

APRIL 2007



SPECIAL EDITION

# AROUND THE RINGS

## COUNTDOWN TO **BEIJING**



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- **ONE YEAR TO BEIJING**
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- **INTERVIEW WITH HEIN VERBRUGGEN**
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countdown:  
**BEIJING**  
special edition

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## A Note From the Editor

We are pleased to be in Beijing for the fifth SportAccord, and once again we have the pleasure to present an *Around the Rings* Special Edition for this extraordinary conference. This issue includes the writing of *Around the Rings* reporters from around the globe.

Our Beijing correspondent, Bill Smith, previews the next few months as the 2008 host city is put through its paces with more than two dozen test events. Because he knows how tiring this can be, he's also included a few recommendations for dining and sightseeing.

Vancouver is less than three years away from the 2010 Winter Olympic Games. Jeff Lee reports that while many aspects of preparations are on track, VANOC faces some other challenges in the days ahead.

Bid cities also count on SportAccord to present their cases. With just over two months before the 2014 host city is chosen, PyeongChang, Salzburg and Sochi will be making their case to members of the IOC and other pertinent organizations.

This special edition includes ATR's most recent Olympic Bid Power Index. The world's only expert ranking of the three cities delineates the strengths – and weaknesses – of each bid.

This week brings a first for ATR SportAccord coverage: our webcast from the meeting, is set for April 25 from 7 pm to 8 pm Beijing time (7 am-8 am EST). Guests include Anna Hellman, SportAccord's general manager, and Prince Feisal of Jordan, who will discuss his Peace Through Sport initiative for young people. Other prominent guests have been invited; a full list will be available at [www.aroundtherings.com](http://www.aroundtherings.com).

We would also like to extend a hearty thanks to our advertisers. Without them, this magazine would not be possible.

We'll see you next at the 119th IOC Session in Guatemala City this July. Look for another special edition like this one – contact Sheila S. Hula ([Sheila@aroundtherings.com](mailto:Sheila@aroundtherings.com)) for more information about advertising opportunities.

Best wishes from the staff of *Around the Rings*!




Editor Ed Hula  
with Olympic  
Flame in Athens

# AROUND THE RINGS

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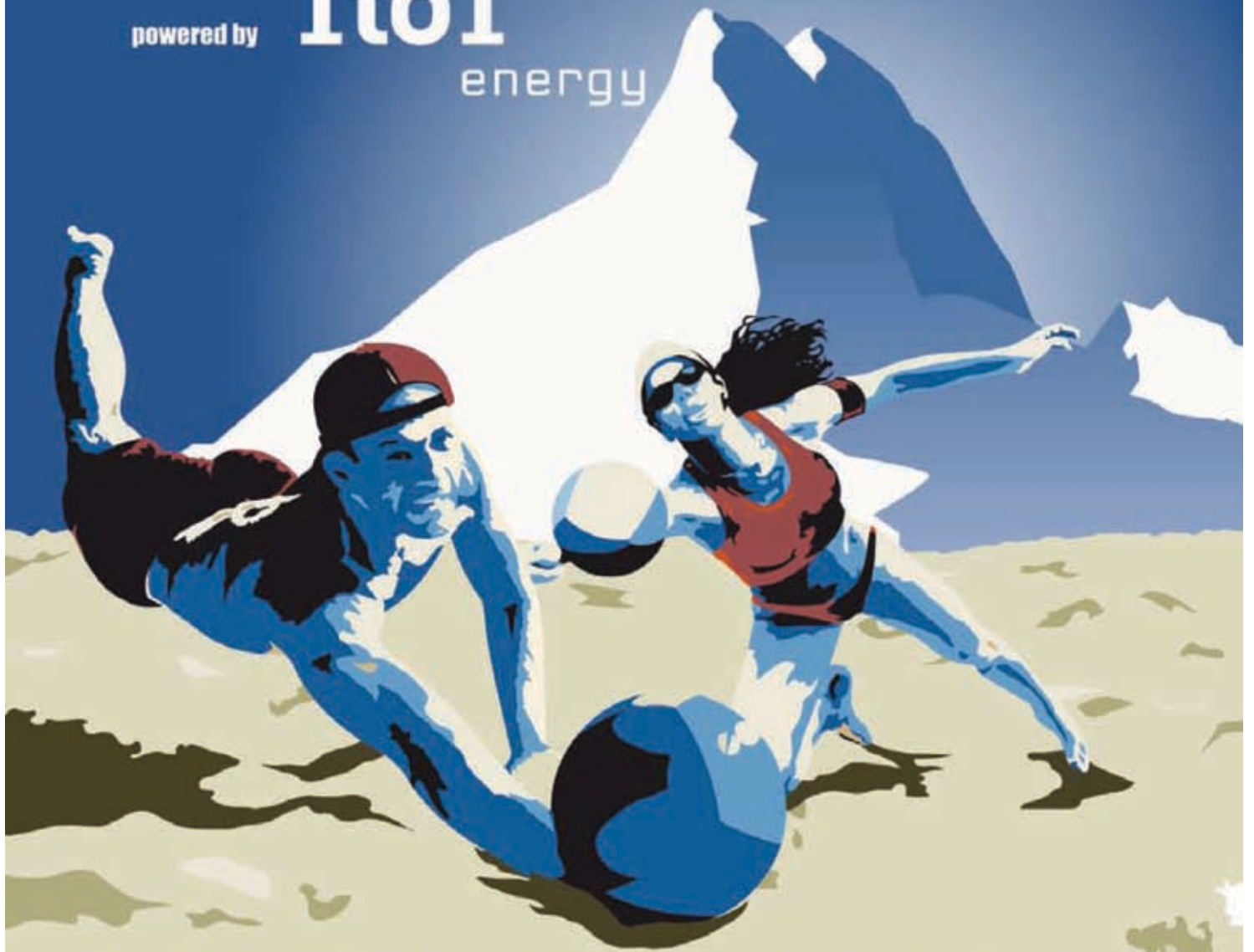


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## Interview with Hein Verbruggen: GAISF Chief Lauds SportAccord Growth, Seeks Events for Martial Arts, Mind Games



**T**he Sport Accord convention this week in Beijing is on track to be the biggest yet since the event started in Madrid five years ago. More than 1,300 delegates have registered for the convention, which has become the only annual gathering that include leaders of the IOC, international sports federations, bid cities and prominent executives from sports marketing and manufacturing.

*This year's meeting is the third under the watch of Hein Verbruggen, IOC member and president of GAISF, the General Association of International Sports Federations. He is up for election at the Beijing meeting, but is the only candidate nominated.*

GAISF represents 100 sports federations and owns SportAccord jointly with ASOIF, the Association of Summer Olympic International Sports Federations and AWOIF, the counterpart for the sports on the Winter Olympics program.

*In an interview with Around the Rings, Verbruggen talks about the growth of SportAccord and the growth of GAISF, the membership of which could expand by a half-dozen sports this week.*



Hein Verbruggen, IOC member and president of GAISF, the General Association of International Sports Federations.

### **Q. How would you describe SportAccord's place among other sport business gatherings?**

SportAccord is interesting because it is a yearly gathering. If you go there you have the decision makers of the IFs together, which you don't have in other conferences.

The gathering together and the social aspect of SportAccord is, in my opinion, of extreme importance. It's not only the official things and the opening and the convention, but it's also that you have an exchange between colleagues — very, very important.

And an interesting thing is now, for instance, that more and more, we now get requests from speakers to address the SportAccord conventions.

### **Q. How important is SportAccord now for GAISF as a property, as one of its activities?**

GAISF had their yearly general assembly and then they had added a two-day conference. The SportAccord convention

— I call it the convention, not a conference — is kind of a conglomeration of what GAISF had in the past. SportAccord and the way it is structured — let me be very clear about this — is (the) property of GAISF and of the summer federations and winter federations. They are the three owners of SportAccord.

SportAccord is profitable, so in this respect, it is important — it's getting an important source of revenue for GAISF, because GAISF was not exactly rich, and it's an important thing for us, that source of revenue.

### **Q. Prior to this, GAISF would subsist on revenues from membership dues?**

No. We get a little subsidy from the IOC, which is nothing compared to the summer and winter Olympic federations. We have some sponsoring, and that was it. And that has obviously decreased over the last year, so we're very happy with this contribution that comes from GAISF.

### **Q. The annual GAISF assembly is part of SportAccord. Are there any significant issues that are coming up in the meeting?**

We will be starting work on a number of new projects. Some will be presented during the meetings during the general assembly. One of the things we are working on is how we do our recognition process.

It is important (for a federation) to be recognized by GAISF because that gives access for subsidies from government. We've had a lot of requests and it was always the procedures — whether to recognize or not had to be improved —and we've done that and now I think we have a process that is clear and transparent.

### **Q. What about martial arts? Adding new sports from this group has been one of the controversial aspects of recent GAISF meetings.**

In the field of the martial arts, it has always been a problem. For example, it is difficult to define what is Thai kickboxing and what is another kickboxing style. And now we have started a martial arts working group, working on one side on structuring

*continued on page 6*

# PyeongChang

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  - The warm Korean hospitality and well-established organizational capabilities
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- The passionate support of the Korean people and the Korean Government
- 
- PyeongChang's unique vision and convincing justification, thus leaving a great legacy
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[www.PyeongChang2014.org](http://www.PyeongChang2014.org)



*Verbruggen interview continued from page 4*

the martial arts and secondly, this group is also working on martial arts games.

We want to prepare them well. We have experts sitting in there, we want to go through a procedure for candidate cities and so on. We want something top of the bill and not only games, but also seminars, because many of those martial arts are linked to life philosophies.

This we would like to do in 2010. So we think we have time to prepare that.

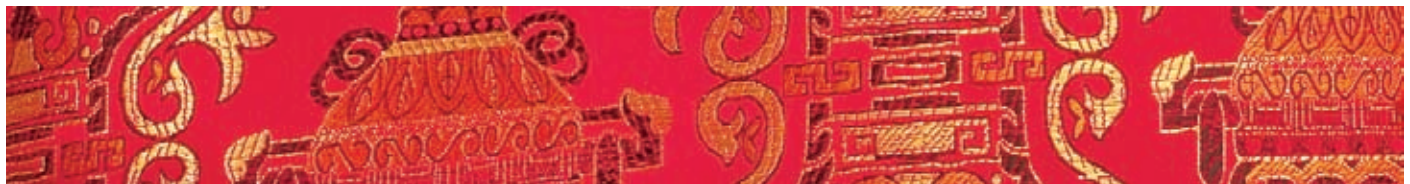
**Q. What about other non-Olympic sports?**

Now this year, or beginning of next year, we will do the same thing (with) the mind games. So we have chess, draughts, Go, and bridge. And they will organize for the first time, mind

games, also under the umbrella of GAISF, in Beijing.

And we would like to look for other initiatives in this respect.

For many that can only dream of getting into the Olympics, why not create alternatives? Obviously, there are already World Games, but having games of groups of sports together like martial arts, mind games, there might be other ones. ☒



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## Countdown Beijing: 26 Events to Test Beijing Planning



Reported from Beijing by Bill Smith

**C**hina's sports officials will get many chances this year to see if their meticulous, labor-intensive organization is paying off.

The country will host dozens of international sports events from May to December, including 26 test events for the 2008 Olympics and Paralympics.

Ticket sales for the 2008 Games begin in April. The same month, Beijing welcomes the IOC Coordination Commission and is expected to announce final plans for what could be the most spectacular torch relay in Olympic history.

The 26 scheduled test events include calendar events of the international federations for rowing, beach volleyball, wrestling, modern pentathlon, triathlon, tennis and table tennis. The tests will be supplemented by specially arranged invitational and open events, says BOCOG Executive Vice President Yang Shu'an.

modern pentathlon world cup final, an international mountain-biking competition and the triathlon world cup.

Tennis, badminton, cycling, judo, artistic gymnastics, trampoline and boxing make up a busy program of test events in October and November.

A rhythmic gymnastics competition and the ITTF Pro-TOUR Grand Finals round off the year's tests events in December.

"All of these sports are equally important to help us accumulate experience to help us host the Beijing Olympics next year," Yang Shu'an says.



The National Stadium; The FUWA Mascots in Tiananmen Square; a cut away of the Aquatic Center.

Slightly more than 10,000 athletes plus 400 officials will come from international federations. Some 2,200 international and Chinese technical officials are expected to participate in this year's events.

The test events kick off in July with an international women's soccer tournament in Qinghuangdao, which will host soccer preliminaries at the Games.

Early August will see a series of spectacular sports and public events to mark the one-year countdown to the opening of the Beijing Games on August 8, 2008.

The Beijing-based tests begin in August with the rowing world junior championships followed by hockey, beach volleyball, canoe-slalom and sprint, cycling, baseball, archery and wrestling events.

Hong Kong hosts an equestrian test event in early August, while the 2007 Qingdao International Regatta tests Olympic sailing facilities in the eastern Chinese port.

In mid-September, Beijing holds China's first international tournament of the Paralympic sport goal ball. Next come the

On August 8th BOCOG plans to mobilize 10,000 local table-tennis players on Tiananmen Square.

Soccer giant Barcelona, the 2006 Spanish and European champions, join the action with a friendly against the Beijing Guo'an team expected to take place on August 3 or 5.

The 2007 FIFA women's soccer world cup also takes place in China, hosted by the cities of Shanghai, Chengdu, Hangzhou, Tianjin and Wuhan from September 10 to 30.

But Beijing's most spectacular new venues – the "bird's nest" National Stadium and the "water cube" National Aquatics Center – will not host test events until next year.

The 2007 test events are listed on the "Good Luck Beijing" website: [www.goodluckbeijing.com.cn](http://www.goodluckbeijing.com.cn). ☒

[bill@aroundtherings.com](mailto:bill@aroundtherings.com)

# “Good Luck Beijing” – Test Events for 2007

July		29	International Mountain Bike Competition
1-10	International Women's Football Tournament	15-16	Beijing Triathlon World Cup
August		October	
11-13	Invitation Cup Eventing Competition	8-21	ITF Circuit Tennis
8-11	World Junior Rowing Championships	10-14	International Badminton Invitational Tournament
8-13	Invitational Hockey Tournament	November	
9-24	Qingdao International Regatta	11-12	Intl' Invitational Track Cycling Tournament
13-19	FIVB Women's Challenge	16-18	Beijing Judo Open 2007
16-19	Canoe/Kayak Slalom Open	17-22	International Boxing Invitational Tournament
18-19	International Road Cycling Invitational Race	28-Dec. 3	Artistic Gymnastics International Invitational
18-23	International Baseball Tournament	30-Dec. 3	Trampoline Gymnastics International Invitational Tournament
20-26	International Archery Tournament	December	
20	BMX International Tournament	5-7	Rhythmic Gymnastics International Invitational Tournament
21-26	World Junior Wrestling Championships	13-19	ITTF Pro-TOUR Table Tennis Grand Final
23-26	Canoe/kayak Flatwater Open		
September			
11-17	Goal Ball International Event <i>(date and venue to be confirmed)</i>		
14-16	Modern Pentathlon World Cup Final		

**ONE YEAR TO BEIJING**

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**AROUND THE RINGS**

## Vancouver View: 2010 Venues Head to Early Finish



Reported from Vancouver by Jeff Lee

When Vancouver won the bid four years ago to host the 2010 Winter Olympic and Paralympic Games, bid president John Furlong remarked that “today we have moved a mountain.”

Now, with less than three years to go, Furlong is finding his organizing committee is still moving big mountains with lots of attendant problems, such as budgets, complex schedules and an expanded sports program. It also is being nipped at by social activists who have mounted persistent low-level protests that have caused some image problems.

But for all that, the Vancouver Organizing Committee has avoided other problems that have beset some OCOGs. Its venue construction program is well in hand, with 13 of 15 venues finished by early 2008, and the other two by later in the year. In fact, VANOC says most of those will be ready by this winter. That would fulfill a pledge to have the sporting portions ready two full seasons in advance.

This fall all of the snow venues in Whistler will be finished. All of the ice venues with the exception of curling and long-track speed skating will be ready this winter. The remaining two will be finished by 2009, with the World Junior Championships in March the official curling test event.

On the financial end, a booming economy and a shortage of building materials and skilled labor has driven up construction costs. VANOC’s construction program is fully funded at \$498 million, including a late \$110 million boost from senior governments.



Whistler; the Vancouver skyline; the Vancouver water front.

Construction of the Olympic Village on Vancouver’s inner waterfront started a year ago. It is being built by the city. Construction of the Olympic Village in the ski hamlet of Whistler 115 kilometers to the north started last month. Both will be finished by September 2009 for VANOC to fit out. Post-Games they will be used for resident housing.

At the March meeting of the IOC Vancouver Coordination Commission, VANOC agreed to add the new event of ski cross, and made minor format changes to skeleton and speed skating pursuit.

It also believes it has solved one of its most vexing problems – finding enough accommodation in the Whistler area. It has more than 3,000 rooms secured.

In November, VANOC completed its first competition venue, the freestyle ski course at Cypress Mountain.

In March, VANOC’s board of directors approved an operating budget and business plan, expected to be around \$1.53 billion. Details haven’t been released as government partners are studying it.

VANOC has negotiated more than \$542 million in sponsorships, far exceeding its original expectations. They include no fewer than 19 national partners, supporters and suppliers. It also has signed 21 licensees to date, more than halfway to its goal.

On the downside, social activists are using the Games’ profile to agitate for low-income housing improvements. They have tried to disrupt public events, vandalized the Countdown Clock and stole the Olympic flag from Vancouver city hall. ☒

– Jeff Lee writes for the *Vancouver Sun*.

# RIO 2007

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## ATR 2014 Power Index: Salzburg Leads Lackluster 2014 Field

By Ed Hula

**S**alzburg holds onto a shrinking lead in the latest edition of the Around the Rings 2014 Olympic Bid Power Index. PyeongChang and Sochi, meanwhile, dash to the finish, although those bids are failing to gain much ground in a lackluster race. The IOC votes July 4 in Guatemala City.

This is the first edition of the Power Index since the cities submitted their bid books and hosted visits by the IOC Evaluation Commission in February and March. The previous index was issued on October 20, when Salzburg had a score of 85. In the latest index, the score drops to 82, still enough to edge out the other two.

With just 82 points out of 110 possible in the Power Index, the Salzburg bid is hardly in a commanding position, considering Austria's winter sports reputation. PyeongChang ranks second with 77, while Sochi is third with 75.

The Around the Rings Olympic Bid Power Index is a ranking based on 11 criteria that include subjective points such as ambiance and objective details such as accommodations or transport. The index is based on multiple visits by ATR reporters to the cities in the past two years' coverage of presentations by the cities around the globe as well as scrutiny of bid documents and interviews with bid officials, IOC members and other sports leaders.

The Power Index is the only ranking of its kind based on first-hand knowledge and hands-on Olympics expertise.

The index is not meant to predict but to compare some of the major points that go into a successful Olympic Games. Judgments are based on nearly 20 years of covering Winter and Summer Olympics and the bids that led to them.

### *Here's our review of the cities and how they stand:*

**Accommodation:** Salzburg scores a 9, the undisputed king of rooms. Sochi and PyeongChang will need extensive construction to satisfy Olympics demand; each score 7. Salzburg's supply of housing is complicated by the small size of nearly all properties. That will make it tough for some groups to stay in one hotel and could add wrinkles to transportation plans.

**Ambiance:** Salzburg (9), offers a charming old city, a genteel image burnished by its long association with music and art. Restaurants, shops, museums and theaters are all an easy walk for visitors, of whom there are a couple million each year. The city of Sochi and the Black Sea coast also is a major draw for millions of summer visitors. But the city center will be 30 minutes or more north from the center of Olympic events at the Imeretinskaya Valley. And even with the promise of 21st Century hotels and venues, the road leading to the area is lined with industrial sites and

shabby buildings. It's an inauspicious gateway to the Olympic Park, resulting in a score of 6.

PyeongChang, score of 6, seems to have no life outside the ski resorts that will serve as venues, and no central gathering point. Gangneung seems promising: the coastal city will be the site of all the ice events, an easy 30-minute drive from PyeongChang. But non-Korean visitors will find it tough to find restaurants, hotels and other amenities catering to Western tastes.

### **Bid Operation:**

Sochi has the team to beat in the 2014 race. The largest and most enthusiastic of the field scores 9. Salzburg slips two points to 5 for losing a second CEO and failing to recruit a replacement. Mayor Heinz Schaden has increased his role, but the bid is generally under-resourced. PyeongChang is winning points for improvements made to its second bid for the Games, scoring 7. Sochi is exemplary with membership of women on the bid team, followed by Salzburg. PyeongChang is male-dominated with no women in decision-making roles at the front of the bid.

**Games Cost:** No change in the scores from October. Sochi has the most expensive budget, about \$12 billion. PyeongChang will spend a few billion, while Salzburg has the least to spend, about \$1.5 billion.

**Last Games:** Scores are the same from the October index. PyeongChang and Sochi, each with 8, would be firsts for South Korea and Russia, countries with growing interest in winter sports. Salzburg has a 6 based on hosting two previous Winter Games in Austria, 1964 and 1976.

**Legacy:** Sochi and PyeongChang tie for the lead at 8. Sochi has \$12 billion earmarked for sport facilities, public works and other projects that will make a mark on the southern Russian landscape. Winter sports venues also will get a boost from investment in PyeongChang, but whether new ice rinks will get put to use is a challenge. The same question looms for Sochi. For Salzburg (7), a new ice





Salzburg continued from page 14

arena will be home for the Salzburg Red Bulls, the national champion hockey team. Two smaller arenas will become community sport centers after the Games.

**Marketing:** Sochi (8), has the most developed marketing program, which includes placement of TV ads on CNN International and BBC World feeds. PyeongChang is just behind Sochi with 7, while Salzburg lags with a score of 5. The Austrian bid lacks the marketing “oomph” that matches the qualities offered in areas such as venues and ambience.

**Government/Public Support:** Sochi earns a 10 for the way the national government has thrown its weight behind the bid. PyeongChang, score of 9, also enjoys strong support. Austria’s new chancellor spent a day in Salzburg in March, meeting with the IOC evaluation team, but making it clear to the press that Austria does not have unlimited funds to throw at a bid or the Games. Russian President Vladimir Putin met with the IOC commission in February, as did Korean President Moo Hyun Roh.

**Security:** With a score of 7, placid Salzburg seems to have few security worries, but whether the country can afford the \$1 billion that securing the Games now seems to cost remains to be seen. Until military issues are resolved with North Korea, security for PyeongChang will be in question,

scoring a 6. Sochi, already clouded by conflicts in the Caucasus region, apparently has public safety issues, too. A March avalanche that swept a youngster to his death from a ski lift has yet to be fully explained, leaving the bid with score of 5.

**Transportation:** Travelers from Europe and North American who make up the bulk of visitors to the Winter Olympics will find it easier to get Salzburg than either Sochi or PyeongChang due to Salzburg’s location in central Europe. Air, rail and road connections are more advanced than any of the other bids. That scores a 9 for the Austrians. PyeongChang, (6), requires a long land connection from gateway airport Incheon near Seoul. Travel to Sochi for the most part requires connections through Moscow airports, leaving the Russian bid with a 5.

**Venues/Experience:** Austria’s experience holding major winter sports events every year and an abundance of existing venues near Salzburg make this bid the leader, scoring 9, the same from the October index. Likewise for scores for PyeongChang at 7 and 6 for Sochi. ❌

## The Categories Explained

**Accommodation:** Quality, quantity

**Ambience:** Is the city comfortable, tourist-friendly, a pleasure to visit?

**Bid Operation:** Leadership, strategy and public relations

**Games Cost and Finance:** The projected bill for operating the Olympics and the infrastructure needed, unusual finance risks. Higher scores indicated lower cost

**Last Games in Country:** Years since last Summer or Winter Olympics. Higher the score, the longer since the Games. Some credit could be given for recent Olympic bids

**Legacy:** Impact of the Olympics in a city; sustainable venues

**Marketing:** The size and impact of marketing programs

**Government and Public Support:** The commitment of government and populace for a Games

**Security:** Reputation and quality of security, perceptions of risk

**Transportation:** Ease of travel, multiple transport options, airports, quality of public transit, taxis

**Venues/Experience:** The overall plan for the Games and experience handling other events, winter sports in particular.

April 21, 2007  
( ) indicates change from previous score

	PyeongChang	Salzburg	Sochi
Accommodation	7 (6)	9 (8)	7 (6)
Ambience	6	9 (8)	6 (7)
Bid Operation	7	5 (8)	9 (8)
Games Cost	6	8	3
Last Games	8	6	8
Legacy	8	7 (8)	8
Marketing	7	5 (7)	8
Gov/Pub Support	9	8 (9)	10
Security	6	7	5 (6)
Transportation	6	9	5 (6)
Venues/Experience	7	9	6
POWER INDEX (previous rank October 3, 2006	77 (76)	82 (87)	75 (76)
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Beibei



福娃晶晶  
Jingjing



福娃欢欢  
Huanhuan



福娃迎迎  
Yingying



福娃妮妮  
Nini

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Nini

# 北京欢迎你

Beijing Welcomes You

## 福娃 Fuwa





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# Beijing Travelers' Guide

## Restaurants

### Chuan Fu Jiu Jia Sichuan Restaurant

Building 1, Anhuibeili, Asian Games Village. Tel: 6493 5615/6492 5588. Serves the whole range of authentically spicy Sichuan dishes at low prices. Close to Asian Games and Olympic Village areas.

### San Ge Guizhou Ren (Three People From Guizhou)

South of the west gate of the Workers' Stadium, above Coco Banana Club. Tel: 6551 8517.

**Second location:** 3 Guanghua Lu West, near Silk Market and Jianguomen Wai embassy area. Tel: 6507 4761.

### Lao Hanzi Kejia (Hakka) Restaurant

Qianhai Nanyan, close to Beihai Park north gate and southern end of the popular Houhai bar area. Tel: 6404 2259.

Popular rustic-style restaurant serving traditional and modern dishes from the mountains of Guangdong. Its most popular dish is sweet-and-sour fish baked in foil.

### Hong Mei Gui (Red Rose) Xinjiang Restaurant

7 Xingfu Yicun (opposite Workers' Stadium north gate). Tel: 6415 5741.

Lively restaurant specialising in the cuisine of China's Central Asian region of Xinjiang. Belly dancers entertain you while you eat roast lamb, kebabs and nans.

### Green Tea Room

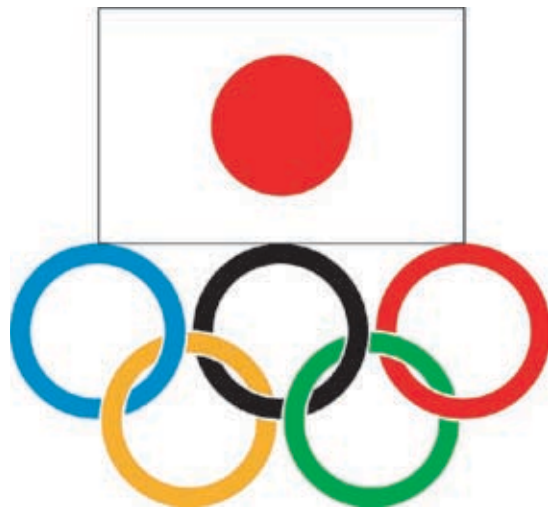
6 Gongti Xilu. Tel: 65521636. Ambiance of this ultra-hip restaurant is one of the most attractive and unusual anywhere. But stop there. Food is beautiful but largely inedible. Almost everything brought to our table was abandoned after one or two bites.

*continued on page 20*



# Japanese Olympic Committee

The Japanese Olympic Committee wishes the Chinese Olympic Committee and BOCOG all the best in the countdown to Beijing 2008, Games of the XXIX Olympiad



# Comité Olympique Japonais

Le Comité Olympique Japonais exprime ses meilleurs voeux au Comité Olympique Chinois et à BOCOG dans le compte à rebours jusqu'à Beijing 2008, Jeux de la XXIXème Olympiade

# Beijing Travelers' Guide

## Things To Do

*continued from page 18*

### Ming Dynasty City Wall Ruins Park

Chongwenmen Dongdajie (close to the Ancient Observatory and Beijing Station).  
Tel: 6527 0574.

A restored section of Beijing's Ming city wall, opened in a small park in 2002 after surrounding houses and shops were demolished.

### The "798" Dashanzi Art District

4 Jiuxianqiao Lu. Tel: 6436 2109.

A growing collection of studios, galleries, cafes and arts venues housed in an old East German-style factory complex.

### Beijing Friendship Store

Chaoyang District, 17 Jianguomenwai Dajie. Tel: 6500-3311

This longtime tourist favorite sells a wide range of traditional Chinese goods and handicrafts. Reasonable prices for teas, medicines, jewelry, clothing and original art.

### The Silk Market

About 1 km east of Friendship Store. You can find almost anything you could ever want in this six-story building. Just remember that everything is a knock off and that quality is often much lower than other shops. About the only thing you can't find here are licensed products for 2008.



23 - 27 April 2007  
Shangri-La Hotel  
Beijing, China



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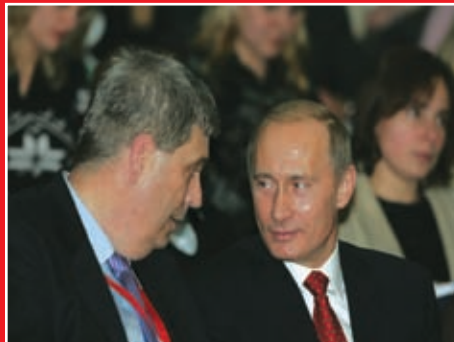
# On The Scene with Around the Rings

## PyeongChang



IOC Evaluation Commission Chair, Chiharu Igaya with the Chairman of Samsung Kun-Hee Lee at the PyeongChang IOC visit; Won Ji Mon, senior advisor to the bid; Youngsters support the bid.

## Sochi



Sochi Bid CEO Dmitry Chernyshenko; ATR's Ed Hula with Russian President Vladimir Putin; the Krasnaya Polyana Mountain range east of Sochi.

**Korea Sparkling**

The Korean B-boys took the world by storm. Korea's jubilant Red Devil soccer fans captured the imagination of millions. Korea's IT industry is trend-setting across the globe... And in between is a frenzy of energy that never ceases to sparkle. This energy is Korea, ready and waiting to charge you up. Come and experience Korea. Sparkling!!



On The Scene with Around the Rings



Salzburg

Salzburg Governor, Gabi Burgstaller and Mayor, Heinz Schaden with the Salzburg logo; IOC member and Austrian Olympic Committee President Leo Wallner with Olympic Champ Franz Klammer, the chair Salzburg's international campaign; Austrian Chancellor Alfred Gusenbauer.



Beijing

The Women's Fast pitch World Championships in Beijing, August 2006.

[www.wkf.net](http://www.wkf.net)

WORLD KARATE FEDERATION WKF

## SportAccord 2007 Conference Program – Sport and The City

### Wednesday, April 25, 2007

- 9:00 - 9:15** **Welcome and Opening Remarks**  
Hein Verbruggen, *Acting President, GAISF*  
(Valley Wing Tower Ballroom 1)
- 9:15 - 10:15** **Keynote Addresses**  
Wang Wei, *Executive VP, BOCOG*  
Sebastian Coe, *Chairman, LOCOG*  
(Valley Wing Tower Ballroom 1)
- 10:15 - 10:45** **Case Study: Assessing the Impact of Hosting Events In Your City**  
Don Schumacher, *Ex. Dir, NASC*  
(Valley Wing Tower Ballroom 1)
- 10:45 - 11:30** **Coffee Break (Exhibition Area)**  
**11:30 - 13:00** **SportAccord Focus Sessions**  
“TV & New Media: Raising Your City’s Profile Through Sport”  
Federation Host: Patrick Baumann, *FIBA*  
John Barton, *Asia-Pacific Broadcasting Union*  
Alan Pascoe, *Fast Track*  
Manolo Romero, *Intl’ Sports Broadcasting*  
(Valley Wing Tower Ballroom 1)
- “Working With Your Host City: Models of Successful Cooperation”  
Federation Host: Susie Simcock, *WSF*  
Rob L. Cohen, *Metro Denver Sports Com.*  
John Furlong, *CEO, Vancouver 2010*  
Margy Osmond, *Sydney ‘09 World Masters Games*  
Carmen Smith, *DAGOC*  
(Garden Wing Ballroom 1)
- 13:00 - 14:30** **Lunch** (Exhibition Area)  
**14:30 - 16:00** **2014 Olympic Candidate City Presentations**  
Sochi, Salzburg, PyeongChang  
(Valley Wing Tower Ballroom 1)
- 16:00 - 17:30** **Speed Meetings** (Exhibition Area)  
**17:30 - 18:30** **Cocktail Reception In Foyer**

### Thursday, April 26, 2007

- 9:15 - 9:20** **Welcome and Opening Remarks**  
Rick Burton, *National Basketball League*  
(Valley Wing Tower, Ballroom1)
- 9:20 - 10:00** **Keynote Address**  
Sir Martin Sorrell, *WPP*  
(Valley Wing Tower, Ballroom 1)
- 10:00 - 11:00** **Interview of the Day**  
Peter Ueberroth Interview  
(Valley Wing Tower, Ballroom 1)
- 11:00 - 11:30** **Coffee Break** (Exhibition Area)  
**11:30 - 13:00** **SportAccord Focus Sessions**  
“Sponsorship: Activation in the City”  
Federation Host: Sarah Lewis, *FIS*  
Tom Shepard, *Visa International*  
Paul Wong, *Infront Sports*  
Alice Li, *VP Marketing, Lenovo*  
Marcus Kam, *adidas China*  
(Valley Wing Tower, Ballroom 1)
- “Legacy: Investing in the Future of Sport”  
Federation Host: Adrew Ryan, *ASOIF*  
Christophe Dubi, *IOC*  
Mary Harvey, *FIFA*  
Peter Mann, *pmpLegacy*  
Oon Jin Teik, *Singapore Sports Council*  
Sir Craig Reedie, *BOA*  
(Garden Wing, Ballroom 1)
- “GAISF Media Workshop: Focusing on Media Operations”  
Moderator: Jay Stuart, *PA Sport Services*  
Anthony Edgar, *IOC*  
Anna Legnani, *IAAF*  
Christian Knauth, *FIS*  
Philippe Silacci, *FIG*  
Florian Wanninger, *FIBA*  
Sun Weijia, *BOCOG*  
(Garden Wing, Ballroom 2)
- 13:00 - 14:30** **Lunch** (Exhibition Area)  
**14:30 - 15:45** **Announcement of 2008 Host City**  
**14:45 - 15:30** **Case Study: Ambush Marketing In The City**  
**– Conference Wrap Up**  
(Valley Wing Tower, Ballroom 1)
- 15:45 - 17:30** **Speed Meetings** (Exhibition Area)  
**17:30 - 18:30** **Cocktail Reception in Foyer**

# PyeongChang

Candidate City **2014**

## PyeongChang offers "Something different"

- The heavenly blessed nature - mountains and the sea
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- The most compact Games concept
- The new Games operational system with leading Information Technology, environmentally-friendly Olympics
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- The passionate support of the Korean people and the Korean Government
  
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  - The expansion of winter sports across Asia
  - The Games for the next generation
  - True realization of peace and harmony

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