WORLD CONFERENCE
SPORT FOR ALL

14th EDITION
BEIJING
20-23.09.2011
FIRST ANNOUNCEMENT

IN COLLABORATION WITH

HOSTED BY

ORGANISED BY
Message from Beijing

Liu Qi
Member of the Political Bureau of the Communist Party of China (CPC) Central Committee
Secretary of the Beijing Municipal CPC Committee
Chairman of the Beijing Olympic City Development Association

Distinguished Friends,

At the IOC Executive Board meeting held in Dubai this April, Beijing was granted the right to host the 14th World Conference on Sport for All in 2011.

The World Conference on Sport for All provides an ideal forum for international exchanges of ideas and experiences aimed at realising the Olympic ideal, which states that sport is a right belonging to all individuals, without any kind of distinction. The Conference is open to all people and organisations involved in the sport for all movement. It is a movement which seeks to pursue the promotion of health, fitness and well-being through sports activities which can be practised by people of all ages, both sexes and differing physical, mental, social and economic conditions, whatever the local and regional cultures.

Sport for all is an integral part of the Olympic Movement. The World Conference on Sport for All provides an ideal platform for exchanging and promoting sport for all’s undertakings across the world. The 14th World Conference on Sport for All will continue the efforts made to disseminate the Olympic spirit and promote the development of mankind.

This is not only an honour for Beijing, but also an honour for China. Beijing successfully hosted the 2008 Olympic Games with the support of the international community two years ago. With a more modern look and open posture after the Games, Beijing is integrating itself into the international community by making new friends and developing new cooperation.

On behalf of the citizens of Beijing, I would like to extend a warm invitation to you to attend the 14th World Conference on Sport for All in 2011.

14th World Conference on Sport for All — Beijing 2011

The International Olympic Committee’s World Conference on Sport for All is organised in cooperation with SportAccord. It will take place from 20 to 23 September 2011. From this 14th edition in 2011, the Conference will be held every two years as in the past, but it will take place in uneven years, i.e. in non-Olympic years. Hosted by the Chinese Olympic Committee and the Beijing Municipal Government, the Conference will be organised by the Beijing Olympic City Development Association (BODA). The World Conference on Sport for All has, since its formation, been dedicated to promoting broad dissemination of the sport for all philosophy globally. It pursues the promotion of health, fitness and well-being and aims at fostering the harmonious development between mind and body and between people and nature by motivating, inspiring and encouraging more people to participate in sports activities. This is a direct and effective way to carry forward the Olympic spirit. Holding the 14th World Conference on Sport for All in the most populous country, China, and in the youngest Olympic City, Beijing, will greatly enrich the meaning of sport for all and present a new opportunity and driving force for sustainable development of the global sport for all movement.
Programme Outline

The 14th World Conference on Sport for All will be held from Tuesday 20 September until Friday 23 September 2011 in Beijing, People's Republic of China.

The Conference will focus on the practical implementation of Sport for All programmes and activities, as well as academic studies into the cultural importance and health benefits of physical activity. In particular, discussions will be framed around the following themes:

• Follow up of the 2010 World Conference on Sport for All;
• Health and Social Benefits of physical activity;
• Programmes and Policies: the practical and theoretical foundations of Sport for All;
• Development and Promotion of Sport for All, in particular the roles of different stakeholders; and
• Future Directions.

The 14th edition of the Conference will see the introduction of a revised format in which a greater emphasis will be placed upon interactive knowledge sharing and the exchange of best practices. Discussions and presentations will be conducted through a variety of different forms including:

• workshops;
• panel discussions; and
• plenary and parallel sessions. For the first time at the World Conference on Sport for All, participants will have the opportunity to hear case study presentations in which presenters will share their secrets as to the successful implementation of Sport for All programmes. The Conference will also provide participants with the opportunity to meet the experts and leaders of the global Sport for All movement, with specific times set aside for networking and communication. The academic content of the Conference will be supplemented by a number of ancillary sporting and social events in which participants will be able to gain firsthand experience of Beijing's Olympic Legacy.

Conference venue and hotels

The venue will be the China National Convention Centre (CNCC), which is located in the central area of the Beijing Olympic Green. During the Olympic Games, it served as the Main Press Centre and the International Broadcast Centre, and possesses many functions and advanced equipment. Most hotels reserved for the participants are close to the CNCC.

Conference Organisation

Beijing Olympic City Development Association (BODA)
E-mail: BODA@beijing2008.cn
Address: 8A, Tianchendong Road, Chaoyang District, Beijing, China
Tel: +86 10 84373269, +86 10 84373200 Fax: +86 10 84373210
www.sportforall2011.org
BEIJING, an ancient but vibrant Olympic city

Beijing, the oriental city that delivered an exceptional Olympics in 2008, is expecting to give you a totally new experience.

Basic Facts
As the capital of the People's Republic of China, Beijing is the country's political, cultural and international exchange centre. Boasting a history of more than 3,000 years as a city and more than 850 years as the capital, the city covers an area of 16,800 square kilometres, with a permanent population of 17.55 million. Beijing's climate is the temperate continental monsoon climate with four distinct seasons. In autumn, the sky is normally clear, and the weather is mild and crisp. It is the golden season for tourism. Beijing Capital International Airport is the second busiest airport in the world. It has over 200 international and domestic connections, and has become one of the airports with the largest passenger transportation capacity in the world.

Where to go?

10 Olympic competition venues, as well as a number of non-competition venues and auxiliary facilities. It is the largest cluster of Olympic venues in the history of the modern Olympic Games. The main venue of the Beijing Olympic Games—the National Stadium, or "Bird's Nest"—and the National Aquatics Centre, or the "Water Cube", are located here. After two years of post-Games transformation, the Olympic Park has become the favourite destination for local and foreign visitors, as well as the back yard of Beijing residents.

Beijing boasts a long history and rich culture. As part of the invaluable cultural heritage of the Chinese nation, as well as of the World Cultural Heritages, the Temple of Heaven, the Great Wall at Badaling, the Forbidden City, and the Summer Palace perfectly embody the traditional Chinese culture.

Alongside these historical sites, we have the Olympic venues, represented by the Olympic Park (a.k.a. the Olympic Green). The Olympic Park is located on the northern end of the city's central axe, and it includes
Beijing has a profound cultural background, and has formed a very unique cultural style. Although Beijing has become a magnificent modern city, the authentic cultural elements, such as the Peking Opera, Cross-Talk, teahouses, Hutong, and courtyard houses, are still there.

Beijing also has delicious foods from various parts of the country. There are some 10,000 restaurants in the city, almost one thousand old restaurants and famous restaurants, and more than one hundred "time-honoured" restaurants, making Beijing the capital of fine food.

September is a time in which Beijing has beautiful red leaves all over the city. During the Conference on Sport for All, the Organising Committee has arranged a wide range of diverse visiting and experiencing activities. You can join the city's residents to do morning exercise at the Temple of Heaven, take a walk among the resplendent palaces of the Forbidden City, visit the Olympic Park and the sports facilities in it, play water in the newly built indoor water amusement park — the largest one in China and the most advanced one in the world — within the National Aquatics Centre, buy some high-quality silk & handcraft items at very low prices in the Yaxiu market early in the evening, or spend some happy hours with friends late at night in the pubs of Sanlitun or Shichahai. The success of the Beijing Olympic Games enabled Beijing's economy to be more prosperous, the city to be more civilised, the society to be more harmonious, and the environment to be more liveable. The sport-loving, optimistic and upbeat Beijing residents are looking forward to sharing with you, with friends all over the world, the pleasure and passion of this city.

What to taste?

Beijing Olympic Games provided the Sport for All movement with its best ever period. The general public loves sport; bodybuilding & fitness have become a way of life; and ubiquitous public fitness exercises have become a beautiful sight around the city. Currently, more than 60% of Beijing residents frequently participate in sports exercises, and a large number of Olympic facilities, including the Bird’s Nest and the Water Cube, now belong not just to the athletes, but are also benefiting ordinary residents who love sport.

Which sport to try?

The Beijing Olympic Games provided the Sport for All movement with its best ever period. The general public loves sport; bodybuilding & fitness have become a way of life; and ubiquitous public fitness exercises have become a beautiful sight around the city. Currently, more than 60% of Beijing residents frequently participate in sports exercises, and a large number of Olympic facilities, including the Bird’s Nest and the Water Cube, now belong not just to the athletes, but are also benefiting ordinary residents who love sport.
The Beijing Olympic City Development Association (hereinafter referred to as BODA) was officially set up on 6 August 2009. Mr Liu Qi, Secretary of the Beijing Municipal CPC Committee, is the Chairman of BODA. Mr Guo Jinlong, Mayor of the Beijing Municipal Government, is the Executive Chairman of BODA.

The Mission of BODA: to develop the Olympic spirit, expand the Olympic achievements, promote the sustainable development of Olympic and Paralympic causes in the city, contribute to the construction of Humanistic Beijing, Hightech Beijing and Green Beijing and accelerate the development of Beijing as a modern developed city and an international sports culture centre.

The Scope of Operation of BODA: to mobilise social forces to carry forward the Olympic spirit and boost the development of the Olympic Movement in the city; to support the development of public welfare and health work including Olympic culture, education, sport, youth, people with disabilities and volunteer service etc., and contribute to the development of Beijing as a modern developed city and an international sports culture centre.

Master Plan of BODA
I. Olympic Sports Culture
   The Beijing Olympic City Sports Culture Festival will be held from 8 August to 6 September every year to celebrate the anniversaries of the Beijing 2008 Olympic and Paralympic Games. The festival will start with sports and cultural events on 8 August, National Fitness Day, and consist of forums, concerts, film week, exhibitions, performances and cultural activities. The grand celebration will not only carry on the Olympic legacy and establish a platform for international sports culture exchanges, but also create brand activities people love and enjoy in their leisure time.

   II. Olympic Education & Volunteer Service
      Together with the Olympic Education Demonstration and Heart-to-Heart Schools, BODA will organise a series of Olympic education activities like essay writing, photography, drawing and singing contests, to encourage young people to lead healthy lives and guide the younger generation to carry on the Olympic spirit. Meanwhile, BODA will play a supporting role in volunteer work. Moreover, the popularisation of green life, green consumption and low-carbon life will also be a key task of BODA to promote the construction of Green Beijing.

   III. Transfer of Olympic Knowledge
      Integrating the experience of Olympic knowledge and legacy management, BODA aims to formulate a Beijing Olympic Knowledge System and thus create a unique Olympic intellectual-based database, on which the intellectual legacy could be transferred to other organisers of sports and cultural events and other major activities. Archives, publications, consultation, training and research on the Olympic Games will continue to produce long-term benefits. BODA tends to track the post-Games use of the Olympic venues, and drive a new round of marketing of the Beijing Olympic mascots to promote the culture-creation industry in the city of Beijing.

   IV. Olympic External Communication
      BODA will devote itself to attending, bidding for and hosting major international events, exhibitions and conferences in the field of sport; maintaining close cooperation with the Chinese Olympic Committee; developing cooperative relations with the IOC, UN and other international organisations; establishing long-term and stable cooperation with other Olympic cities and playing an active role in the World Union of Olympic Cities. BODA will make efforts to enhance the influences of the Beijing Olympic City Development Forum and Beijing International Sports Film Week in these circles.

   V. Management and Operation of the Surplus Funds of the Beijing Olympic Games
      BODA will make a strategic plan to manage the fund surplus of the Beijing Olympic Games on a reasonable basis; implement studies and training on the running and management of the fund to keep and increase its value; set up the Beijing Olympic City Development Foundation to manage the appropriate funds for public welfare and promote sustainable development of the Olympic cause in the city; and establish an operational entity so as to enhance the self-development ability of BODA.

IV. Olympic External Communication
   BODA will devote itself to attending, bidding for and hosting major international events, exhibitions and conferences in the field of sport; maintaining close cooperation with the Chinese Olympic Committee; developing cooperative relations with the IOC, UN and other international organisations; establishing long-term and stable cooperation with other Olympic cities and playing an active role in the World Union of Olympic Cities. BODA will make efforts to enhance the influences of the Beijing Olympic City Development Forum and Beijing International Sports Film Week in these circles.

V. Management and Operation of the Surplus Funds of the Beijing Olympic Games
   BODA will make a strategic plan to manage the fund surplus of the Beijing Olympic Games on a reasonable basis; implement studies and training on the running and management of the fund to keep and increase its value; set up the Beijing Olympic City Development Foundation to manage the appropriate funds for public welfare and promote sustainable development of the Olympic cause in the city; and establish an operational entity so as to enhance the self-development ability of BODA.