

出國報告（出國類別：參加會展）

參加「2013 年國際單項運動總會聯合  
會年會（SportAccord Convention  
2013）」報告

服務機關：教育部體育署

姓名職稱：國際及兩岸運動組 林靜秀科員

派赴國家：俄羅斯·聖彼得堡

出國期間：102 年 5 月 25 日至 102 年 6 月 1 日

報告日期：102 年 8 月 30 日

## 摘 要

2013 年國際單項運動總會聯合會年會 (SportAccord Convention 2013) 於 102 年 5 月 26 日至 31 日在俄羅斯·聖彼得堡舉行，內容包含各國際體育運動組織所舉辦正式會議、運動相關會議及攤位展覽等，因國際奧林匹克委員會主席及各國際單項運動總會會長等國際體壇重要人士都將與會，該項年會已成為各國及各國際體育運動組織拓展國際交流及提升國際能見度之重要平台。

新北市為申辦 2020 年亞洲沙灘運動會及 2023 年亞洲運動會，由中華奧林匹克委員會協助報名參展設攤宣傳，教育部體育署派員隨同參加本屆年會，以利輔導申辦國際綜合性運動賽會業務及增進國際賽會專業知能。

教育部體育署與會人員除協助新北市參展事宜及觀摩攤位展覽外，並出席多項運動相關會議 (包含城市論壇、專題演講及專題座談)，聽取 2020 奧運候選城市簡報，參加開、閉幕典禮及文化參訪活動。

此行除瞭解 SportAccord 年會活動內容，吸收國際體育運動新知，聽取奧運候選城市簡報外，並發現以國家或國家奧會名義設攤宣傳，已成為新趨勢，我國申辦賽會城市應考量整合行銷，另舉辦 SportAccord 年會具效益，我國可評估申辦。

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## 壹、目的

國際單項運動總會聯合會年會（SportAccord Convention，以下簡稱 SportAccord 年會）自 2003 年起開始舉辦，每年舉辦一次，由國際單項運動總會聯合會（SportAccord）、夏季奧運國際單項運動總會協會（ASOIF）及冬季奧運國際單項運動總會協會（AIOWF）等單位共同主辦，大會期間除 SportAccord、ASOIF、AIOWF、世界運動會總會（IWGA）等國際運動組織將召開年會，並舉辦國際體育運動會議及展覽外，國際奧林匹克委員會（IOC）亦將召開執行委員會會議。

SportAccord 年會期間國際體壇重量級人士雲集，包括 IOC 主席、執行委員、各國際單項運動總會主席、秘書長，此外各國際綜合性運動賽會申辦城市或主辦城市、國際運動行銷公司、媒體等運動團體出席踴躍，使得這項年會已成為各國及各國際體育運動組織拓展國際交流及提升國際能見度之重要平台。

我國新北市獲遴選代表申辦 2020 年亞洲沙灘運動會及 2023 年亞洲運動會，為協助新北市申辦國際賽事，教育部體育署委請我國國家奧會－中華奧林匹克委員會（以下簡稱中華奧會）協助新北市組團參展設攤行銷宣傳，並派員參加 SportAccord 年會，以利輔導申辦國際綜合性運動賽會業務及增進國際賽會專業知能。另外，高雄市亦透過中華奧會協助報名組團參加本屆年會，以舉辦「2013 年第 1 屆世界運動舞蹈大會」為宣傳主軸，進行城市行銷。

### 一、活動日期：

102 年 5 月 25 日至 102 年 6 月 1 日，共 8 天。

### 二、活動地點：

俄羅斯·聖彼得堡（Saint Petersburg, Russia）

### 三、參展人員：

序號	姓名	所屬單位及職稱
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1	蔡琇卉	新北市政府 體育處專員
2	張至滿	新北市政府 台北市立教育大學教授
3	曹君武	新北市政府 文化局專員
4	廖茂成	新北市政府 秘書處科員
5	曾立欣	新北市政府 體育處科員
6	林靜秀	教育部體育署 國際及兩岸運動組科員
7	楊志頌	中華奧會 國際組專員
8	陳武雄	高雄市政府 體育處處長
9	廖英君	高雄市政府 體育處專員

#### 四、活動行程：

日期	地點	行程內容
05月25日(星期六)	維也納	出國行程【台北→維也納】
05月26日(星期日)	聖彼得堡	出國行程【維也納→聖彼得堡】
05月27日(星期一)	聖彼得堡	展場攤位布置
05月28日(星期二)	聖彼得堡	攤位展覽 運動相關會議 開幕典禮
05月29日(星期三)	聖彼得堡	攤位展覽 運動相關會議 國際奧會記者會 文化參訪
05月30日(星期四)	聖彼得堡	攤位展覽 運動相關會議 2020 奧運候選城市簡報 展場攤位撤除 國際奧會記者會 閉幕晚會
05月31日(星期五)	聖彼得堡	返國行程【聖彼得堡→維也納】
06月01日(星期六)	維也納	返國行程【維也納→台北】

## 貳、過程

2013 年 SportAccord 年會於俄羅斯，聖彼得堡 Lenexpo Exhibition Centre 舉行，活動內容包括「國際運動組織正式會議」、「運動相關會議」、「2020 奧運候選城市簡報」、「攤位展覽」、「運動示範區」及「社交活動」等。（如附件一）摘述如下：

### 一、國際運動組織正式會議

SportAccord 為國際單項運動總會聯合會，其年會各國際單項運動總會代表齊聚一堂，各國際體育運動組織利用此一機會召開多項會議。本屆 SportAccord 年會期間舉行正式會議如下：

- \* ARISF 理事會議、大會
- \* IWGA 年會
- \* IMGGA 理事會議、大會
- \* AIMS 全體會議
- \* ASOIF 大會
- \* AIOWF 大會
- \* IOC 執行委員會會議
- \* IOC 執行委員與 ASOIF 聯合會議
- \* IOC 執行委員與 AIOWF 聯合會議
- \* AIOWF 與 ASOIF 聯合會議
- \* SportAccord 理事會議、大會
- \* SportAccord 年會理事會議、大會

## 二、運動相關會議

SportAccord 年會期間除各國際體育運動組織召開多項正式會議外，並安排各項專題演講、討論或座談，就運動、運動產業及舉辦運動賽事等相關議題進行研討。(如附件二) 摘錄如下：

### (一)城市論壇

#### 1. 專題演講：城市定位 (What's Your Position?)

由利物浦大學 Dr. Beatriz Garcia 主講，他認為選擇主辦國際賽事須與地方緊密連結，應考量舉辦賽事對城市之挑戰及機會為何，以進行評估。

#### 2. 熱門話題：以城市特色挑選主辦賽事 (The Right Fit - Matching Events With City Priorities)

主持人：Peter Bayer (Opensportsmanagement 執行長)

與談人：Andrew Craig (The Craig Company LLC 執行長)

Hazem Galal (PricewaterhouseCoopers 卡達地區負責人)

Nils Hoch (Olympiapark Munchen GmbH 賽事經理)

Laurine Platzky (Western Cape Gov.發展策略執行長)

與談者認為，各城市應以城市發展長期經濟利益來挑選主辦賽事，並將賽會傳承列入長程願景之一。城市基礎建設的投資應以城市及國家長期持續的利益為考量點。此外，賽會傳承須有計畫、有策略、有預算去執行才會產生。

#### 3. 賽事觀察：瑞典的越野滑雪賽(Sweden's Vasaloppet)

由 Anders Selling (Managing Director, Vasaloppet)介紹原為地區性的越野滑雪賽如何發展成為超過 6 萬 5,000 人參與，橫跨 3 個城鎮的熱門賽事，並帶來可觀的經濟效益。

#### 4. 熱門話題：善用社群媒體 (Using Social Media To Maximise Benefit)

主持人：David Eades (BBC World 記者及主播)

與談人：Lucian Boyer (Havas Sports & Entertainment 總裁)

Jens V. Holm (IMGA 執行長)

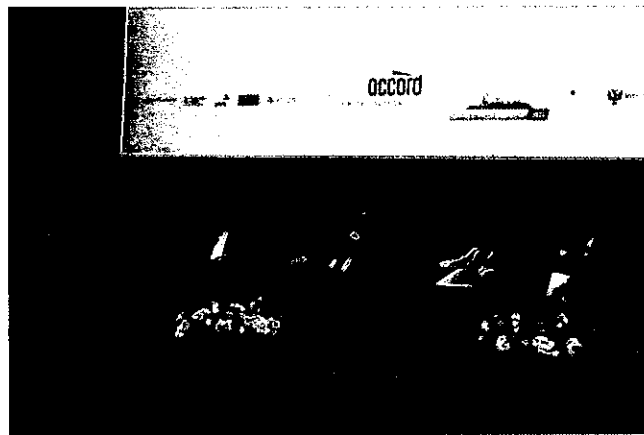
Eline Andersen (SportEvent Denmark 賽事經理)

Andy Miah (Director of the Creative Futures Institute,  
University of the West of Scotland)

特定族群對特定主題感興趣，因此應根據賽事來制定溝通策略。與談者認為各項運動賽事籌辦應善於利用社群媒體，籌辦單位必須瞭解年輕世代，與其持續對話，了解社群媒體的 DNA，並創造話題，讓年輕人樂於參與賽事。

#### 5. 案例研討：綜合性賽會介紹 (A Quick Guide To Multi-Sport Events)

由 Vincent Gaillard (SportAccord 執行長)介紹 SportAccord 轄下之武搏運動會、智力運動會、韻律運動會、沙灘運動會及城市運動會。



### (二) 運動會議

#### 1. 專題演講：以運動啟發未來(Winning the Future)

由 Kevin Roberts (Saatchi & Saatchi 執行長)主講，他認為企業要在現今這個 VUCA (Vibrant, Unreat, Crazy, Astounding 充滿活力、不真實、瘋狂及令人迷惑)的世界生存，只能依賴運動，因為運動能打破人類的藩籬，讓世界變得更好，奧運會即是最



佳案例。

2. 專題座談：運動產業發展觀察(How Fit is Sport?)

主持人：David Eades (BBC World 記者及主播)

與談人：Jim Bell (NBC Universal 奧運節目執行製作)

Donald Fehr (NHL 執行主席)

Vasily Kihnadze (Sports Broadcasting 執行長)

Lisa Murray (Octagon Worldwide 執行副主席)

與談者認為即便運動醜聞頻傳，粉絲支持運動比賽熱情不減，贊助商仍將借重運動來行銷品牌。研究顯示，沒有其他東西比運動更能傳達品牌故事。

3. 專題討論：運動和全球經濟(Sport and the Global Economy)

主持人：David Eades (BBC World 記者及主播)

與談人：Michael Forde (Chelsea Football Club 執行主席)

Shaila-Ann Rao (SPORTFIVE International 執行長)

Harvey W. Schiller (America's Cup 2013 副主席)

Bill Squadron (Bloomberg Sports 總監)

Andrew Zimbalist (Smith College 經濟學教授)

與談者認為主辦運動賽事預算控制十分重要，必須注意申辦結構、預算超支、土地利用、過度建設等問題。經濟規模越大，運動與全球經濟的關連性越高。

4. 賽會焦點：索契冬季奧運會(Sochi in the Spotlight)

由 Dmitry Chernyshenko (2014 索契冬奧組委會執行長) 介紹各項冬季奧運競賽場館，以及交通、住宿、開閉幕典禮、志工、售票及維安等規劃及安排。

### 三、2020 奧運候選城市簡報

SportAccord 年會之論壇、專題演講或座談等會議與會人數不一，

端視議題及講座之吸引力而定，而 2020 奧運候選城市簡報卻吸引爆滿之聽眾，可見申辦奧運仍為大眾矚目的焦點。2020 奧運候選城市簡報依序由伊斯坦堡（土耳其）、東京（日本）、馬德里（西班牙）進行簡報。

伊斯坦堡由土耳其奧會主席、土耳其青年暨運動部部長、奧運運動員代表及申奧委員會主席等人進行簡報，以「Bridge Together」為標語，介紹其場館配置、交通建設，並強調土耳其之經濟發展，以及土耳其位居東方與西方橋樑之特點。

東京由申奧委員會主席（日本奧會主席暨國際奧會委員）、東京市市長、申奧委員會執行長（日本奧會副主席）、奧運選手代表等人進行簡報，以「Discover Tomorrow」為標語，說明其交通便利與場館集中，強調 85%的場館都位於距選手村 8 公里範圍內，充分展現日本爭辦奧運之熱情與決心，並以“*We have kept the best, and improved the rest.*”之口號讓聽眾留下深刻印象。

馬德里由國際奧會委員、商業及國際貿易部部長、馬德里市市長、西班牙奧會秘書長（申奧委員會執行長）、西班牙奧會副主席、西班牙奧會主席（申奧委員會主席）等人進行簡報，以「Illuminate the Future」為標語，說明其場館、住宿、交通規劃，並強調其國民高度支持申奧，以及西班牙經濟發展正逐年成長。

綜觀三個候選城市之簡報皆是以簡潔之簡報、圖片及影片，搭配口號及標語，希望能讓聽眾留下深刻印象。三者皆強調奧運競賽場館集中、交通時間縮短、選手村等設施完善，並於簡報團隊中加入奧運選手代表。



2020 奧運候選城市簡報

#### 四、攤位展覽

SportAccord 年會為國際體壇之年度盛會，會場展示攤位包含國際運動賽會申辦城市或主辦城市、國際單項運動總會、國際體育運動組織、國際運動行銷公司等單位，提供各國及各國際體育運動組織在國際曝光及宣傳之最佳機會。本屆年會參展單位如附件三。



澳門體育發展局攤位



2019 世界大學冬季運動會申辦城市攤位

此次我國新北市前往設攤宣傳申辦 2020 亞洲沙灘運動會及 2023 亞洲運動會。新北市以小型天燈布置展場，並由工作同仁穿戴原住民

服飾以吸引與會者，頗具特色。除攤位展示及發送文宣外，新北市並於 SportAccord 年會刊物“*The Daily*”每日刊登半版廣告，以增進其宣傳效果。

高雄市目前並無申辦國際綜合性運動賽會，惟仍以辦理「2013 年第 1 屆世界運動舞蹈大會」為主軸進行城市行銷，並利用參展機會與世界運動舞蹈大會總會洽商舉辦賽會相關事宜。我國於 2009 年舉辦高雄世界運動會，此次參展期間發現部分與會者曾來臺參加高雄世運會，經過高雄市攤位前均會駐足或寒暄，可見主辦國際綜合性運動賽會之效益。

此外，由我國籍黃進成先生擔任會長之國際巧固球總會亦首度參展，希藉由設攤宣傳推廣巧固球運動，早日加入 SportAccord 及 IWGA，並成為世界運動會正式競賽項目。



新北市代表接受俄羅斯媒體採訪



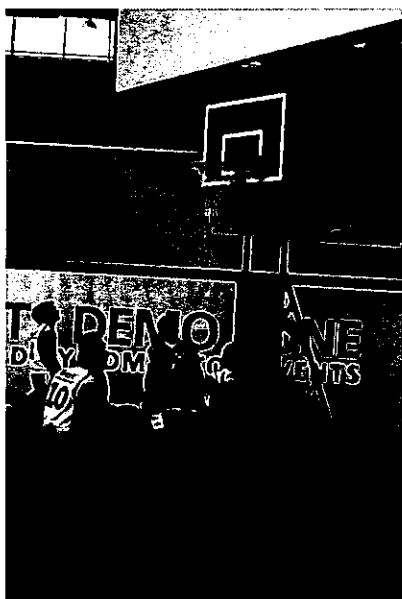
高雄市展覽攤位



國際奧會吳經國委員探視我國參展攤位

## 五、運動示範區

SportAccord 年會自 2012 年起於展場中設立「運動示範區(Sports Demo Zone)」，提供所屬會員組織展示所轄運動，以廣為宣傳。本屆年會示範運動包含羽球、游泳、泰拳、擊劍、棒壘球、迷你高爾夫、鐵人三項、2013 世界武博運動會、棋藝、法式拳擊、帕運（輪椅籃球、輪椅運動舞蹈）、現代五項、柔道、合氣道、空手道等，吸引許多與會者前往觀賞。



帕運（輪椅籃球）

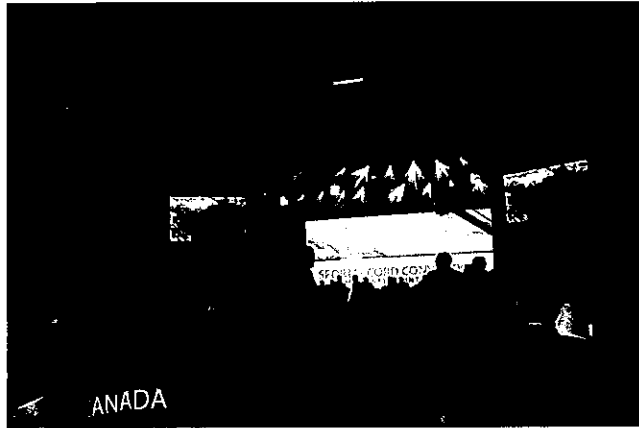


帕運（輪椅運動舞蹈）

## 六、社交活動

### (一)開幕典禮

開幕典禮於會展第一天晚間 6 時至 8 時假展場禮堂舉行，由俄羅斯副總理、聖彼德堡市長、IOC 主席及 SportAccord 主席依序致詞後，進行約 1 個小時之冰上歌舞劇表演。



開幕典禮場景

## (二)文化參訪

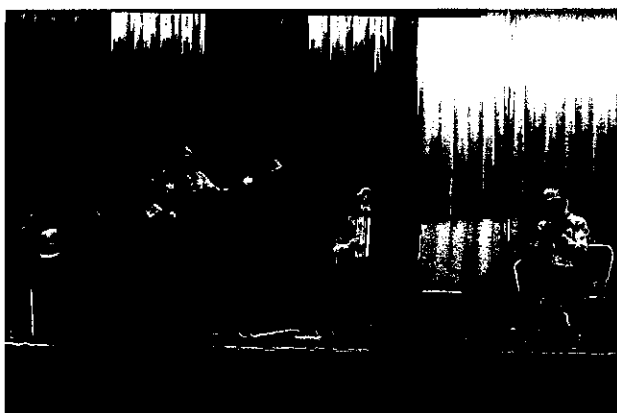
聖彼得堡曾為俄國首都，現為俄羅斯第二大城，是政治、經濟及文化中心。本屆 SportAccord 年會主辦單位安排與會者於會展第 2 天晚間 9 時至 11 時參觀博物館（The State Hermitage Museum），參加者十分踴躍，大會依住宿旅館分組並配置英語解說員，現場並安排演奏古典音樂，提供觀賞者一場豐富的文化饗宴。



參訪博物館（The State Hermitage Museum）

## (三)閉幕晚會

閉幕晚會於會展最後一天晚間 7 時至 10 時在官方飯店之一 Park Inn by Radisson Prebaltiyskaya Hotel 舉行，安排樂團開場表演，宴會廳兩旁備有餐點及飲料，中間配置長方桌，供與會者站立用餐並自由交流。



閉幕晚會表演



閉幕晚會

#### (四) 清晨活動

SportAccord 年會期間每日清晨安排 5 公里健走/路跑，供與會者自由參加。

### 參、心得及建議

#### 一、我國申辦及主辦國際綜合性運動賽會城市可考量整合行銷。

本屆 SportAccord 年會雖有多個城市設攤宣傳其主辦或申辦國際綜合性運動賽會，但日本、馬來西亞、新加坡、丹麥、瑞典、瑞士、澳洲、芬蘭、卡達等國都是以國家或國家奧會名義設攤，做整體行銷，甚至以運動結合觀光進行宣傳。

我國台北市將舉辦 2017 年世界大學運動會，新北市及台中市刻申辦 2020 年亞洲沙灘運動會、2023 年亞洲運動會及 2019 年東亞青年運動會，應考量整合行銷，其效益應較各城市單打獨鬥為佳。

#### 二、舉辦 SportAccord 年會具效益，我國可評估申辦。

SportAccord 有 107 個會員，包括 91 個國際單項運動總會和 16 個附屬會員組織【如國際聽障運動總會（ICSD）和 IWGA】。IOC 主席、執行委員、各國際單項運動總會主席及秘書長等國際體壇重量級人士均參加 SportAccord 年會，年會期間舉辦之運動相關會議及展覽，提供國際賽事主辦及申辦城市、各國體育運動組織、國際運動行銷公司、贊助商、媒體等一個重要的交流平台，也是各國及各國際體育運動組織提升國際能見度之宣傳佳機。此次俄羅斯副總理出席 SportAccord 年會開幕典禮，俄羅斯總統造訪展覽會場，可見該項會展受重視程度。

因我國國際處境特殊，平時要邀請 IOC 主席等國際體壇重要或具影響力人士來訪並不容易，若能舉辦 SportAccord 年會，渠等將群聚臺灣，對於促進我國體育界拓展與各國際體育運動組織關係及交流，深具效益，也是我國在國際體壇曝光及宣傳之最佳機會。

#### 三、建議體育署一級主管以上長官參加 SportAccord 年會。



體育署近年來均遴派國際組同仁參加 SportAccord 年會，惟尚未有組長層級以上長官與會，為使體育署高階主管能深入瞭解該項會展之辦理情形及效益，建議體育署業管組組長或更高層級長官撥冗參加 SportAccord 年會。

## 肆、附件

- 一、 SportAccord Convention 2013 Official Schedule
- 二、 City Forum Programme 2013、Conference Programme 2013
- 三、 Exhibitor List

# SPORTACCORD CONVENTION 2013 OFFICIAL SCHEDULE\*

Lenexpo Exhibition Complex, Saint Petersburg, Russia

Time	Sunday, May 26	Monday, May 27	Tuesday, May 28	Wednesday, May 29	Thursday, May 30	Friday, May 31
06:30						
07:00						
07:30						
08:00						
08:30						
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13:30	Lunch Ground Members Hall BA International Lunch Room 13:00-14:00					
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23:00						

CONFERENCE  
PRESS CONFERENCE

SAC 2013 OFFICIAL SCHEDULE\_version 10  
\*Please note that this schedule is subject to changes.  
All times indicated are local Saint-Petersburg, Russia times.

# CITY FORUM PROGRAMME 2013

Press Briefing Room, Hall 8, Lenexpo Exhibition Complex 13:30 – 17:30

Tuesday, 28th May, 2013

13:30 - 13:35

WELCOME AND INTRODUCTION TO SESSION ONE

13:35 - 14:00

**KEYNOTE ADDRESS: What's Your Position?**

What are the main challenges cities are currently facing in the context of hosting events? How can you best position and prepare your city to host a successful sports event, while also developing a distinct cultural programme that maximises local engagement and ensures long term legacy and sustainability?

Dr Beatriz Garcia, Head of Research, Institute of Cultural Capital, University of Liverpool

14:00 - 15:00

**PANEL SESSION: The Right Fit – Matching Events With City Priorities**

What does your city hope to accomplish by hosting a sporting event? What is your wish list of objectives? How do you compare the potential of different events to determine which of them will suit your objectives best? What are the measurements to be used when there is often no consistent way of measuring the performance of events across a range of criteria? What are the key metrics and information sources? How can cities build sustainable capability in assessing events?

Moderator: Peter Bayer, Managing Director, OSM – Opensportsmanagement  
Daphne Chan, Head of Research, Sportcal  
Andrew Craig, CEO, The Craig Company LLC  
Hazem Galal, Partner, State & Local Government Sector Global Leader, PricewaterhouseCoopers Qatar  
Miklós Hoch, Head of Events/Sales Department, Olympiapark München GmbH  
Dr Laurine Platzky, Deputy Director General, Strategic Programmes, Western Cape Government

15:00 - 15:30

COFFEE BREAK

15:30 - 15:35

WELCOME BACK AND INTRODUCTION TO SESSION TWO

15:35 - 16:00

**EVENT WATCH: Sweden's Vasaloppet**

First held in 1922, and inspired by a run by King Gustav Vasa in 1520, the Vasaloppet is an annual long distance cross-country ski race held on the first Sunday of March, between the village of Sälen and town of Mora in Sweden. It is the oldest, longest, and, in popular consideration, the biggest cross-country ski race in the world, with more than 80,000 elite, amateur and youth athletes competing during the event.

Anders Selleng, Managing Director, Vasaloppet

16:00 - 17:00

**PANEL SESSION: Using Social Media To Maximise Benefit**

The growth of social media has opened up a fast-changing new range of ways for cities and sports to engage with the local public – and to expand the reach of their events beyond the city to engage social media users around the world. How can cities harness the potential of Facebook, Twitter and other platforms and tools to connect with more people (especially young people), deepen their connection with them, promote city objectives and generate more value for partners?

Moderator: David Eades, Journalist and Anchor, BBC World  
Lucian Boyer, President & Global CEO, Havas Sports & Entertainment  
Jens V. Holm, CEO, IMGA (International Masters Games Association)  
Lars Lundow, CEO, SportEvent Denmark  
Prof Andy Miah, Director of the Creative Futures Institute, University of the West of Scotland

17:00 - 17:25

**CASE STUDY: A Quick Guide to Multi-Sport Events**

Many potential host cities do not have the desire, budget, or infrastructure to ever host a World Cup or an Olympic Games. A new wave of related-but-different multi-sport events, such as the World Mind Games, World Beach Games, and World Combat Games, now offer accessible, affordable and exciting options to host cities for which the huge mega-events are not an option.

Vincent Gaillard, Director General, SportAccord

17:25 - 17:30

CONCLUSIONS

附件二

# CONFERENCE PROGRAMME 2013

Conference Auditorium, Hall 7, Lenexpo Exhibition Complex 10:00 – 17:30

**Day 1: Wednesday, 29th May, 2013**

## THE STATE OF OUR INDUSTRY - Examining the Health of Sport

10:00 - 10:30

### WELCOME TO SPORTACCORD CONVENTION CONFERENCE 2013

David Eades, Journalist and Anchor, BBC World  
Charmaine Crooks, C.M, President, NGU Consultants Inc. 5-time Olympian and Olympic Silver Medalist  
Alexander Zhukov, President of the Russian Olympic Committee and First Deputy Chairman of the State Duma of the Russian Federation  
Hein Verbruggen, President, SportAccord

10:35 - 11:15

### KEYNOTE ADDRESS: Winning the Future – Sport as Inspirational Player

What is the purpose of sport in the world ahead? In a fast, fragmented future, how to elevate sports' making and governing, playing and watching, monetizing and marketing? Saatchi & Saatchi CEO Worldwide Kevin Roberts (Administrator, Sponsor, Coach, Player and Fan) will frame the big picture of where we are today with sport, and how to get to tomorrow through it.

Kevin Roberts, CEO Worldwide, Saatchi & Saatchi

11:30 - 12:30

### POST-MATCH ANALYSIS: How Fit is Sport?

A panel of industry pundits respond to the issues brought up by our keynote speaker, and comment on some of the sporting, entertainment, commercial and ethical challenges laid bare in the past year.

Moderator: David Eades, Journalist and Anchor, BBC World  
Jim Bell, Executive Producer, NBC Olympics, NBC Universal  
Donald Fehr, Executive Director, National Hockey League Players' Association  
Vasily Kiknadze, CEO, Sports Broadcasting (Panorama)  
Lisa Murray, Executive Vice President & Chief Marketing Officer, Octagon Worldwide

12:30 - 14:00

### LUNCH AND NETWORKING IN THE EXHIBITION AREA

14:00 - 15:00

### DISCUSSION: Gains and Gambles for Government

The opportunity for national prestige via sporting events has never been greater. The cost - and therefore the risk - are also proportionately more significant for national governments who back big projects and invest in sporting achievement. Key figures from London and Rio share a platform to consider their countries' experience in managing sporting success and failure, as well as their relations with sports organisers and the private sector.

Moderator: Mike Miller, CEO, World Olympians Association  
Carlos Arthur Nuzman, IOC Honorary Member, President, Rio 2016 Organising Committee for the Olympic and Paralympic Games  
The Rt Hon Hugh Robertson, Minister for Sport and Tourism, Department for Culture, Media and Sport, United Kingdom

15:15 - 16:15

### SPORT AND THE GLOBAL ECONOMY

When the financial prognosis gets even tougher, how do sports brands, teams and international Federations ride it out and build successfully for the future? An economist's forecast for the near future, followed by a debate on how key players in the industry propose to tackle the challenges ahead.

INTRO: Andrew Zimbalist, Robert A. Woods Professor of Economics, Smith College

### DEBATE: Meeting the Challenges of an Economy in Reverse

Moderator: David Eades, Journalist and Anchor, BBC World  
Michael Forde, Executive Director / Director of Football Operations, Chelsea Football Club  
Shaila-Ann Rao, Chief Executive Officer, SPORTIVE International  
Harvey W. Schiller, Ph.D, Vice Chair, America's Cup 2013  
Bill Squadron, President, Bloomberg Sports  
Andrew Zimbalist, Robert A. Woods Professor of Economics, Smith College

16:30 - 17:00

### INTERVIEW OF THE DAY: A Legend's Perspective

He has seen sport from the top, inside and out. One of the greatest ice hockey stars of all-time, he was selected for the IIHF's International Centennial All-Star Team, with the most votes of any player in history.

He was one of the first players from Russia to move to the NHL as ice hockey and pro sports entered a new controversial phase of the globalisation of talent. He managed and coached Russia's Olympic ice hockey team.

He served as Russia's Minister of Sport for six years, and he is now a member of the upper house of the Federal Assembly of Russia. Through it all, he has been known as a man ready to speak his mind.

Vladislav Fetisov, NHL Hall of Fame member and two-time Olympic Champion in conversation with Charmaine Crooks, C.M.

17:00 - 17:30

### SPIRIT OF SPORT AWARDS

The Spirit of Sport Awards have been created to recognise the efforts of SportAccord members in using sport as a tool for positive social change.

# CONFERENCE PROGRAMME 2013

Conference Auditorium, Hall 7, Lenexpo Exhibition Complex 09:00 – 16:40

Day 2: Thursday, 30th May, 2013

## THE STATE OF OUR INDUSTRY - Examining the Health of Sport

09:00 - 09:45

### INDUSTRY INSIGHT: Smile, You're on Camera (but frown if you're not)

The man credited with bringing tv sports into the entertainment mainstream, explains why television is still the ultimate - and crucial - medium for every sport to flourish.

David B. Hill, Senior Executive Vice President, News Corporation

10:00 - 10:45

### SOCHI IN THE SPOTLIGHT

Sochi 2014 CEO Dmitry Chernyshenko delivers a highly visual account of what to expect from Sochi, followed by a conversation with David Eades to tackle questions still remaining about Russia's first Winter Olympic Games.

Dmitry Chernyshenko, CEO, Sochi 2014 Organizing Committee

11:00 - 11:30

### SUPER HUMAN – Sport, and the Athletes of the Future

History was made at the London 2012 Olympic Games when Oscar Pistorious became the first athlete with prosthetic limbs to compete alongside able-bodied athletes, transforming the world's understanding of what it is to be elite, excellent, and able. When he failed to win during the Paralympic Games, controversy ensued over whether the acceptable parameters of the human form were being stretched, as his claim was that his rival had legs that were too long.

These two trajectories reveal how the world of sport is likely to change in the future, as technology allows athletes to transcend biological norms in ways that do not invoke the kinds of anxieties associated with controversial methods of doping.

Instead, the bionic athlete will epitomise human virtue, the overcoming of odds, the struggle for transcending human limits, and the collapse of biological omnipotence. How will sports deal with this brave new world? What must sports authorities consider to prepare for this posthuman future?

Prof Andy Miah, Director of the Creative Futures Institute, University of the West of Scotland

11:30 - 12:30

**DEBATE: Brave New World – Bionic Sport of the Future**  
How will science, and the demand for entertainment, change the boundaries for sport two decades from now? What will be in and what will be out?

How far will advances in technology and biology re-shape our attitude to sport, the rules of the games we play, and a level playing field on which to play?

**Moderators:** Charmaine Crooks, C.M, President, NGU Consultants Inc, 5-time Olympian and Olympic Silver Medalist and David Eades, Journalist and Anchor, BBC World  
**Mihir Bose**, Columnist for the Evening Standard, contributor to the Financial Times, writer and broadcaster for the BBC and other outlets

**David Grevenberg**, Chief Executive, Glasgow 2014 Ltd.

**Prof Andy Miah**, Director of the Creative Futures Institute, University of the West of Scotland

**David McCrae**, Vice President Major Events Division, MV Global Transport Logistics, former Paralympian

**Natasha Vita-More** Ph.D, Designer, Theorist, and Transhumanist

12:30 - 13:30

### LUNCH AND NETWORKING IN THE EXHIBITION AREA

13:30 - 15:10

### 2020 OLYMPIC GAMES CANDIDATE CITY PRESENTATIONS

13:30-13:50 Istanbul 2020 Olympic Games Candidate City Presentation

14:10-14:30 Tokyo 2020 Olympic Games Candidate City Presentation

14:50-15:10 Madrid 2020 Olympic Games Candidate City Presentation

15:30 - 16:15

### INTERVIEW OF THE DAY: Life in the Fast Lane

Since 2009, Jean Todt has been the President of the FIA, the world regulator of motor sport.

His long experience and his exceptional record of achievements, acquired as a rally co-driver in the World Championship and then as manager of Peugeot Sport and Ferrari, give him a unique global vision of this sport, which is facing multiple challenges.

The globalisation of sport, environmental objectives, economic constraints, social responsibility with regard to road safety – the FIA, under the presidency of Jean Todt, has placed itself directly in the front line with these issues. He will answer David Eades' questions on these present and future challenges.

Jean Todt, President, FIA

16:15 - 16:30

### SPORTACCORD CONVENTION 2014 HOST CITY PRESENTATION

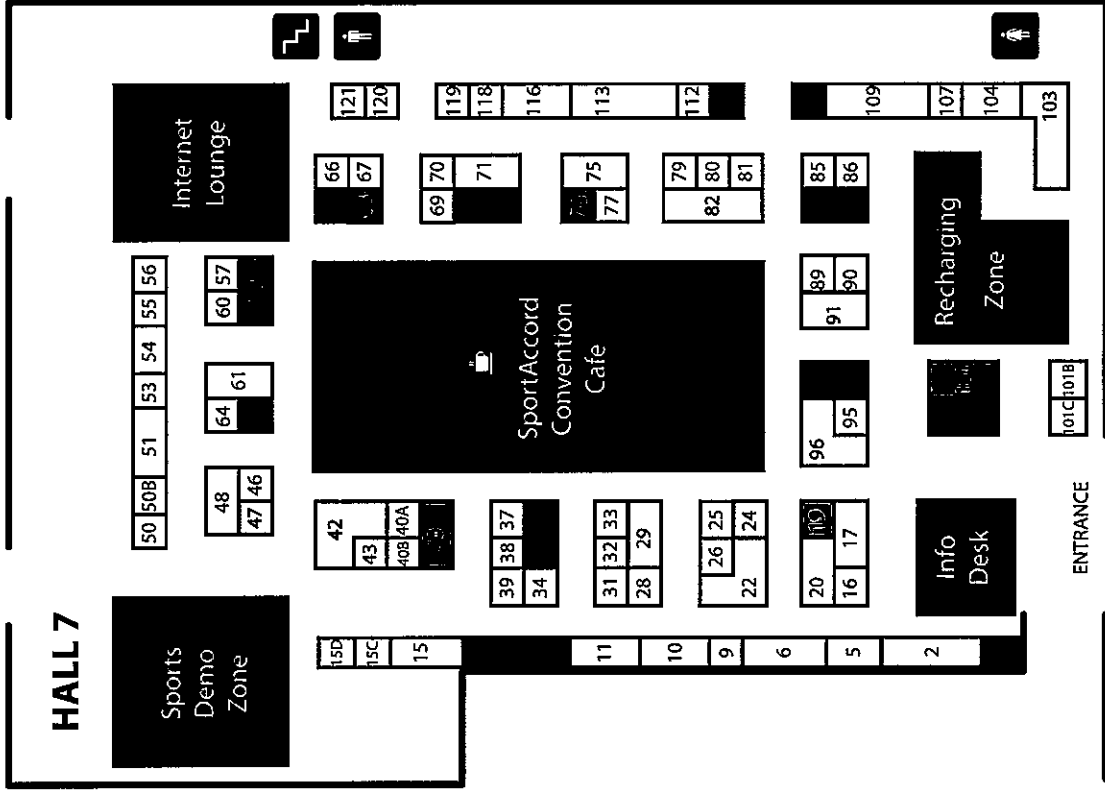
16:30 - 16:40

### CLOSING REMARKS. END OF CONFERENCE

# EXHIBITOR LIST

# EXHIBITION FLOOR PLAN

87	16th FINA World Championships - Kazan 2015	20	Fédération Internationale de Natation (FINA)	28	Nussli Group
15C	2019 Gwangju FINA World Championships Bidding Committee	40A	Fédération Internationale de Volleyball (FIVB)	53	Peace and Sport
25	2020 Olympic Games Candidate City - Istanbul	55	Federation of International Bandy (FIB)	103	Proexport Colombia
33	2020 Olympic Games Candidate City - Tokyo	12	FILA - Fédération Internationale des Luttes Associées	71	Qatar Olympic Committee
37	2020 Olympic Games Candidate City - Madrid	2	Finnish Olympic Committee	34	Quebec City Tourism
88	27th World University Summer Games in Kazan 2013	112	FITB - International Tchoukball Federation	1	Rider Leveitt Bucknall
51	2nd Summer Youth Olympic Games 16-18 August 2014, Nanjing, China	10	Holland Moves	3	Roskon
24	Aggreko	35	IAAF World Championships Moscow 2013	65	Russian International Olympic University (RIOU)
95	AISTS	54	IFBB is FITNESS, HEALTH and LIFESTYLE	63	Russian National Badminton Federation
40B	Around The Rings	120	Infostadia Sports	15	Samsung
85	Atos	39	International Federation of Muaythai Amateur	96	Sport Event Denmark
101C	Auckland, New Zealand (Auckland, Tourism, Events & Economic Development)	38	International Orienteering Federation (FIAS)	17	SportAccord
29	Australia Unlimited	118	International Sambo Federation	50B	Sweet Spot Sweden
89	Baku 2015 European Games	113	International University Sports Federation	66	Switzerland - Nation of Sport
57	CAT Entertainment Services	43	JAPAN - Sport, Tourism, Culture	72	The Russian Union of Martial Arts (RUMA) and the World Combat Games 2013
26	CH2M HILL	116	Lausanne, Olympic Capital	16	The World Games 2013 - Cali
56	CIES	42	Macau Sport Development Board	69	The World Games 2017 in Wrocław, Poland
5	City of Berlin	64	Malaysia Major Events	110	The World Winter Universiade 2019 Bidding City - Krasnoyarsk
93	City of Saint Petersburg	32	MARSH	50	Total Sports Asia
111	City of Saint Petersburg	75	Melbourne - Victorian Major Events Company	31	TransPerfect Translations
80	City of Kaohsiung	119	Mohammed Bin Rashid AI Maktoum Creative Sports Award	109	Ubifrance + R2 ELUSATH - HOLOGRAM INDUSTRIES - KENEO - SPOTTER
99	City of Saint Petersburg	86	MTD Leaders In Event Plumbing	22	UK Trade & Investment
107	Conceptum Sport Logistics	9	EPG I Event Planning Group	121	Union International de Pentathlon Moderne (UIPM)
15D	Connor Sport Court International	81	EventScotland	60	WALES: MAJOR EVENTS
82	Contemporary Group/Contemporary International	90	Fédération Equestre Internationale (FEI)	11	World Academy of Sport (WADA)
61	CSM Sport & Entertainment	9	Fédération Equestre Internationale (FEI)	77	World Baseball Softball Confederation (WBSC)
46	DB Schenker	86	Fédération Equestre Internationale (FEI)	6	World Chess Federation
47	Edmonton Events	9	Fédération Equestre Internationale (FEI)	48	X Games Munich
79	EPG I Event Planning Group	81	Fédération Equestre Internationale (FEI)	101B	Zaun Limited
91	EventScotland	81	Fédération Equestre Internationale (FEI)	1018	
90	Fédération Equestre Internationale (FEI)				



GOLD PARTNERS

SILVER PARTNERS

BRONZE PARTNERS

HOST CITY EXHIBITORS

附件三