Taipei 2017 Summer Universiade– Perseverance, Breakthrough, Beyond

Taipei 2017 Summer Universiade- Perseverance

Taipei – A City that Never Gives Up

Hosting international sports events is like the lead up to the competition itself. Everything must be carefully planned and pursued step by step. It takes strong willpower and strength to sacrifice, give in and implement.

With the 1964 Tokyo Olympics, Tokyo became the first Asian city to host the Olympics, and the renewed sense of willpower and the speedy construction and rehabilitation of the infrastructure of Japan that it brought with it amazed the world. With the Seoul Olympics in 1988, the world witnessed the Korean government moving from authoritarian to democracy; and with the 2008 Beijing Olympic Games, the world was startled at the rapid transformation of China from its conservative traditions to technological modernization.

Taiwan- Not Giving Up Easily

Through experiences of economic hardship and political instability, Taiwan has had to be strong to get to where it is today. This strength of willpower is demonstrated in its approach towards the Universiade. Taiwan has on five occasions submitted a bidding proposal to the International University Sports Federation (FISU) for the right to host the Summer Universiade. Having previously successfully hosted the Deaflympics, the International Flora Expo and other international events, Taiwan has finally won the hosting rights for the 2017 Summer Universiade, beating a respectable candidate city from Brazil to win the FISU's approval. Supported by factors such as financial stability and convenient transportation, the outstanding performance Chinese Taipei athletes have showcased in international tournaments, and strong hardware and software development within the city, Taipei has demonstrated that it is not a city that gives up easily. After the bidding result was announced, FISU president Claude-Louis Gallien stated that "They who bid five times for the right to host the games need no encouragement, for they have already shown they are strong and brave!"



Convenient transportation is a great plus for a sports event.



Taipei 2017 Summer Universiade will contribute to a "Better Taipei"

Bring about a "Better Taipei"

In 2017, the Summer Universiade, a sporting spectacle second only to the Olympic Games, will be held in Taipei. It symbolizes the main engine of Taipei's "Four-Year Leap Forward" project, a social movement which is changing the city. With Taipei Summer Universiade in place to enhance the city's international image, build cross-border cooperation in urban exchange, bring on the sustainable development of the city, and create a culture of sports for all, Taipei will surpass even its previous peaks. Even decades later, visitors from near and far will still remember and talk about the beauty of the city.

Taipei 2017 Summer Universiade- Breakthrough

In order for the Taipei 2017 Summer Universiade to have clear positioning and to highlight the characteristics of the host city, Taipei City designed the logo, slogan, and mascot for the event first. It is hoped that these will emphasize the power of young generations, and merge with the city image. By actively recruiting passionate and enthusiastic volunteers locally and internationally, the Taipei 2017 Summer Universiade will be able to break through limitations and have a strong start in its preparation stage.

Slogan- For You, For Youth

Taipei 2017 Summer Universiade will be an event that pays tribute to the legend of the youth and the youth dream of sports, and in the process it will convey to the world Taipei's friendliness, warmth and vitality. It is a time for the world to embrace the power of youth and feel good and positive about the future. As such, this dazzling Universiade is dedicated to you and the youth generation.

Logo- Colorful Extension of U

The letter U stands for Universiade, United and University; and as such it calls to mind the tremendous hope and positive belief inspired by the youth generation. It is supplemented by the shape of interwoven uplifting lines, which echo the continuous efforts and pursuit of excellence that Taipei City advocates.

Five bright colors in the logo symbolize the harmony and friendship among nations which means that the world will be better through the Taipei 2017 Summer Universiade!

Logo of Taipei 2017 Summer Universiade

Ambassador – Black Bear Bravo

The Taiwan Black Bear, an epitome of force and courage, is the mascot of the event. The gradient from black to gray in color and the gold medal of victory worn is to represent the athletes challenging themselves and pursuing the spirit of excellence. This friendly mascot will play the role of cheerleading captain to deliver hope and joy to all participants and to welcome athletes from around the world to Taipei.

Due to over-exploitation of the natural environment and various human-induced disturbances, the number of black bears in Taiwan has drastically reduced. At present, the number of Taiwan black bears is less than 600, and it has become an endangered conservation animal. Mascot Bravo will be part of initiatives such as going to campuses to teach children how to protect Taiwan black bears, and working together to anticipate and cheer for the coming of the Taipei 2017 Summer Universiade!



Ambassador for Taipei 2017 Summer Universiade –Black Bear Bravo



Volunteer Rally at 365 Days Countdown to Taipei Universiade Carnival



Bravo appeared at Press Conference for 365 Days Countdown to Taipei Universiade Carnival



Shu-Ching Hsu attended 2017 Taipei New Years Eve countdown party to promote Taipei 2017 summer universiade

Taipei 2017 Summer Universiade- We Want You!

The Taipei 2017 Summer Universiade volunteer service is divided into five major categories of services: assisting at the venues for relevant administrative and information services as "administration volunteers"; assisting at the competition venues as "venues volunteers" to provide information, guidance and other services; assisting as " service volunteers " to provide services such as meal service, warehouse management, and pick-up and drop off services; assisting as " cultural volunteers " to aid in collecting media reports, opening and closing events; and assisting as "reception volunteers" to support in receiving VIPs and hosting awards ceremony services. “365 Days countdown to Taipei 2017 Summer Universiade Carnival” was held on August 20, 2016 with about 600 volunteers participating. The celebration kicked off with the volunteers’ performing a dance and flag parade that they had spent a month preparing. Taipei 2017 Summer Universiade is a large-scale international multi-sports event that requires the participation of all. It warmly welcomes all public and college students aged 18-years-old and above to participate in the event, and to share exciting moments within Taipei.

Taipei 2017 Summer Universiade- Beyond

With this one single event of Taipei 2017 Summer Universiade, Taipei’s world view will be shaped, and a lasting imprint and legacy will be left. As a result, running a successful Taipei 2017 Summer Universiade is a simple goal which is part of a broader vision to continue to push ourselves to the limit and make the entire city of Taipei, including the residences and the living environment, as good as they can be. Along with the traditional industries and sports industries, the city’s international perspective will change in both quality and quantity from top to bottom. As the capital, Taipei is going to make Taiwan a whole a better place!



Taipei Heping Basketball Gymnasium(schematic diagram)

World-Class New Stadium Standing on the International Stage

Taipei City Tennis Center is a certified diamond leveled green building with state of the art structural mechanisms in place. It is one of the Taipei 2017 Summer Universiade new sports venues. The facilities are in line with international standards of professional tennis which makes it eligible to host events organized by the Association of Tennis Professionals (ATP) and the Women's Tennis Association (WTA) in the future. This should make it possible to see wonderful world-class tennis stars battle right here in Taiwan.

Taipei Heping Basketball Gymnasium is the re-evolution of the stadium that previously combined educational, administrative and outdoor interactive facilities. The building faces south, and with a southwest wall shading design, filtered natural soft light is allowed into the room and helps with indoor air-conditioning energy savings. The Low-E double glazed glass installed provides sufficient natural light and blocks heat radiation within the room. It is also an innovative design insofar as it also acts as a spatial extension.

MIT Premium Partner, Cheer for the Universiade !

The preparation for Taipei 2017 Summer Universiade has received strong support from all walks of life. Recognizing the excellence of Taiwanese brands and working to ensure that the world can see the uniqueness of Taipei, a number of enterprises have helped to provide support for the Taipei 2017 Summer Universiade. As of the end of 2016, sixteen enterprises have contracted to sponsor the event with a cumulated value of about NTD 804 million dollars. This includes the Uni-President Enterprises Corp., EVA Air, China Airlines, TaiShan Sports Industry Group Co., Ever Rich D. F. S., Sunrise Golf & Country Club , Victory Rackets Ind. Corp., Dongying Sports, Eclat Textile Co., LTD, SIFO Technology Corporation, KeJih Pineapple Pastry , Taiwan Fuji Latex Co. Ltd., Chun Shin Limted, Starlike Co. Inc., Nan Yun Sporting Goods Co., Ltd., Fu Hsun Fiber Industries Co., Ltd.

The Organizing Committee expressed that through the diffusion effect of the Taipei 2017 Summer Universiade brand, sponsors could enhance their international connections and



Premium Partner of Taipei 2017 Summer Universiade: Uni-President Enterprises Corp.



Premium Partner of Taipei 2017 Summer Universiade: EVA Air and China Airlines



Athletes' Village of Taipei 2017 Summer Universiade located at Linkuo

marketing advantages. The quality of MIT (Made in Taiwan) goods is the pride of Taiwan. Such an event like Taipei 2017 Summer Universiade is a way for Taiwan's local brands to shine in the international arena. A warm invitation is sent out to business communities and enterprises from all areas to take part in the Taipei 2017 Summer Universiade. With the support, resources, and quality services provided, all can share in the glory of Taipei 2017 Summer Universiade.

All in to Drive Glory for the City of Taipei

Hosting a large-scale multi-sport event will not only enhance the city's international visibility and elevate the quality of hardware and software construction of the hosting city, but it will also bring sustainable development and mechanisms for the development of the city. The experience will serve as the basis for future large-scale event bidding. Therefore, the Organizing Committee of Taipei 2017 Summer Universiade planned and examined the sustainable legacy of the event carefully. Each division assessed what could be done and what could be changed for the Taipei 2017 Summer Universiade. The Organizing Committee has based development on five major aspects: hardware upgrade, talent nurturing, environmental protection, cultural exchanges, and industrial development. All parts of this plan interlock and complement each other. One example of this is having the two new venues and the competition venues of the event spread throughout five counties, which can also then be used as leisure venues for the general public after the event. Another example is the Athletes' Village located in Linkou District, which will be transformed into public housing for continued use after the event. This will contribute towards urban renewal and urban rebuild.

To honor the efforts that athletes have put into their preparation for competitions, as the host city, we have also invested energy into working to present a spectacular games to you and to the young generation.

Taipei 2017 Summer Universiade- to be young again for you!