Outline

➢ Visions
  ➢ FISU Values
  ➢ Proud of U!
  ➢ Beyond Your Expectations!

➢ Progresses
  ➢ Organizing Committee
  ➢ Investments and Supports
  ➢ Master Plan
  ➢ Athlete’s Village
  ➢ Venues
  ➢ Marketing
  ➢ Research and Learning

➢ Plans for 2013
  ➢ Venues
  ➢ Athlete’s Village
  ➢ Marketing
  ➢ Official Website
  ➢ Research and Learning

➢ Plans for 2014 - 17
Visions -- FISU Values

- Sport Value
- Sports Practice
- University Spirit
Visions -- Proud of U!

Logo

- The Colors Signify the Five Continents of the World
- Universiade
- Taipei's City Bird – the Taiwan Blue Magpie

Mascot

- Taiwan Black Bear
  - Strength
  - Wisdom
  - Courage
Visions --
Beyond Your Expectations!

- Friendly Taipei
- Green Taipei
- High-tech Taipei
- Culturally Enriched Taipei

Beyond Your Expectations
Progresses -- Organizing Committee

Established on January 29, 2013
Progresses -- Organizing Committee (Cont.)

- OC Board
  - Chairperson: Mayor Lung-Bin Hau
  - 46 members including:
    - Representatives from the Central Government
    - Taipei City Government Department Heads
    - Representatives from Local Governments
    - Representatives of CTUSF
    - Heads of NFs (14 Compulsory and 3 Optional)
    - Leaders and Professionals of Sports
OC Organization Chart

- OC Board
- CEO
- 15 Divisions
- 74 Sections
Progresses -- Organizing Committee (Cont.)

➢ Staffs and Offices
  ▶ Full-time Staffs
  ▶ Supports from Taipei City Government
  ▶ Offices

Best Regards from 2017 SU
Progresses -- Investments and Supports

- Official Budget: US$ 660 Millions
  - 45% Central Government Funding
  - 45% Taipei City Government Funding
  - 10% Private Funding

- Additional On-going Projects
  - 2017 SU Athlete’s Village
  - Taipei Dome
Progresses -- Athlete’s Village

- Location
- Construction Schedule
- Plans and Designs
Progresses -- Athlete’s Village (Cont.)

- Location

Bus Travel Time

- Taoyuan International Airport
- Linkou
- Taipei
- Keelung
- Hsinchu
Construction Schedule

- Winning the Bid of 2017 SU: Nov. 2011
- Call for Tenders: Dec. 2012
- Ground Breaking: Dec. 2013
- Stress Test: Mar. 2017
- Grand Opening: Aug. 2017
Plans and Designs

- Zoning
- 44 Buildings (15-story), 3,018 Units, 550,000 Square Meters
- 3 Different Unit-designs
- About 12,000 Beds
Progresses -- Athlete’s Village (Cont.)

➢ Plans and Designs (Cont.)
Progresses -- Athlete’s Village (Cont.)

- Plans and Designs (Cont.)
Plans and Designs (Cont.)

ATHLETE’S VILLAGE ACCOMODATION UNITS

Type A: 112 m²
- 5 beds
- 2 bathrooms
- Sofa

Type B: 66 m²
- 2 beds
- 1 bathroom

Type C: 99 m²
- 5 beds
- 2 bathrooms

Housing floor plan:
- each floor accommodates 24 beds
- Lifts x2
- Lobby

Office floor plan:
- Office (277 m²)
- Kitchenette
- Toilet

Housing units without partitions are used as office space, with bathrooms and kitchenettes, for the delegations.
### Plans and Designs (Cont.)

#### THE OVERALL CONFIGURATION

<table>
<thead>
<tr>
<th>Operation Zone</th>
<th>International Zone</th>
<th>Accommodation Zone</th>
<th>Logistics Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Center 2,890 m²</td>
<td>International Conference Hall 1,330 m² (500 people)</td>
<td>Offices 18,000 m² (90 m²/room, about 200 rooms)</td>
<td>Located in the basements of Linkou Junior High and dormitories.</td>
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<tr>
<td>Visitor Reception Center 830 m²</td>
<td>Medical Center 650 m²</td>
<td>Infirmary 10,000 m² (50 m²/room, about 200 rooms)</td>
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<tr>
<td>Volunteers Center 1,200 m²</td>
<td>Religious Center 600 m²</td>
<td>Dining Hall 17,200 m² (4,000 people, satisfy different region/religion needs)</td>
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<tr>
<td>Management Center 280 m²</td>
<td>Information Center 650 m² (mail boxes, games info)</td>
<td>Condo 336,570 m² (12,000 beds, 3 persons per room, 3 persons per lavatory, 100*220 m²/bed, AC, closets, kitchen, furniture)</td>
<td></td>
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<tr>
<td>Transportation Center 28,300 m²</td>
<td>Flag Square 2,717 m² (200 poles)</td>
<td>Laundry (B1) (24 hr.)</td>
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<tr>
<td>Security Center 1,000 m²</td>
<td>Media Center 500 m²</td>
<td>Room Service Center</td>
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<td></td>
<td>Physical Recovery Center 4,750 m² (indoor pool, gym, outdoor fields)</td>
<td>Public Space (Ground floor &amp; 2F) (supermarkets, banks, rest areas, information facilities, entertainment center)</td>
<td></td>
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</table>
Progreses -- Venues

➢ Preliminary Venue Inspection

*Feb. 1 – July 31, 2012*
FISU Official Venue Inspections

FISU SU Director

- Mr. Vandenplas, *July 11 – 13, 2012*

FISU CT Inspections

- Diving: Mr. Leas, *Nov. 30 – Dec. 2, 2012*
- Swimming: Mr. Wadley, *Dec. 6 – 8, 2012*
- Water Polo: Mr. Clemencecon, *Dec. 7 – 9, 2012*
- Volleyball: Mr. Tennant, *Dec. 9 – 12, 2012*
Progresses -- Venues (Cont.)

Volleyball CT: Mr. Mark Tennant

FISU SU Director: Mr. Vandenplas

Swimming CT: Mr. Wadley

Water Polo CT: Mr. Clemencon

Diving CT: Mr. Leas
Under Construction Venues

Taipei Dome
Progresses -- Venues (Cont.)

- Under Construction Venues (Cont.)

Basketball Hall

Taipei Tennis Center
Progresses -- Master Plan

Submitted on January 8, 2013
Progresses -- Marketing

➢ International Marketing

► TV:
  • CNN: International, Airport Network, Europe, Asia, South Asia, Latin America
  • Eurosport: International
  • ESPN: China, Southeast Asia
  • Star Sports: Singapore, Korea, HK

► Outdoor Media
  • Electronic Billboard: France, USA, Singapore, China, Japan, Korea
  • Zipper: The Wall Street Journal
International Marketing (Cont.)

Printed Media:

Internet:
enVoyage (EVA Air Inflight Magazine)  Dynasty (China Airlines Inflight Magazine)

Local Marketing

- Taipei MRT
- Newspapers: China Times, Liberty Times, United Daily News, Apple Daily
Local Marketing (Cont.)

Billboard: Taipei Dome
Progresses -- Marketing (Cont.)

➢ Local Marketing (Cont.)

► Multi-sports Events: National High School Games, AMAC

► Taipei Major Events: Rice Festival

National High School Games

Rice Festival
不容忽視的國際體育賽事

世界大學運動會

2017

運動家精神

愈挫愈勇

2017年臺北世大運

鄭韶婕

非常期待

2017臺北世大運

臺北市政府 廣告
Progresses -- Marketing (Cont.)

➤ Internal Marketing Events

➤ Marketing Meeting with FISU Officials in Taipei,

*December 3, 2012*
Progresses -- Marketing (Cont.)

 Internal Marketing Events (Cont.)

► Quarterly Marketing Conference Call with FISU,

February 5, 2013
Visiting 2011 and 2013 SU OCs

Shenzhen, Mar. 26 - 30, 2012

Kazan

- CSU Meeting, April 19 - 24, 2012
- Venues and Village, August 24 - 31, 2012
- FISU GALA, September 19 - 24, 2012
- CSU Inspection, February 12 - 18, 2013
Visiting 2012 London Olympic Games
July 24 – August 13, 2012

Mayor Lung-Bin Hau Visiting 2012 London Olympic Venues
September 4 – 8, 2012
Plans for 2013 -- Venues

- Grand Venue Assessment
- Renovation Plans
Scheduled Launch Date: May 15, 2013
Plans for 2013 -- Marketing

- Marketing Plan Agreement
- Quarterly Marketing Conference Call with FISU
- Scheduled Marketing Events
  - UK Global Sports Workshop (Taipei)
  - 2013 Kazan SU
  - East Asian Games (Tianjin, China)
  - Asian Youth Games (Nanjing, China)
  - National Games (Taipei)
  - International Taipei Dragon Boat Festival (Taipei)
Plans for 2013 -- Research and Learning

- Additional Optional Sports Study Project
- FISU Seminar (Taipei)
- 2013 Kazan SU HOD Meeting
- Kazan 2013 Observer Programme
- 2013 Kazan SU
- FISU Marketing Workshop
- East Asian Games (Tianjin, China)
- Asian Youth Games (Nanjing, China)
Plans for 2014

- Working on Venue Renovations
- Developing Sport Operational Plans for 14 Compulsory and 3 Optional Sports
- Planning for the Opening/Closing Ceremony
- Developing Volunteer Training Programme and Recruiting Including Domestic and International Volunteers
- Announcing Additional Optional Sports
- Developing Sponsorship Programme and Souvenir and Related Product Designs
Plans for 2015

- Developing/Procuring for Timing and Scoring Services, On-venue Results, Accreditation, TV Graphics, INFO System, and On-screen Credits
- Planning Programmes for Anti-terrorism, Security, Medical, Transportation, Media, etc.
- Participating Gwangju SU Observer Programme
- Planning/Procuring for Sport Equipment
- Preparing/Sponsoring Stress-test Events
Plans for 2016

- Venues and Athlete’s Village Construction Completed
- Recruiting/Training Referees, Volunteers, and Staffs
- Open Tender for Local Broadcasting Media Agency
- Preparing/Sponsoring Stress-test Events
- Publishing Rules and Regulations
Plans for 2017

- Sponsoring Torch Relay, Cultural Activities, Performance, and Exhibitions
- Conducting Simulation Tests for All OC Divisions
- 2017 Taipei SU
Thank you!