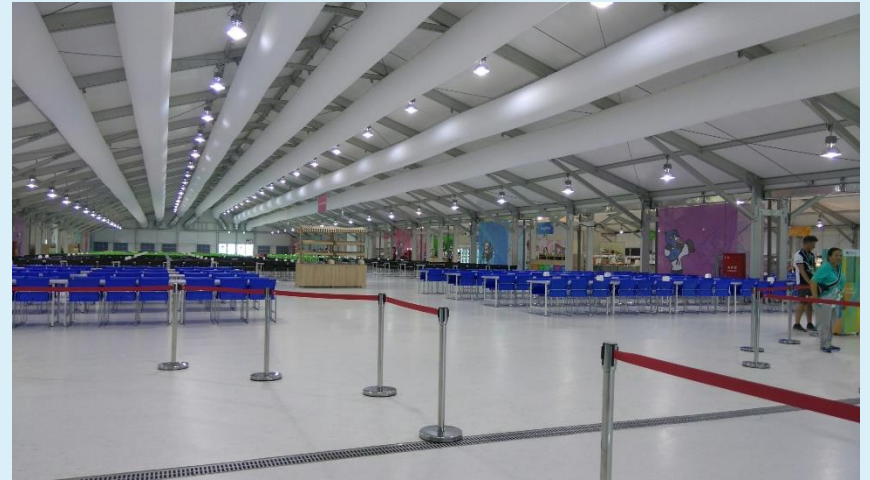
# New Constructions- have been outsourced

(Basketball Arena and Tennis Center)



# New Constructions- for local community

## (Athletes' Village)



# The Benefits of Hosting 2017 Taipei Universiade-3

## 2. Rediscover the glory fitting of a nation's capital

- (1) Re-establishing our confidence
- (2) Create a cohesive identity
- (3) Rediscover our glory





# Outcomes-1

- 141 nations
- 7,640 athletes
- 3,633 teams staffs
- Total : 11,273 delegates





# Outcomes-2

Browser tabs: 葉公鼎教授出國RIOU公文20 | Rio 2017 Conference 201710 | 國際體育事務碩士學位學程 | Universiade Taipei 2017 | Taipei 2017 Summer Un X

Address bar: data.2017.gov.taipei/atos/prod/eng/zz/engzz\_general-medal-count.htm

All Sports ▾

Rank	NUSF				Total
1	Japan	37	27	37	101
2	Korea	30	22	30	82
3	Chinese Taipei	26	34	30	90
4	Russia	25	31	38	94
5	United States	16	19	16	51
6	Ukraine	12	11	13	36
7	DPR Korea	12	5	6	23
8	Italy	9	6	17	32
9	China	9	6	2	17
10	Iran	8	4	11	23
11	Poland	7	9	9	25
12	Germany	7	6	11	24
13	Mexico	6	5	11	22
14	Hungary	5	5	4	14
15	France	4	5	8	17
16	Canada	4	5	4	13
17	Australia	4	3	2	9
18	Dominican Rep.	4	2	0	6
19	Serbia	4	0	0	4
20	Turkey	3	7	6	16
21	Kazakhstan	3	6	7	16
22	Belarus	3	4	2	9
23	Romania	3	2	6	11
24	Azerbaijan	3	1	4	8
25	Lithuania	3	1	3	7
26	Armenia	3	1	2	6
27	Thailand	2	5	6	13
28	Brazil	2	4	6	12
29	Portugal	2	1	2	5

# Outcomes-3

## New World Record



## New Asian Record



# Outcomes-4

**Wait on the Line for Souvenirs**

**Wait on the Line for Tickets**



# Outcomes-5

**Side Activities are Popular**



**Athletes are Welcomed**





# Conclusions-1

- An essential international mega sporting event can generate huge impacts on the hosting area and even the world.
- Universiade Games is an important sport mega event for young athletes.



# Conclusions-2

- Taipei City as well as Taiwan central government have well taken the opportunity of hosting 2017 Taipei Universiade to promote Taipei and the other places of Taiwan in different aspects, such as tourism, business, and the outstanding quality of Taiwanese Human Power Resources.





# Conclusions-3

- How to make good use of 2017 Taipei Universiade legacies is a new mission to Taipei City Government.



**Thank You Very Much**  
**Let's Q & A!!**

