

POWER IN ME !

2009, the Year of the Deaflympics, Unfolds a New Chapter for Taipei

One of the most important events to be held by the Taipei City Government of 2009 is the Deaflympics in Taipei. In this final year leading up to the coming great event, huge progress has been made with regard to preparations. A series of promotional campaigns have been organized one after another, including promotional activities as part of major festivals and endorsements by celebrities as well as by international advocates. These have all been part of the groundwork to welcome 2009, the year of the Deaflympics, so that the power of silence can be demonstrated and heard throughout the world. We keenly look forward to the coming of the "21st Summer Deaflympics Taipei 2009" scheduled to start on September 5, so that the games can secure an important place in Taiwan's history.



Deaflympics, the First Olympics for the Physically Disabled

The predecessor of the Deaflympics is the Deaf World Games, the first of which was held in Paris, France in 1924, the very first competitive games for the physically disabled in the world. Under the leadership of the International Committee of Sports the Deaf World Games became a large-scale event featuring the culture of the deaf, the International Olympic Committee agreed to change the name of the Deaf World Games to the Deaflympics in May 2001. This is how the Deaflympics officially came into existence and is now a member of the Olympic family consisting of the Olympics, the Paralympics and the Special Olympics.



Winning the Hosting Rights of the Deaflympics by Moving Sweden with the Passion of Taipei

A meeting of the International Committee of Sports for the Deaf was held in Sweden in 2003. The jumping antelope Ji Zheng, who has years of experience participating in the Olympics, together with the Chinese Taipei Sports Association for the Deaf and a delegation prepared promotional materials, including a state-of-the-art briefing brochure, multimedia presentations, souvenirs, posters, et al. The passion and enthusiasm of Taiwan indeed moved the committee members in Sweden, with Taipei ultimately be awarded the hosting rights by garnering 52 out of 84 effective votes, with the other rival bidder, Athens, getting only 32 votes. Taipei won the hosting rights of the 21st Summer Deaflympics for 2009, becoming the first Asian organizer. At the 2005 Deaflympics held in Melbourne, players representing Chinese Taipei enjoyed sweeping victories in events such as bowling, table tennis,





iron man, and swimming. By winning 9 gold medals, 4 silver medals and 3 bronze medals, Chinese Taipei was outstanding in the games and ranked fifth overall among all competing nations. This excellent outcome was a great boost for the Chinese Taipei team, as they keenly await the coming of the “21st Summer Deaflympics Taipei 2009” where they are dedicated to performing at the highest level.



The Taipei Deaflympics to Outperform All Previous Ones

The “21st Summer Deaflympics Taipei 2009” are scheduled to commence on September 5 and will continue through September 15. More than 4000 athletes from 80 countries around the world will arrive in the city to compete in twenty events including athletics, badminton, basketball, beach volleyball, bowling, cycling, football, handball, judo, karate, orienteering, shooting, swimming, table tennis, taekwondo, tennis, volleyball, water polo, wrestling-freestyle and wrestling-Greco-Roman. These games will offer the greatest number of events ever. Events will be held throughout the greater Taipei area, with some of the events being held as far away as in Hsinchu County. This is one of the most magnificent events in Taiwan's sports history. The hospitality of the Taiwanese will present the nation at its best to guests from around the world.

Entering 2009, the most critical year leading to the hosting of the Deaflympics, the Taipei Deaflympics organizers have obtained major support from Rotary International. Approximately 2,500 Rotary members will assist as volunteers and have taken courses in international sign language. The Rotary International members will also collaborate with 88 friendship schools mobilized by the Department of Education, the Taipei City Government. From September 5 to



15, athletes and their relatives coming from more than eighty countries around the world will be received and treated with hospitality and enthusiasm, promoting thereby an image of friendliness of Taipei through Rotary International and its delegation group. In addition, volunteers trained by the Taipei Deaflympics over the years are now working hand in hand with students from the Taipei Municipal University of Education who participated as volunteers two years ago. It is expected that the number of volunteers for the Deaflympics will exceed six thousand so that each athlete will be assisted by more than one volunteer, a clear demonstration of the spirit of servicing and helping the games seek to promote.

Upon receiving requests for accommodations for more than 5,500 people including 4,000 participants and 1,500 staff members accompanying the teams, the Taipei Deaflympics signed contracts with more than thirty-six hotels to provide sufficient number of rooms. Rooms at different price ranges and different levels from a variety of hotels are available for selection. Since the host of Deaflympics is not expected to provide free accommodation for participants, such a huge accommodation demand is sure to enhance and boost the tourism economy in Taipei. Moreover, in order to provide the safest living conditions in Taipei, the organizer, together with sponsorship from Rotary International, installed various types of motion detectors based on the physical condition of the deaf participants to allow them to deal with situations such as the ringing of a doorbell and the sounding of alarms. This is to guarantee the participants the best and safest living environment.

In order to make the event an enjoyable one, the host of the Taipei Deaflympics requested the special assistance of the Taipei City Police Department to establish a temporary security maintenance division to plan and manage all the logistical and security affairs for the games. A three-tiered protective line that meets the standard specification of the Olympics is to be established. This measure will be executed once the participants arrive in Taiwan. Vehicles for the participants will be escorted by cars from the front and the rear. Venues and hotels will be stationed with security guards. At transportation hubs and major roads as well as intersections, motorcycle police will be on patrol. Rehearsals for all planned projects will be undertaken to ensure that the Taipei Deaflympics will proceed successfully.



Organizing the Taipei Deaflympics is going to be one of the biggest sports events in Taiwan's history going back over the past hundred years. On September 5, 2008, the "One Year to Go" event was held, with more than ten thousand people willing to learn sign language. In addition, the opening and closing ceremonies have been planned on a grand scale and with meticulous design, aimed at attracting the attention of visitors from around the world. Lai Sheng-chuan, the renowned stage director, was invited to be the Artistic Director for the events. Moreover, the TV producers Wang Wei-zhong and Zhang Xiao-yan, Xu Li-ling, the founder of the Xue Xue Institute, the Landis Taipei Hotel Chairman Yan Zhang-shou and others were invited to serve as advisors. The opening ceremonies of the Taipei Deaflympics will stand out by the participation of the deaf athletes themselves. It is expected that this great event can stimulate the development of cultural and creative industries in Taiwan.



2009, the Year of the Deaflympics Demonstrates the Resolution and Dedication of Taipei

On the eve of 2009, Taipei City Mayor Hau Lung-bin officially announced the advent of the year of the Deaflympics. The Taipei Triple International Events was officially announced. The three international events include the hosting of the "21st Summer Deaflympics Taipei 2009," the "2010 World Exposition" and the organization of the "2010 Taipei International Gardening and Horticulture Exposition." The series of major international events signifies the return of Taipei City to the world stage after the nation withdrew its membership from the United Nations on October 25, 1971. This also serves as perfect timing for the city to enhance its visibility and reputation in the international community. Taipei is all geared up and ready to go and we are resolved to walk out to embrace the world when the world comes in. Yes, Taipei is ready!



Flower, River New Horizon

The 2010 Taipei International Gardening and Horticulture Exposition

→ Preface

International expositions that required licensed certification can resort to two major systems: One is the Bureau International des Expositions (BIE) and the other is the Association Internationale des Producteurs de l'Horticulture (AIPH), which currently has 33 member institutions in 25 countries. The International Gardening and Horticulture Exposition with AIPH certification is regarded as a professional horticulture exposition of the highest level in the international community. Such an exposition demonstrates the achievements of this country's floriculture industry, culture and technology.

The Taipei City Government in collaboration with the Taiwan Floriculture Development Association (TFDA), brought forth a proposal to hold the 2010 International Gardening and Horticulture Exposition of the A2/B1 level in the AIPH Spring Conference in Genova, Italy in April 2006. Since Taiwan enjoys an outstanding reputation for its floriculture, the AIPH reviewed the application and gave its official letter of approval in November 2006. Thereupon, Taipei became the organizer of the 2010 International Gardening and Horticulture Exposition.

This Exposition is the first international exposition authorized by an international institution to be held in Taiwan and is also the seventh host city of this international gardening and horticulture exposition in Asia with official authorization from AIPH. It is estimated that this great event is going to attract approximately six million domestic and foreign visitors, which is regarded as a great boost to the tourism industry in Taipei and a stimulus for the development of floriculture in Taiwan. This is expected to promote exchanges with other countries so as to enhance our visibility in the international community.

→ Background

The "2010 Taipei International Gardening and Horticulture Exposition" is the first exposition of this type to be held in the downtown of a city in Asia. It is scheduled for the period from November 6, 2010 to April 25, 2011. This will mark the debut of Taiwan's horticulture industry on the world's stage.

Unlike the floriculture expositions held in the suburbs of Kunming, Hamanako and Qingmai, the "2010 Taipei International Gardening and Horticulture Exposition" will be the first floriculture exposition to be held in the city, which is responding to the urban residents' yearning for greenery. The venue design and layout are combined with the concept of urban redevelopment, which is a bold and revolutionary idea. Visitors from countries from around the world are truly welcome to attend the Exposition in Taipei.





→ Concept of the Exposition

The design of the “2010 Taipei International Gardening and Horticulture Exposition” is based on the development of civilization, in which humanity takes a position opposed to nature and then humanity starts to pursue harmony between nature and itself. The basic human elements and the yearning to pursue happiness are cultivated with unlimited imagination and create all kinds of possibilities for the future. The three major design concepts shape the layout of the venue, in which a variety of green possibilities take on reality.

Concept 1 * Demonstrate the essence of horticulture, technology and environmental protection.

Concept 2 * Reach the designated green targets of carbon emission reduction and the 3Rs (reduce, reuse and recycle).

Concept 3 * Create a green life that combines culture and art.

Through the content of the Exposition, visitors are expected to cultivate new values in terms of the way humans interact with the natural environment and how they practice green concepts in their daily life. Ultimately, we aim to protect Mother Earth and preserve a livable and comfortable homeland for each of us.

→ Exposition Sites

The Exposition's theme halls and the exhibition layout are designed to present the four themes: Floriculture & Horticulture, Culture & Art, Environmental Concerns and Advanced Technology. The sites include the Yuanshan Park Area, the Taipei Artistic Park Area, the Xinsheng Park Area and the Dajia Riverside Park Area. These sites comprise a total of 918 hectares, in which fourteen exhibition venues have been established. Among them, eight venues have been renovated from existing buildings and the six others have been newly built.

* Floriculture and Horticulture

This international floriculture exposition is a professional horticulture exposition of the highest level. It is the best type of event to demonstrate the strength of our floriculture and horticulture sectors. Therefore, five exhibition plazas were planned and built, including the Pavilion of New Fashion and the Pavilion of New Culture in the Yuanshan Park area, the Pavilion of the Future, the Pavilion of Life and the Palace of Tea and Flowers in Xinsheng Park Area.



(1) Newly Built Exhibition Venues

The Pavilion of the Future: The building was designed from the concept of green buildings combined with horticulture technology. The latest floral species were displayed so as to envision a new look for our nature in the future.

(2) Existing Buildings

- **Expo Dome:** The Zhongshan Soccer Stadium was renovated into an exhibition venue for flower competitions. Competitions for different types and species of domestic and foreign flowers and plants will be held. The stage will feature a rainbow-shaped floral decoration.
- **The Pavilion of the Future:** This pavilion was renovated from the World of Yesterday at the Taipei Children's Recreation Center, where the evolution of a series of flowers is depicted. The floral culture is presented in a plain and easy-to-understand manner.
- **The Pavilion of Life:** The Little White House in Xinsheng Park was renovated to display Chinese herbs and precious potted plants that are more than a hundred years old. This pavilion is themed with herbs that are beneficial for good health and a long life.
- **The Palace of Tea and Flowers:** The Palace of Tea and Flowers was renovated from the Lin An-tai Historical Home, where precious flowers and rare plants are on display. The building itself is a good example of a Fujian building, the external yards and courtyards of which are a perfect location for tea drinking.

* Culture & Art

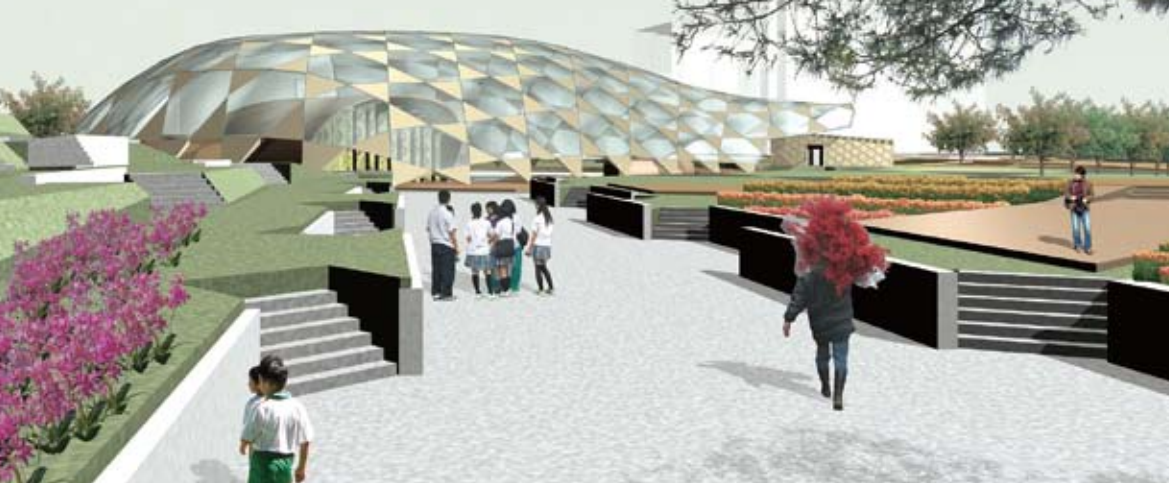
Cultural and artistic performances are important featured activities of this exposition. Therefore, five plazas were planned and constructed for the Expo. These include the Pavilion of Fashion, the Pavilion of Celebrity in the Yuanshang Park Area as well as Taipei Story House, the Taipei Fine Arts Museum and the Expo Hall in the Taipei Artistic Park Area.

(1) Newly Built Exhibition Venues

- **The Pavilion of Fashion:** This is the site at which fashion, design and creation will be on display. A variety of fashion flower shows and other related performances will take place in this pavilion.
- With the theme of Flowers, Butterflies & Green Life, the Hall was designed with a performance plaza which has a seating capacity of 1,200. This is the perfect spot for international cultural and artistic performance and activities.

(2) Existing Buildings

- **The Pavilion of Celebrities:** This venue was renovated from the office of the Taipei Children's Recreation Center. Celebrities and renowned individuals from the circle of fashion will be invited to serve as spokespersons for popular flowers. They will visit the venue personally to talk about the potted plants and the art of flower arranging.
- **Taipei Story House:** The house was renovated to present its original look when it was built during the Japanese Occupation period. In addition, the life style of the early scholars and gentlemen will be on display.



- The Taipei Fine Arts Museum: In accord with the Exposition themes, a series of art exhibitions and competitions featuring nature and flowers will be hosted. Moreover, international and domestic artists, and students from all levels of schools will be invited to participate in lectures, seminars, and contests of different categories.

* Environmental Concerns

Environmental protection is the shared responsibility of all human beings, especially now that global warming has become a common issue that confronts the whole world. For this Exposition, the basic design concepts include environmental protection and resource recycling. Planned plazas encompass the Pavilion of Truth, which was renovated from the 3D Theatre in the Taipei Children's Recreation Centre. A 3D film entitled Facing the Truth of Taiwan will be produced and played to dramatize the crisis that Taiwan's ecology is currently facing.

* Advanced Technology

To demonstrate Taiwan's advanced technology, two exhibition plazas were built. They are the Pavilion of Dreams and the Pavilion of Life in the Xinsheng Park Area.

(1) Newly Built Exhibition Venues

- The Pavilion of Dreams: By making use of the most advanced technology in Taiwan, including the most highly developed sensor technology and interactive technology, visitors to the Exposition are going to experience unprecedented sensations, such as watching flowers blooming and withering and the dancing of butterflies. Moreover, visitors equipped with sensor technology can get to touch and hear things that get to the heart of reality.
- The Pavilion of Life: Making use of the concepts of digital technology and green buildings, demonstrations will be provided to introduce how such concepts can be applied to our daily lives so that visitors will be able to get to understand better how human beings can live in harmony with nature.

Our hearty wish is that friends from other countries around the world could take the time to visit the "2010 Taipei International Gardening and Horticulture Exposition" in order to share their experience and become a part of Taipei, an international city, to help create a promising and prosperous outlook for the floriculture and horticulture sectors. Through gardening, harmony is reached from one person to another and from one country to another. With this great event, we hope that the Exposition will transform flowers into an international language that transcends politics and races to create a new horizon made up of all kinds of beautiful and bright flowers.

