

成果 專刊

ANNUAL EDITION



2024 Sport Event
Taiwan Workshop

2024
臺灣品牌
國際賽研習營



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走向世界的臺灣品牌賽事

2024 年體育界迎新氣象，巴黎奧運萬眾矚目展開，掀動全民體育熱。在臺灣，國際自由車環臺賽、臺北羽球公開賽等經典賽事如期登場，也有高雄霹靂舞國際大賽等新星嶄露頭角，盡展臺灣多元品牌魅力。體育署精選 12 場年度賽事，作為臺灣向世界遞出的名片；期望口碑累積，提升臺灣能見度與形象，建立 IP 價值激發經濟潛能，並增進人民認同感與向心力。

體育是連通世界的契機，品牌是行銷臺灣的利器。臺灣品牌國際賽研習營為推動臺灣賽事品牌化而生，歷年來透過論壇、線上課程等活動，精進辦賽單位知能。為引進國際資源，攜手國際賽會活動主辦單位協會（IAEH）、日本運動觀光聯盟（JSTA）、APEC 運動政策網絡（ASPN）和國際少年運動會（ICG）委員會等單位；芬蘭、加拿大、挪威等多國城市代表，以及東京馬拉松、環蘭卡威等知名賽事單位來臺，響應研習營主軸，提供賽事結合城市發展品牌的寶貴見解。臺灣國際衝浪公開賽、花蓮太平洋國際龍舟節等具地方標誌性的本土賽事也經由案例分享，讓國際看見臺灣。

國際交流足跡持續拓展。今年我們從英國伯明翰 SportAccord 年會，到瑞士洛桑 Smartcities & Sport 峰會，與全球體壇代表齊聚一堂，交流共促合作新機；另也邀請外賓藉國際論壇順道參訪新北萬金石馬拉松等賽事，及 2025 雙北世壯運比賽場館，展示臺灣堅實的體育地基。

奧運期間對國手的堅定支持，選手榮譽奪牌的精采瞬間，都讓世界見證臺灣因賽事凝聚的共鳴與韌性。2025 雙北世壯運蓄勢待發，也勢必再掀高潮。挾臺灣豐沛的運動能量，我們目標新秀賽事品牌化，既有品牌再進化，讓臺灣在國際躍動不停歇。期待臺灣賽事蛻變升格，整裝迎接全球競逐的品牌賽時代。

教育部體育署署長 ——

鄭世忠



Taiwan Stepping onto the International Sports Events Arena

In 2024, the global sports scene gained a new atmosphere with the Paris Olympics igniting a nationwide passion for sports. In Taiwan, iconic events such as the Tour de Taiwan and the Taipei Open, along with emerging competitions like the Kaohsiung Breaking International Championships, showcased Taiwan's diverse sports brand appeal. The Sports Administration has chosen 12 Featured Sports Events as Taiwan's global signature, aiming to elevate the nation's international profile, establish IP value and unlock economic potential, and strengthen national identity and unity.

Sports serve as a gateway to global connection, while brands serve as powerful tools to market Taiwan. The Sports Event Taiwan Workshop was established to enhance event branding through forums and online courses. Collaborating with global organizations like IAEH (International Association of Event Hosts), JSTA (Japan Sport Tourism Alliance), ASPN (APEC Sports Policy Network), and ICG (International Children's Games), the workshop drew insights from international cities in Finland, Canada, and Norway, as well as events like the Tokyo Marathon and Tour de Langkawi. Iconic local events, such as the Taiwan Open of Surfing also highlighted Taiwan through exchange.

Our international exchanges continue. This year, from the SportAccord World Sport & Business Summit in Birmingham, UK, to the Smartcities & Sport Summit in Lausanne, Switzerland, we engaged with global sports representatives to explore new cooperation opportunities; we also invited foreign guests to visit sports events such as the New Taipei WJS Marathon and WMG2025 (World Masters Games 2025) venues, demonstrating Taiwan's solid sports foundation.

During the Olympics, our strong support for Taiwan's athletes and their remarkable medal-winning moments spotlighted the island's resilience and sportsmanship to the world. With the WMG2025 on the horizon, excitement is building for more sporting peaks. We aim to brand new events and improve existing ones, ensuring Taiwan's vibrant presence on the international stage. We look forward to elevating of Taiwan's sports events, preparing for the future of global sports brand competition.

Director-General of the Sports Administration,
Ministry of Education _____

Shih-Chung Cheng



SETW 年度亮點 SETW Annual Highlights

邁入第 4 年，臺灣品牌國際賽研習營持續致力於臺灣國際賽事的品牌轉型。在「國際運動賽事 x 城市品牌形象」主軸下，鼓勵賽事與所在城市建立緊密連結，形塑專屬臺灣的品牌印象，讓世界關注賽事同時，也看見臺灣；連帶發揮相輔相成的力量，活絡城市觀光和經濟發展。

研習營今年以 5 場國際論壇為重頭戲，集結國內外城市代表、知名賽事單位，分享各國發展城市標誌性賽事的成功案例、應用在地資產的賽事規劃等議題；另規劃 7 場研習活動，引導賽事單位掌握臺灣品牌國際賽事的意涵與指標；夯運動黑客松也再度登場，展現青年創意如何為運動產業激盪嶄新火花。

Now in its fourth year, the SETW (Sport Event Taiwan Workshop) continues to focus on promoting the branding of Taiwan's international sports events. With the theme "International Sport Event x City Branding," it fosters close ties between events and their host cities, shaping a unique Taiwan brand image. This highlights Taiwan on the world stage while boosting local tourism and economic growth.

This year, 5 international forums were featured as the main focus, bringing city representatives and prominent event organizers to share insights on developing iconic city events and integrating local resources. Additionally, 7 training activities were planned to help event organizers grasp the essence and key indicators of Taiwan-brand International Event., The Fun Sports Hackathon, where student creativity brought fresh energy to the sports industry, also returned once again.

5 場 國際論壇
5 International Forums



7 場 研習活動
7 Training Activities



邀集國內外講師 **69 人次**
69 Speakers Invited Domestically
and Internationally

講師國籍橫跨 **12 國**
Speakers from 12 Different Countries

近 **600** 參與人次
Nearly 600 Attendees



 歷年精華影片

累積 **53,000+** 觀看次數
Over 53,000 Views on Past Highlight Videos



系列國際論壇 Series of International Forums

今年 5 場國際論壇，分別於 2 月 27 日、3 月 15 日、6 月 21 日、8 月 9 日以及 11 月 8 日登臺，邀請縣市政府、賽事單位、國內外專家學者，及體育相關團體等共同參與。透過專題演講、交流分享，各國城市品牌賽事精彩亮相，展現賽事營運多元樣貌，也帶來品牌建構的寶貴洞見。

This year's 5 international forums were held on February 27, March 15, June 21, August 9, and November 8. Through keynote presentations and panel discussions, the forums showcased the diverse operations of international sports events and offered valuable insights into brand building.

02.27 啟動論壇 Launch Forum

藉由啟動儀式，宣達年度主軸「國際運動賽事 x 城市品牌形象」，正式展開研習營今年度系列活動。

The Launch Forum commenced with an opening ceremony that unveiled the annual theme, "International Sport Event x City Branding," marking the official start of this year's workshop series.

03.15 賽事建立在地連結 Building Local Connections

聚焦賽事與城市連結。賽事提取在地元素推廣城市，城市發掘在地特質發展賽事，兩方向展示賽事與城市共同成長途徑。

Focus on event-city synergy: events promote cities through local elements, while cities enhance events via unique traits, driving mutual growth.

06.21 賽事打造運動城市 Shaping Sports Cities

國際城市代表及臺灣縣市政府一同探討運動城市的形塑。賽事舉行之後如何為當地留下深遠影響，點亮城市運動產業多方發展契機。

International city representatives discussed shaping sports cities. The focus was on events creating lasting impacts and promoting local sports industry opportunities.

08.09 城市與運動科技 Applying Sports Technology

與 ASPN 運動科技創新加速器第一期成果發表會聯合舉行，議題拓展至運動創新科技發展前景及現行應用，同時揭露各國在相關領域的最新進展，與臺灣各地運動產業科技化的成果。

Held alongside the ASPN Sports Tech Accelerator Batch 1 Demo Day, this session expanded discussions to sports innovation technology developments and global trends.

11.08 交流分享會 Annual Forum

共同回顧研習營今年度亮眼瞬間。除了表揚 2024 臺灣 12 精選賽事，國際城市品牌賽事對話再啟，夯運動黑客松優勝團隊也於會中進行簡報 Demo。

Reflecting on the standout moments of this year's workshop, the Annual Forum honored the 2024 Taiwan 12 Featured Sports Events, and featured demo presentations by the Fun Sports Hackathon winner.



國際講師 International Speakers

城市代表 City Representative

Anette Larsen Bognø 斯塔萬格旅遊與會展局總監
Anette Larsen Bognø, Director, Region Stavanger Visitors & Convention Bureau

Charlie Jung 泰國全民參與運動國際交流協會副秘書長
Charlie Jung, Deputy Secretary-General, TMPSA (Thai Mass Participation Sports Trade Association)

Chonticha Leng-ew 泰國體育局國際關係事務官
Chonticha Leng-ew, Foreign Relations Official, Sports Authority of Thailand

Dean Tan 新加坡體育理事會主任
Dean Tan, Division Head, Sport Singapore

枝元俊晴 札幌全球體育委員會局長
Edamoto Toshiharu, Director General, Sapporo Global Sports Commission

Håvard K. Bjor 挪威運動科技中心董事會主席
Håvard K. Bjor, Chairman of the Board, Norwegian Sport Tech

林知篤 埼玉體育委員會代表
Hayashi Noriatsu, Senior Staff, Saitama Sport Commission

鈴木秀紀 2020 東京奧運票務及 CRM 總監
Hidenori Suzuki (Dino), Head of Ticketing & CRM, Tokyo Olympics 2020

西山洋哉 御殿場市產業與體育部門體育交流副顧問
Hiroya Nishiyama, Sports Exchange Division Deputy Counselor, Gotemba City Industry and Sports Department

Lance Macdonald 國際少年運動會委員
Lance Macdonald, Committee Member, ICG (International Children's Games)

Marco Favaro 伊豆市地區振興合作團隊代表
Marco Favaro, Representative, Izu City Regional Development Cooperation Team

Mark Wu 大英國協運動會籌辦單位數位行銷部總監
Mark Wu, Digital Marketing Director, Canada Commonwealth Games Bid

Paul Bollen 阿爾克馬爾體育公司運動顧問／經理
Paul Bollen, Sport Advisor / Manager, Alkmaar Sport

Perttu Pesä 國際賽會活動主辦單位協會會長
Perttu Pesä, President, IAEH (International Association of Event Hosts)

Sung Chul Lee 韓國國民體育振興公團主席
Sung Chul Lee, Director General, KSPO (Korea Sports Promotion Foundation)

卜敏正 臺東縣政府交通及觀光發展處處長
Min-Cheng Pu, Director General, Transportation and Tourism Development Department, Taitung County Government

王得鑑 嘉義市政府教育處科長
Te-Chien Wang, Division Chief, Department of Education, Chiayi City Government

城市代表 City Representative

吳德威 桃園市體育發展基金會執行長
David Wu, CEO, Taoyuan Sports Development Foundation

呂彥杰 花蓮縣政府教育處科長
Yen-Chieh Lu, Division Chief, Department of Education, Hualien County Government

李昱叡 前臺中市政府運動局局長
Yu-Jui Lee, Former Director-General, Sports Bureau, Taichung City Government

林哲宏 臺北市政府顧問
Zhe-Hong Lin, Consultant, Taipei City Government

侯鴻章 花蓮縣立體育高中老師
Hung-Chang Hou, Teacher, Hualien Physical Education Senior High School

陳美芳 國立雲林科技大學助理教授
Mei-Fang Chen, Assistant Professor, YunTech

簡名君 高雄市政府運動發展局科長
Terri Chen, Division Chief, Sports Development Bureau, Kaohsiung City Government

賽事單位 Event Organizer

Anusit Sukprasert 泰國 OCEANMAN 總監
Anusit Sukprasert, Director, OCEANMAN Thailand

Emir Abdul Jalal 環蘭卡威自行車賽營運長
Emir Abdul Jalal, COO, Le Tour de Langkawi

林祖夷 Zeüss Training System 賽事策畫顧問
Lin Zuyi, Event Consultant, Zeüss Training System

川廷尚弘 日本網球協會副主席
Nao Kawatei, Vice President, Japan Tennis Association

Tad Hayano 東京馬拉松賽事總監
Tad Hayano, Race Director, Tokyo Marathon

Will Hayden-Smith 世界衝浪聯盟資深經理
Will Hayden-Smith, Senior Manager, World Surf League

Will Speak (Guillaume Giraud) 阿根廷 Patagonia 越野路跑賽事口譯／主播
Will Speak (Guillaume Giraud), Interpreter / Event Moderator, Patagonia Run

王凌華 中華民國網球協會秘書長
Ling-Hua Wang, Secretary-General, Chinese Taipei Tennis Association

李開志 中華民國自由車協會秘書長
Kai-Zhi Li, Secretary-General, Chinese Taipei Cycling Association

產官學界 Industry, Government, and Academia

朱開宇 臺灣品牌國際賽研習營輔導顧問
Jukai, Consultant, SETW (Sport Event Taiwan Workshop)

李健光 論壇主持人
Andy Lee, Forum Moderator

林廷芳 夯運動 in Taiwan 計畫主持人
Tim Lin, Director, Fun Sports in Taiwan

周陳吉 臺北捷運公司小巨蛋中心主任
Chen-Chi Chou, Taipei Arena Center Manager, TRTC (Taipei Rapid Transit Corporation)

徐祥益 WhiizU 業務經理
Hsiang-Yi Hsu, Business Manager, WhiizU

高俊雄 南華大學校長
Chin-Hsung Kao, President, Nanhua University

張家榮 臺北市立大學助理教授
Chia-Jung Chang, Assistant Professor, University of Taipei

陳成業 國立體育大學教授兼主任秘書
Chen-Yueh Chen, Professor and Chief Secretary, National Taiwan Sport University

陳谷銘 Feebees 創辦人
Gu-Ming Chen, Founder, Feebees

陳美燕 夯運動 in Taiwan 計畫協同主持人
Mei-Yen Chen, Co-Director, Fun Sports in Taiwan

陳秘順 中小及新創企業署副署長
Bi-Shun Chen, Deputy Director-General, Small and Medium Enterprise and Startup Administration

陳漢宇 西北國際運動行銷有限公司執行長
Hank Chen, CEO, Victor.ly

陳鴻儒 Crest 執行長
Brad Chen, CEO, Crest

黃成翰 名衍行銷股份有限公司創辦人
Simon Huang, Founder, Body Sports

黃俊穎 Galdero 執行長
Jordan Huang, CEO, Galdero

黃經堯 亞太運動創新加速器計畫主持人
Hank Huang, Director, ASPN Sports Tech Accelerator

楊啟文 臺灣體育運動管理學會理事
Chi-Wen Yang, Board Member, Taiwan Society for Sport Management

劉俊廷 資訊工業策進會組長
Tim Liu, Section Manager, Institute for Information Industry

鮑麗萍 臺灣高鐵旅遊事業處協理
Athena Pao, Assistant Vice President, Travel and Business Development Division, THSRC (Taiwan High Speed Rail Corporation)



臺灣品牌國際賽研習營於 2 月 27 日辦理啟動論壇，宣達年度主軸，為今年系列活動正式揭開序幕

The SETW held its Launch Forum on February 27th, announcing this year's theme and officially kicking off the series of events

今年 5 場國際論壇，分別於 2 月 27 日、3 月 15 日、6 月 21 日、8 月 9 日以及 11 月 8 日登臺，並與啟動論壇、ASPN 運動科技創新加速器第一期成果發表會，以及年度交流分享會等活動結合。透過專題演講、交流分享，各國城市品牌賽事精彩亮相，展現賽事營運多元樣貌，也帶來品牌建構的寶貴洞見。

This year's 5 international forums, held on February 27, March 15, June 21, August 9, and November 8, were integrated with the Launch forum, ASPN Sports Tech Accelerator Batch 1 Demo Day, and the Annual Forum. Through keynote presentations and panel discussions, international sports events demonstrated diverse operations and offered valuable insights into brand building.

系列國際論壇－焦點回顧

Series of International Forums: Highlights Recap

國與城市概念先行 向下植入賽事品牌策略

國家及城市的特質與形象，深刻影響賽事迎向世界的面貌。斯塔萬格旅遊與會展局總監 Anette Larsen Bognø 以挪威國際賽事為例，行銷上常借用北極光照耀、壯麗峽灣、維京遺產等元素，或凸顯世界最幸福國度的美譽，渲染出人們對賽事乃至挪威的嚮往。

國家及城市的政策也主導著賽事規劃。挪威對永續、性平的重視，從法規延伸進賽事設計，因此賽事最終能展現在地文化理念與價值主張，成為足以代表當地精神的象徵；斯塔萬格更戰略性視體育賽事為城市發展工具，例如將一項 90 公里自行車賽轉為全球規模最大的心臟功能研究場域，刺激協同效益，也彰顯城市實力。

賽事領航 驅動城市發展 包裝城市印象

賽事也能反向為城市領航。東京馬拉松賽事總監 Tad Hayano 提出「融合跑步」概念，讓單調的競跑與旅行、時尚等受人喜愛的元素組裝登場，激發人氣釋放無限商機，同時開闢城市展露特色的舞臺。東京馬拉松舉世聞名的品牌地位與區域代表性，也為賽事與都政府的合作注入強勁動能。雙方共享資源，賽事擔當起城市推廣的重要媒介，化身城市建設的一環，藉此打造運動風氣盛行的生活環境。

對外，賽事能豐富城市形象。世界衝浪聯盟資深經理 Will Hayden-Smith 提到，衝浪賽事特質強烈，隨天氣、

浪況充滿變動與挑戰，誘發躍躍欲試的衝勁。在視覺設計上，常以本地元素為基底，並將這份動感與振奮灌注其中，讓城市展現浪花般清爽活力，一併普及賽事與城市的熱情印象。國際選手齊聚，也塑造出友好開放的氛圍，彷彿歡迎各地遊客探索而來。



National and City Concepts Driving Event Branding Strategy

Country and city characteristics shape events, with policies guiding planning. Region Stavanger Visitors & Convention Bureau Director Anette Larsen Bognø discussed how Norway's events leverage elements like fjords, Viking heritage, and its reputation as one of the happiest countries to attract interest. Norway also integrates sustainability and gender equality into event design. As for Stavanger, it strategically views sports events as tools for city development, such as turning a 90km cycling race into the world's largest heart research field, amplifying the synergistic impact.

Event Leadership: Powering City Evolution and Enriching its Image

Sports events can, in turn, serve as catalysts for city development. Tokyo Marathon Race Director Tad Hayano introduced "Fusion Running," combining running with popular elements like travel and fashion. This approach not only sparked enthusiasm and unlocked business opportunities but also created a platform for showcasing the city's character. Tokyo Marathon's global prestige and regional significance have made it a key influence for city promotion and an impetus for a vibrant city sports culture.

Sports events enrich a city's identity as well. World Surf League Senior Manager Will Hayden-Smith illustrated how surfing competitions embody a dynamic nature shaped by weather and wave conditions, igniting an irresistible urge for adventure. Their visual design thoughtfully weaves local elements with this lively energy, giving cities a wave-like vitality. This approach spreads the passionate image of both event and city, creating a welcoming atmosphere that beckons explorers from around the world.



- 1 斯塔萬格旅遊與會展局總監
Anette Larsen Bognø
Anette Larsen Bognø, Director,
Region Stavanger Visitors &
Convention Bureau
- 2 世界衝浪聯盟資深經理
Will Hayden-Smith
Will Hayden-Smith, Senior Manager,
World Surf League
- 3 夯運動在 Taiwan 計畫主持人林廷芳
Tim Lin, Director, Fun Sports in Taiwan
- 4 臺中、臺東等臺灣縣市代表亦受邀參與
Representatives from Taichung,
Taitung, and other Taiwan cities and
counties were also invited
- 5 藉交流分享會感謝今年辦賽單位
Thank this year's organizers through
the Annual Forum



因地制宜 活化城市獨有資產 成就賽事精髓亮點

賽事與在地密切連結，相得益彰。深化連結的關鍵在於將地方特質融入賽事。國際少年運動會（ICG）委員會委員 Lance Macdonald 分享，基隆納憑藉宜人氣候與富饒自然資源，催生蓬勃的戶外文化；除了有歐肯納根湖泳渡名列加拿大最大型公開水域比賽，也成為 2011 冬季少年運動會進駐之地。荷蘭阿爾克馬爾體育公司運動顧問／經理 Paul Bollen 表示，阿爾克馬爾以濱海優勢為水上賽事提供理想場域，並有沿海馬拉松增添競賽的觀光色彩；頗負盛名的乳酪市場更常被納入周邊活動，引進更多人潮。

不只是賽事 宛如慶典與城市共舞

從城市角度來辦理契合城市的賽事，而賽事也不只是賽事。國際賽會活動主辦單位協會（IAEH）會長 Perttu Pesä，分享在芬蘭坦佩雷舉行的 2023 歐洲壯年運動會。賽會被定調為節慶，致力營造同樂氛圍，積極推廣文化體驗、旅遊行程。參與者能在比賽裡自我實現，也能在遊玩中獲得愉悅。最終不但創造近 700 萬歐元收益，更樹立良好多元的觀光形象，6 成以上遊客表達重遊意願。對即將於 2025 年上陣的雙北市世界壯年運動會而言，這也成了最即時的成功借鏡。

Tailored Strategies to Leverage Unique City Assets for Achieving the Essence of Events

Events and local connections complement each other, with the key to deepening ties lying in the integration of local characteristics. ICG (International Children's Games) committee member Lance Macdonald shared how Kelowna's rich natural resources and outdoor culture led to the Okanagan Lake Swim, one of Canada's largest open-water races, and ultimately secured the city's hosting of the International Children's Winter Games 2011. Alkmaar Sport Manager Paul Bollen from the Netherlands noted the city's coastal advantages have allowed it to develop tourist-friendly events, from water sports to coastal marathons. The famous local cheese market is also frequently incorporated as surrounding events.

More Than Just Events: Celebrations that Glow with City

Events should be more than just competitions. IAEH (International Association of Event Hosts) President Perttu Pesä shared how the European Masters Games 2023 in Tampere, Finland, was framed as a celebration that integrated cultural experiences and tourism. Participants not only achieved personal fulfillment but also enjoyed leisure activities. The event generated nearly € 7 million and established a strong tourism image, with over 60% of visitors interested in returning. This serves as a valuable model for the World Masters Games 2025 in Taiwan.

「讓大家講到賽事就想到城市，講到城市就想到賽事。」臺灣品牌國際賽研習營歷年論壇與課程精華影片均上傳至「中小企業網路大學校－運動創新學程」，歡迎民衆上網瀏覽。

The goal is for people to associate event with city and vice versa. Highlights of past forums and courses by SETW are available on the SMElearning - Sports Innovation Program. Everyone is welcome to watch.



阿爾克馬爾體育公司運動顧問／經理 Paul Bollen
Paul Bollen, Sport Advisor / Manager, Alkmaar Sport



國際賽會活動主辦單位協會會長 Perttu Pesä
Perttu Pesä, President, IAEH
(International Association of Event Hosts)

系列國際論壇－國際城市品牌賽事分享 Series of International Forums: Sharing on International Sports Events



2023 歐洲壯年運動會 European Masters Games 2023

📍 芬蘭坦佩雷 Tampere, Finland

壯年運動會本質——參與精神大於奪牌得勝。賽會宛若邀請全世界共襄盛舉、結識朋友的嘉年華會，藝文、觀光等體驗活動齊放。不但傳遞終身運動理念，也宣揚坦佩雷宜旅宜居的城市形象。

Embracing the Masters Games' true spirit, Tampere turns the event into a global celebration, prioritizing participation and tourism. This approach showcases the city as a livable and tourist-friendly destination.

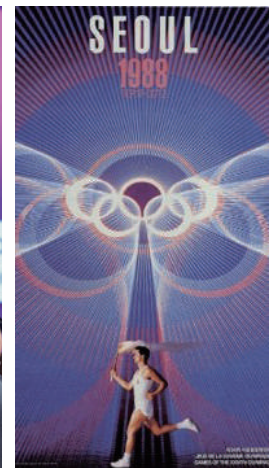


1988 夏季奧林匹克運動會 Games of the XXIV Olympiad Seoul 1988

📍 韓國首爾 Seoul, Korea

為城市帶來深遠影響，首爾的人口、建設和運動發展大幅躍進，至今仍受益於賽會遺產，著名的奧林匹克公園及多數比賽場館持續使用。

The impact on Seoul was profound, spurring growth in population, infrastructure, and sports, with the Olympic legacy still benefiting the community through active use of the Olympic Park and venues.



東京馬拉松 Tokyo Marathon

📍 日本東京 Tokyo, Japan

亞培世界馬拉松大滿貫之一，全球跑者爭相報名。搭配「融合跑步」策略，顯著拉抬城市經濟效益。

As one of the Abbott World Marathon Majors, it draws runners worldwide eager to register. Combined with the "Fusion Running" strategy, it significantly enhances the city's economic impact.





環蘭卡威自行車賽 Le Tour de Langkawi

📍 馬來西亞蘭卡威 Langkawi, Malaysia

馬來西亞最具規模的自行車賽事。發展至今，比賽場地已不局限於蘭卡威，路線穿梭馬國 14 州景致，觸及國際名氣小或觀光客鮮少造訪的城鎮，翻掘秘境觀光能量。

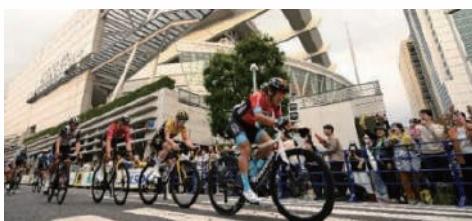
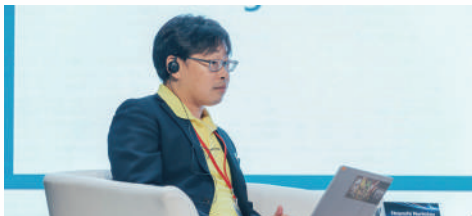
As Malaysia's largest cycling race, it has grown beyond Langkawi over time, weaving through the 14 states and uncovering the tourism potential of hidden gems in lesser-known towns.

日本網球公開賽 Japan Open Tennis Championships

📍 日本東京 Tokyo, Japan

每年在東京灣人工島陸上的有明競技場登場。這片獨立場域為建構自成體系的運動生態圈提供絕佳條件，正逐步以此賽事為核心，實現「網球島」的願景。

The event is held annually at Ariake Coliseum on Tokyo Bay's man-made island, offering ideal conditions to build a self-sustaining sports ecosystem and gradually realize the "Tennis Island" vision around this tournament.



環法自行車埼玉繞圈賽 Tour de France Saitama Criterium

📍 日本埼玉 Saitama, Japan

世界級體育賽事落地生根。賽道串聯城市景觀，更貫穿當地地標——埼玉超級競技館；埼玉作為娃娃產業重鎮的脈絡也被精心融入，規劃選手體驗日本娃娃般的傳統服飾，賦予經典品牌在地轉型新風貌。

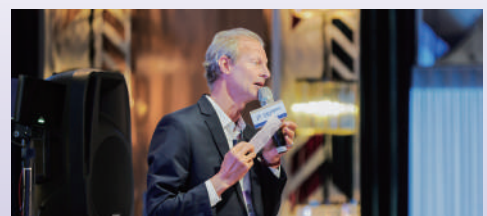
The iconic brand achieves a fresh local transformation. The event links city landmarks like the Saitama Super Arena, while embracing the region's doll industry heritage by offering players traditional doll-inspired attire experiences.

Patagonia 越野路跑 Patagonia Run

📍 阿根廷聖馬丁德洛斯安第斯
San Martin de los Andes, Argentina

南半球規模最大的越野路跑，讓人口僅 4 萬的小山城聲名遠播跑者圈。7 種不同距離與海拔的挑戰，引領選手跋涉山徑、雪地，在壯麗風光中完成史詩般的自我超越之旅。

The Southern Hemisphere's largest trail run has put a small town of 40,000 on the map. It leads runners through mountains and snowfields, offering an epic journey of self-transcendence amidst stunning scenery.



夯運動黑客松 Fun Sports Hackathon



「晚安，夯番薯 OwO」拿下 2024 夯運動黑客松競賽冠軍

"Oyasumi, Sweet Potato" won the championship in the 2024 Fun Sports Hackathon competition

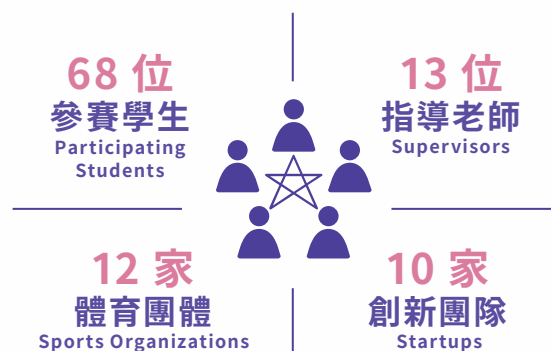


首度對外開放報名，2024 夯運動黑客松競賽集 10 所學校、13 個學系、16 組學生團隊，與賽事單位、創新團隊三方協作，針對臺灣品牌國際賽事，以城市連結及永續發展為核心，進行創意提案。最終冠軍頭銜由國立聯合大學文化創意與數位行銷學系，及資訊工程學系跨系組成的「晚安，夯番薯 OwO」榮獲。以國際足球邀請賽為題，運用 MeetAgile 數據分析技術，打造整合比分、電子票券、互動遊戲等功能的應用程式；也為賽事建立整體識別，融入周邊商品、城市特產，強化品牌形象。團隊於交流分享會上簡報 Demo 並接受表揚，展示青年參與體育成果。

本次亞軍由臺北市立大學休閒運動管理學系及國立臺北大學經濟系組成的「凱文說的都隊」拿下，季軍則獎歸國立體育大學休閒產業經營學及臺北市立大學休閒運動管理學系組成的「Twinkle Green」。體育署連續 3 年辦理夯運動黑客松，促進青年投入體育。創意發想為既有體系翻轉出突破和啟發，也將成為賽事單位未來辦賽的重要參考。

The 2024 Fun Sports Hackathon saw 16 student teams collaborate with event organizers and innovation teams to develop creative proposals focused on city connections and sustainability for Taiwan's international events. The winning team, "Oyasumi, Sweet Potato," created an app for the International Friendly Match with features like e-tickets, fan interaction, and designed a brand identity for the event. The team presented their demo at the Annual Forum and received recognition.

"Kevin Said It All" won second place, while "Twinkle Green" took third. For the third consecutive year, the Sports Administration has organized the Fun Sports Hackathon, providing a platform to encourage youth participation in sports. The creative ideas generated will serve as valuable references for future events.



2024 臺灣 12 精選賽事 2024 Taiwan 12 Featured Sports Events

體育署每年精選 10 至 12 場臺灣品牌國際賽事，代表臺灣亮相國際舞臺，透過口碑發酵讓世界感受臺灣魅力；同時樹立標竿，引領我國賽事持續升級。

Each year, the Sports Administration selects 10-12 sports events in Taiwan to showcase Taiwan on the global stage. These events not only boost Taiwan's international reputation and appeal but also set benchmarks, inspiring domestic sports events to strive for higher standards.



臺灣品牌國際賽事 4 指標 4 Strategies of Sports Events in Taiwan

臺灣品牌國際賽事 4 指標提供體育署精選年度賽事的依據，也指引賽事單位自我評量及掌握往後精進方向。

The 4 Strategies serve as criteria for the Sports Administration's annual event selection and guide organizers in self-assessment and future improvement.



首度叩關世界組
First time in the World Group

台維斯盃國際男子網球團體錦標賽 世界組總決賽資格戰 中華臺北 vs 法國 Davis Cup Qualifier, Chinese Taipei vs France

題寫網球新序曲！臺灣首度進軍台維斯盃世界組，迎戰十屆冠軍法國。素稱「網球世界盃」的台維斯盃，是全球最具指標性的賽事之一；本次賽事雖以敗陣收場，依然標誌著臺灣網球更上層樓，激發全民關注。隨著 9 月台維斯盃世界一級賽事告捷，表示臺灣明年將重返世界組總決賽資格戰，再次爭取躋身世界 16 強。

Taiwan made history by reaching the Davis Cup World Group for the first time, facing ten-time champion France. Despite the defeat, this entry marks a significant milestone. Taiwan's victory in September has secured its return to next year's World Group Finals, where it will compete for a spot among the top 16 teams in the world.



行銷臺灣－國際自由車環臺公路大賽 Tour de Taiwan

堪稱行銷臺灣的移動舞臺，環臺賽憑藉開放性賽道深入臺灣各地，實現比賽即觀光。5 站賽程由北至南，途經日月潭、佛光山等亮點地標，勾勒寶島多元意象。在全球吸引逾 3,200 萬人次觀看，彷彿引領世界共遊臺灣。多年來與臺北國際自行車展聯手登臺，賽事、產業雙向拉抬，也助推自由車王國版圖持續擴張。

This five-stage race passes Taiwan's iconic landmarks like Sun Moon Lake and Fo Guang Shan Monastery, painting a vivid picture of the island's diversity. With over 32 million global viewers, it serves as a gateway for the world to discover Taiwan. Over the years, it has collaborated with the Taipei Cycle exhibition to promote event and industry growth, solidifying Taiwan's reputation as a "bicycle kingdom."

賽道沿覽北中南風光
Racecourse showcases Taiwan's
scenic beauty
國際總會認證一級賽事
1st class (2.1) international race
certified by UCI

新北市萬金石馬拉松 New Taipei City WJS Marathon

每年 3 月第 3 個週末，萬名跑者步伐點亮維納斯海岸線；今年全馬男子組更跑出賽史最速。以女王頭作為識別符號，萬金石馬拉松累積出歷久彌新的在地品牌形象，同時帶動北海岸觀光能量，翡翠灣、石門洞等景點躍進全球視野。近年攜手紅點設計獎設計師玩轉主視覺，驚豔時尚、藝文圈，更為未來的跨界發展跨出全新的下一萬步。

Every March's third weekend, thousands of runners light up the Venus coast. Featuring the Queen's Head as its symbol, the Marathon has built a lasting local brand image and boosted tourism along the north coast. Recently, the organizers have collaborated with Red Dot Design Award designer to refresh the main visual, stunning the fashion, art, and cultural circles, and taking a new step to future cross-domain development.



臺灣首場金標籤賽事
Taiwan's first World Athletics Gold
Label Race

女王頭標誌打造經典識別
symbol
Queen's Head as its identifying

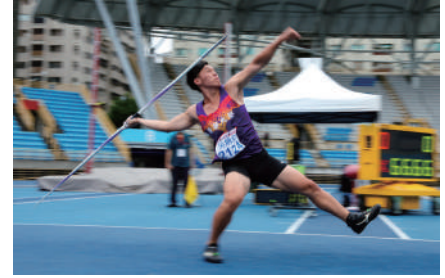
巨星齊聚 破新紀錄
Stars gather, record-breaking

升格世界田徑總巡迴賽
Elevated to World Athletics Continental
Tour Gold

臺灣國際田徑公開賽 Taiwan Athletics Open

臺灣最高規模田徑盛會，今年在積分提升及巴黎奧運倒數兩個月助長下，吸引全球田徑巨星傾巢而出，史上最年輕男子鏈球世界冠軍 Ethan Katzberg、跨欄名將 Nia Ali 等一時之選紛紛入戰。2 天賽事火力全開，刷新 11 項大會紀錄；臺灣也在 4×400 公尺接力中立下全新標竿封金，燃起未來選手勇猛直追的挑戰精神。

With increased points up for grabs and just two months before the Paris Olympics, Taiwan's top track and field event drew global superstars such as Ethan Katzberg, the youngest men's hammer throw world champion, and hurdler Nia Ali. The two-day event broke 11 new meet records. Taiwan also set a record in the 4×400m relay to win gold, inspiring future athletes to strive for victory.



第 43 屆威廉瓊斯盃國際籃球邀請賽 43th William Jones Cup

創立近半世紀，瓊斯盃已是臺灣籃壇最受矚目的年度盛事之一。近 4 千次媒體報導、高達 5 萬的現場觀賽人次，印證經典不衰的號召力。今年集美、日、菲等 8 國 9 隊同場競技，臺灣最終勇奪男子亞軍，在女子組摘下銀、銅雙牌，期待明年再譜佳績。瓊斯盃也將持續登場，延續精彩歷史，培育更多臺灣籃壇新星。

After nearly 50 years, the Jones Cup has become one of the most-watched annual events in Taiwan, with almost 4,000 media reports and up to 50,000 courtside spectators underscoring its appeal. This year, 9 teams from 8 countries, including the US, Japan, and the Philippines, competed. Taiwan finished runner-up in men's and won silver and bronze in women's. We look forward to excellent results again next year.

臺灣經典賽事
Classic Taiwan sport event

聽障田徑界最高等級賽事
Highest level competitions in deaf athletics

臺北世界聽障田徑錦標賽 暨世界聽障青年田徑錦標賽 World Deaf Athletics Championships & World Deaf Youth Athletics Championships

僅次於聽障奧運的一級賽事，4 年 1 度匯聚全球聽障田徑好手投入，本次 40 國 513 名參賽選手更創歷屆之最。自 2009 聽奧以來，臺北市攜手聽障者體育運動協會，深耕各項重點賽事，如世界聽障桌球、羽球錦標賽等，屢獲國際好評，成功構築包容友善的城市形象。選手在場上超越自我，也讓突破身體界限，無礙逐夢的精神響徹國際。

The premier event in deaf sports, second only to the Deaflympics, gathers hearing-impaired track and field athletes globally every four years. This year, a record 513 participants from 40 countries joined. Since hosting the 2009 Deaflympics, Taipei City has collaborated with the Chinese Taipei Deaf Sports Federation in numerous major deaf sports events, gaining international recognition and promoting an inclusive city image.

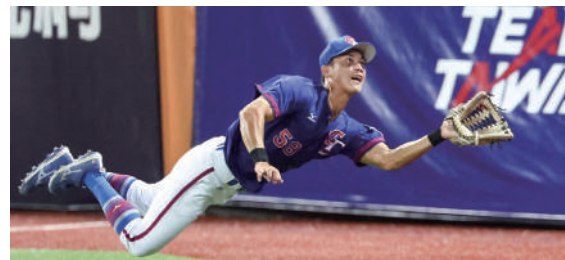


睽違 17 年冠軍金杯留臺灣
Taiwan wins the trophy after 17 years

第 13 屆亞洲 (U18) 青棒錦標賽 13th BFA U18 Baseball Championship

臺灣時隔 17 年重登亞青賽冠軍寶座，也是第三度登頂。決賽對上日本原一度落後，仍憑藉銳不可擋的堅強實力，6 比 1 逆襲成功。本回戰果不但讓臺灣國球再度譽滿全球，更代表臺灣將赴日本那霸勇闖明年 U18 世界盃，力爭繼 2019 世界盃封王後再次稱霸。

Taiwan claimed the BFA U18 Championship title for the third time after 17 years. Despite trailing initially, Taiwan mounted a strong comeback, defeating Japan 6-1 in the final. This victory secures Taiwan's qualification for next year's U18 World Cup in Naha, Japan, where the team will strive for success again after emerging victorious at the 2019 World Cup.



臺北羽球公開賽 Taipei Open

甫於奧運締造羽球連霸，臺北羽球公開賽接力出擊。作為世界羽聯世界巡迴賽其中一站，今年賽事也是世界球后戴資穎與李洋在臺灣的最後一戰，席捲國內外線上線下 323 萬人次引頸關注。重量級選手雲集下，臺灣也搶得 2 金 3 銀 6 銅優異戰績，開啟下個令人期待的羽球新篇。

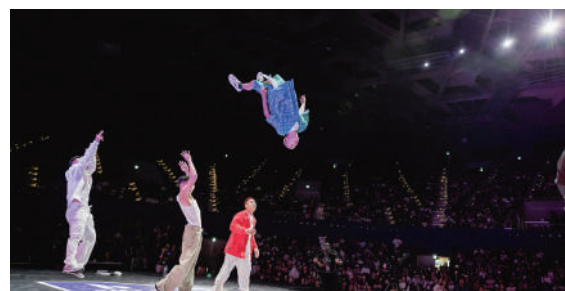
Following Taiwan's Olympic badminton success, the Taipei Open took the stage as part of the BWF Badminton World Tour. This year's event marked the last appearance of Taiwan's "badminton queen" Tai Tzu-ying and star player Lee Yang in Taiwan, attracting 3.23 million viewers. With top players gathered, Taiwan won 2 gold, 3 silver, and 6 bronze.

臺灣羽球最高等級賽事
The highest level tournament in
Taiwan badminton
延續巴黎奧運摘金熱潮
Continuing the success of the Paris
Olympics

高雄霹靂舞國際大賽 Kaohsiung Breaking International Championships

霹靂舞狂潮迭起，今年首度打進奧運，獨創風格震盪全球目光。高雄霹靂舞國際大賽趁勝追擊，奧運後旋即展開，奧運冠軍及各國頂級舞者紛紛入陣，話題引爆，觀賽人數激增一倍！賽會加入音樂派對等娛樂元素，強力凝聚年輕族群。辦賽所在——高雄流行音樂中心，隨各項音樂展演與舞蹈競技進駐，也將高雄逐步形塑為潮流文化的新熱點。

Breaking debuted as an Olympic event this year, and this competition followed soon after, riding the wave of interest. Featuring Olympic champions and top breakers worldwide, the event doubled its spectators and strongly attracted the youth. By hosting various music and dance events, with this competition as a benchmark of excellence, Kaohsiung has gradually positioned itself as a new hotspot for trendy culture.



奧運冠軍親臨獻技
Olympics gold medalists display their skills
高雄變身潮流新熱土
Kaohsiung becomes a trendy new hotspot

國際龍舟選手首選賽事
The first choice for international dragon boaters

花蓮太平洋國際龍舟節 Hualien Pacific International Dragon Boat Festival

9 年競渡將花蓮淬鍊為龍舟運動重鎮，賽事更成全球熱門，報名名額 3 分鐘告罄，今年以 212 隊 3 千多選手再破上限。臺灣挾地主之勢，風光橫掃四金。賽會大展原民文化與在地風情，帶來可觀觀光效益。近年來賽事的成功，也助花蓮拿下 2026 世界俱樂部龍舟錦標賽，及 2026 國際少年運動會主辦，讓臺灣持續閃耀世界。

The Festival has made Hualien a major center for dragon boating. This year, 212 teams and over 3,000 rowers set a new participation record. As always, the event showcased indigenous culture and local traditions. Its recent success has secured Hualien the right to host the 2026 IDBF Club Crew World Championships and the 2026 International Children's Games, ensuring Taiwan's continued prominence on the world stage.



臺灣國際衝浪公開賽 Taiwan Open of Surfing

冠名臺灣十多年，躍居亞洲衝浪標竿。全臺唯一世界衝浪聯盟認證高積分賽事，總獎金不斷累加，吸引全球高手蒞臨金樽浪尖飛舞。不但在地商家因此翻倍成長，水域運動產業連帶蓬勃發展。賽事規劃海廢創作與淨灘活動，宣揚海洋永續願景；同時結合燒烤音樂祭，豐厚體驗並擴展更多客群。坐穩臺東跨足運動及旅遊的旗艦品牌地位。

The World Surf League's only high-scoring Taiwan event lures top surfers to Jinzun's waves. The event has boosted local businesses and the water sports industry. To advocate ocean sustainability, the organizers integrate marine waste art and coastal cleanups. This year, a barbecue music festival was also added to enrich the experience, drawing diverse crowds. The event has stood as Taitung's flagship brand, merging sports with tourism.

臺灣衝浪最高殿堂
The pantheon of Taiwan surfing

嘉農驕傲傳承
Inheriting the pride of the Kano

諸羅山盃國際軟式少年棒球邀請賽 Jhu-luo Shan International Junior Baseball Tournament

嘉農是臺灣棒球史上璀璨一頁，諸羅山盃於嘉義再起，別具歷史意義。「諸羅」承襲荷蘭時期古名，為賽事深植地方血脈，形成名副其實的城市品牌，更鞏固嘉義作為國內少棒重地。賽事所用球場與嘉義當地學校合作借用，嘉義市立棒球場附近更有 KANO 園區，為賽事增添觀光與歷史亮點。

Kano once made history in Taiwanese baseball, lending unique significance to the revival of the Jhu-luo Shan Tournament in Chiayi. By adopting the Dutch colonial-era name "Jhu-luo," the tournament roots itself in local heritage, crafting an authentic city brand that reinforces Chiayi's status as a youth baseball powerhouse. Utilizing local school baseball fields and the nearby KANO Memorial Park adds historical significance and tourism appeal to the tournament.





12 精選賽事總結評析與未來展望 Taiwan 12 Featured Sports Events: Review and Outlook

體育署年度精選賽事是臺灣賽事的標竿，規模與影響力遠超一般賽事，是將臺灣推向世界的重要媒介。不僅提升臺灣在國際體壇的能見度與地位，同步帶來可觀經濟收益。

體育署 2019 年研擬 4 項指標——「行銷力」、「收視力」、「參與力」及「經濟力」，協助臺灣賽事單位自我評估，提升品牌管理能力，增強市場競爭力，並促進賽事長遠發展。作為臺灣品牌，期望體現「行銷臺灣」、「經濟效益」兩大價值，具體作為包括：冠名臺灣或城市；彰顯地方特色，讓參賽者及觀光客有深入了解臺灣的機會；具永續能量，累積影響力帶動地方產業與文化發展。

The Sports Administration's annual Featured Sports Events serve as Taiwan's sporting benchmarks, with impact far exceeding regular events. These key platforms enhance Taiwan's global sports presence while generating significant economic benefits.

In 2019, the Sports Administration established 4 Strategies — Marketing, Broadcasting, Participation, and Economy — to help event organizers improve brand management and competitiveness. As Taiwan brands, these events aim to promote Taiwan and create economic value by: branding with Taiwan or city's names, showcasing local culture to participants and tourists, and fostering sustainable development of local industries and culture.

展望未來，臺灣國際賽事在行銷上，可考慮與國際知名體育明星或網路社群 KOL 共同亮相，擴大數位行銷觸角，吸引更多年輕觀眾；融入更多地方文化，打造獨特觀光體驗；呼應世界減碳潮流，將永續概念納入賽事核心規劃，提升賽事環保形象。

另一方面，建議強化跨部會合作：與觀光署設計結合賽事的觀光套裝行程；透過教育部推動校園體育教育；聯手環境部執行賽事永續，從無紙化、無塑化，到低碳交通和再生材料使用，全面落實環保理念。

Looking ahead, these international events could partner with sports celebrities and social media influencers to broaden digital marketing reach and attract younger audiences. Plans include enriching local cultural elements and integrating sustainability into core event planning to strengthen environmental credentials.

Cross-ministerial collaboration is recommended, including developing sports tourism packages with the Tourism Bureau, promoting sports education through the Ministry of Education, and implementing comprehensive environmental measures with the Ministry of Environment, from paperless operations to low-carbon transportation.



102 場 國際賽事

International Sports Events



470,000+



現場觀賽人次

Spectators On-site

61,000,000+



線上觀看人次

Spectators Online



42,000+

我國參賽人次

Domestic Participants

27,000+

外籍參賽人次

Foreign Participants



2024 年超過百場國際賽事接踵而至，為臺灣體壇再造盛景。熱血的競技饗宴，不僅在應援和歡呼聲中凝聚人民認同，更期望喚起全民參與運動的意識；另一方面，也為臺灣運動健將及新秀，搭起自我成長、通向世界的橋樑，延續不止息的世代傳承與國際連結。

Over 100 international sports events held in 2024 have revitalized Taiwan's sports landscape. These competitions not only united the public through cheers but also encouraged broader participation in sports. Additionally, they built bridges for local athletes to grow and connect globally, continuing an ongoing generational legacy.



2024 臺灣百場賽事 2024 Taiwan 100 Sports Events



合氣道 Aikido	臺灣國際合氣道演武大會 Taiwan International Asian Federation Aikido Embukai
射箭 Archery	第 2 屆亞洲大學射箭錦標賽 2nd Asian University Archery Championship 亞洲青年／青少年射箭錦標賽（臺北） Taipei 2024 Asian Archery Youth Championship 世界室內射箭系列賽－臺北 250 站 Indoor Archery World Series 250
田徑 Athletics	臺北超級馬拉松 Taipei Ultra-Marathon 新北市萬金石馬拉松 New Taipei City WJS Marathon 第 27 屆南投國際室內撐竿跳高邀請賽 Taiwan International Indoor Pole Vault Championships 臺灣國際田徑公開賽 Taiwan Athletics Open 臺北世界聽障田徑錦標賽暨世界聽障青年田徑錦標賽 World Deaf Athletics Championships & World Deaf Youth Athletics Championships AOUA 亞太超馬聯盟越野挑戰系列聯賽－臺灣棲蘭林道越野 Taiwania Ultra Trail - AOUA Trail Challenge Series 東吳國際超級馬拉松 Soochow International Ultra-Marathon
羽球 Badminton	高雄羽球大師賽 Kaohsiung Masters 臺北羽球公開賽 Taipei Open

棒球 Baseball	第 13 屆亞洲（U18）青棒錦標賽 13th BFA U18 Baseball Championship 亞洲冬季棒球聯盟 Asia Winter Baseball League 第 27 屆諸羅山盃國際軟式少年棒球邀請賽 Jhu-luo Shan International Junior Baseball Tournament
籃球 Basketball	2025 亞洲盃資格賽第一輪（2 場） FIBA Asia Cup 2025 Qualifiers (2 matches) HBL 國際高中籃球邀請賽 HBL International Invitational Tournament 第 43 屆威廉瓊斯盃國際籃球邀請賽 43th William Jones Cup 第 7 屆亞洲大學男子籃球錦標賽 7th Asian University Men's Basketball Championship 興富發登峰造極青年籃球邀請賽 Deng Fong Zao Ji Youth Basketball Invitational Tournament FIBA 3x3 臺北挑戰賽 FIBA 3x3 Taipei Challenge
撞球 Billiards	台塑盃 ACBS 亞洲花式撞球錦標賽 Formosa Cup ACBS Asian Pool Championships
地板滾球 Boccia	新北市國際地板滾球世界盃 New Taipei City World Boccia Cup
西洋棋 Chess	亞洲龍國際西洋棋邀請賽 Asian Dragons International Invitational Tournament 臺灣西洋棋國際公開賽 CTCA International Chess Open





自由車 Cycling	行銷臺灣－國際自由車環臺公路大賽 Tour de Taiwan
舞蹈 Dance	臺灣扶輪盃青年標準舞世界公開賽 Taiwan Rotary International Youth Championships 國標舞亞巡賽－臺北公開賽 Asian Dance Tour Taipei Open 舞王世界公開賽 King's Cup Taipei Open to the World CTC CUP 世界盃國際標準舞公開賽 CTC CUP Ballroom Dance Championships 世界國標舞臺灣大獎賽 Taiwan Grand Prix Taichung Open 亞洲盃運動舞蹈臺北國際公開賽 Asia Cup Dancesport Taipei Open Competition 臺灣國際盃舞蹈運動公開賽 Taiwan International Cup Dancesport Open Championship 國標舞世界盃－臺灣站高雄運動舞蹈公開賽 Kaohsiung Open Dance Festival 高雄霹靂舞國際大賽 Kaohsiung Breaking International Championships 願景盃國際標準舞世界公開賽 Aspiration Cup Ballroom Dance Championship Open to the World
飛鏢 Darts	第 20 屆亞洲太平洋盃國際飛鏢錦標賽 WDF 20th Asia-Pacific Cup
龍舟 Dragon Boat	花蓮太平洋國際龍舟節 Hualien Pacific International Dragon Boat Festival

擊劍 Fencing	亞洲青少年盃擊劍巡迴賽－臺北站 Asian Cadet Cup - Taipei
槌球 Gateball	第 2 屆亞太盃苗栗國際槌球公開賽 2nd Asian-Pacific MiaoLi Open International Gateball Championship
高爾夫 Golf	第 31 屆臺灣業餘高爾夫錦標賽 Taiwan Amateur Golf Championship TLPGA 巡迴賽 (10 場) TLPGA Tour (10 matches) 臺灣 PGA 巡迴賽 (9 場) Taiwan PGA Tour (9 matches) 2024 臺灣青少年高爾夫公開賽 2024 Taiwan Junior Open 臺灣名人賽暨第 38 屆三商杯高爾夫邀請賽 Taiwan Masters and the 38th Mercuries Golf Invitational Tournament
曲棍球 Hockey	臺灣南投國際男子曲棍球邀請賽 Taiwan Nantou International Men's Hockey Tournament
柔道 Judo	臺北－亞洲柔道公開賽 Asian Judo Open
卡巴迪 Kabaddi	第 1 屆東亞盃女子卡巴迪錦標賽 1st East Asian Women Kabaddi Championship
泰拳 Muay Thai	亞洲泰拳公開邀請賽 Asian Open Cup Invitational
漆彈 Paintball	臺灣福爾摩沙盃國際漆彈公開賽 Taiwan FORMOSA Open International Paintball Tournament
賽車 Racing	臺北國際金卡納大獎賽 Taipei International Gymkhana Prize 亞洲盃摩托車場地賽 FIM ASIA Cup of Road Race

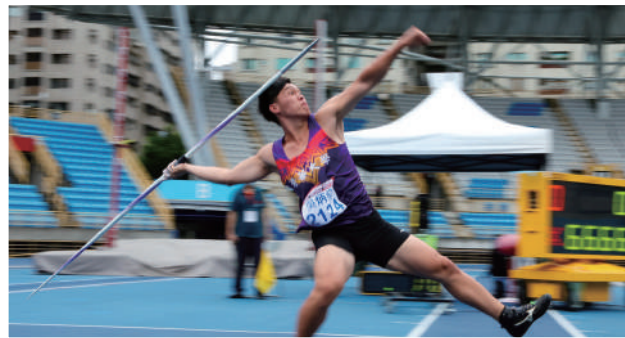




滑輪溜冰 Roller Sports	臺北國際花式滑輪溜冰公開賽 Taipei Artistic Roller Skating Open 臺灣國際滑輪溜冰公開賽 Taiwan International Roller Skating Open
橄欖球 Rugby	U19 亞洲青年橄欖球錦標賽 Asia Rugby U19 Men's Championship Tournament
帆船 Sailing	澎湖島帆船週系列賽 Penghu Regatta ILCA 亞洲盃—臺灣站 ILCA Asian Cup Penghu TPE 澎湖冬季公開賽 Penghu Open Championship
射擊 Shooting	2024 臺北國際大獎賽 Taipei International Grand Prix Rifle / Pistol / Shotgun 第 25 屆泛太平洋射擊友誼賽 The 25th Pan-Pacific Rim Friendship Shooting Competition
滑冰 Skating	ISU 世界青年花式滑冰錦標賽 ISU World Junior Figure Skating Championships
足球 Soccer	2023/24 AFC CUP 亞協盃賽事 分區半決賽 AFC Cup 2023/24 Inter-Zone Semi Finals 2026 世界盃資格賽第二輪暨 2027 亞洲盃資格賽 中華臺北 vs 吉爾吉斯 FIFA World Cup 2026 Preliminary Joint Qualification Round 2 AFC Asian Cup Saudi Arabia 2027 Qualifiers, Chinese Taipei vs Kyrgyzstan 2026 世界盃資格賽第二輪暨 2027 亞洲盃資格賽 中華臺北 vs 阿曼 FIFA World Cup 2026 Preliminary Joint Qualification Round 2 AFC Asian Cup Saudi Arabia 2027 Qualifiers, Chinese Taipei vs Oman 福爾摩沙國際七人制足球錦標賽 Formosa 7s 2025 U20 亞洲盃資格賽 AFC U20 Asia Cup 2025 Qualifiers 2025 U17 亞洲盃資格賽 AFC U17 Asia Cup 2025 Qualifiers

壘球 Softball	兆基屋管亞洲盃大學女子壘球賽 Asian Universities Women Softball Asia Cup
衝浪 Surfing	臺灣國際衝浪公開賽 Taiwan Open of Surfing 屏東滿州佳樂水 ASC 亞洲衝浪聯盟巡迴賽 Pingtung Manzhou Jialeshuei International Surfing Competition Sanction By ASC
桌球 Table Tennis	臺北市國際帕拉桌球公開賽 Taipei City Para Open
網球 Tennis	台維斯盃國際男子網球團體錦標賽 世界組總決賽資格戰 中華臺北 vs 法國 Davis Cup Qualifier, Chinese Taipei vs France 華國三太子盃男子網球挑戰賽 SanTaiZi ATP Challenger (Challenger 75+H) 台塑盃國際女子職業網球錦標賽 (2 站) Formosa Cup ITF World Tennis Tour week 1 / week 2 台維斯盃國際男子網球團體錦標賽 世界一級 中華臺北 vs 波士尼亞與赫塞哥維納 Davis Cup World Group 1, Chinese Taipei vs Bosnia and Herzegovina 臺北海碩公開賽 Taipei OEC Open (Challenger 125+H)
鐵人三項 Triathlon	宜蘭亞洲盃鐵人三項錦標賽 Asia Triathlon Cup Yilan
拔河 Tug of War	國際拔河邀請賽 CTTWA International Tug of War Invitational Tournament
排球 Volleyball	第 3 屆 WSVI 臺中連莊盃國際排球邀請賽 Win+ Streak Volleyball Invitational (WSVI) Tournament 臺中銀行亞洲沙灘排球公開賽—桃園站 Taichung Bank AVC Beach Tour Taoyuan Open
滑水 Water ski	臺北國際滑水公開賽 Taipei Wake Open
木球 Woodball	第 26 屆臺灣國際木球公開賽 26th Taiwan Open International Woodball Championship





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ASP 運動科技創新加速器辦理第一期成果發表會
ASP Sports Tech Accelerator held its Batch 1 Demo Day



運動創新科技 ASPN 人才培育 Sports Innovation Technology: ASPN Talent Cultivation

以強化 APEC 運動政策網絡 (ASP)、推廣運動創新教育為目標，國立陽明交通大學產業加速暨專利開發策略中心 (IAPS)，今年整合日本、新加坡、澳洲與加拿大等 ASP 會員國資源，籌辦多場運動趨勢交流會，並推出轉型聚焦亞太的人才培育計畫，打造鏈結產官學商的運動創新生態圈。

圓桌會議集 11 APEC 經濟體及 IAEH、ICG 等單位 共談運動創新

2 月 27 日，「2024 ASPN 圓桌會議」邀請 11 個 APEC 會員經濟體、APEC 人力資源小組總監 Siti Harlena Harris Lee、國際賽會活動主辦單位協會 (IAEH) 會長 Perttu Pesä，以及國際少年運動會 (ICG) 委員 Lance Macdonald，共同探討運動創新發展與辦理國際賽事的最佳實例。

體育署 2016 年倡議成立 ASPN，每年舉辦 1 至 2 場國際會議。今年以「運動創新」為首要議題，探索各經濟體的運動創新政策與人才育成；體育署也分享革新的 ASPN 運動科技創新加速器，提供運動創新團隊長達 6 個月輔導課程與資源媒合，期許成果應用於國際賽事，促進升級。

會後亦安排 2025 雙北世壯運組委會拜會行程，並參觀 2024 年 ISU 世界青年花式滑冰錦標賽，讓外賓親身經驗臺灣辦理國際賽事的能量。

整合再躍進 ASP 運動科技創新加速器全新一期成果發表會

「ASP 運動科技創新加速器第一期成果發表會」，8 月 9 日與「2024 臺灣品牌國際賽研習營國際論壇」聯袂登場。來自美國、新加坡、馬來西亞、印尼、紐西蘭、澳洲等 15 組創新團隊、30 多位產官學界評審及專家齊聚，共同見證團隊培訓成果，獲取國際運動新知。

本次成果發表會充分展現運動產業

的前瞻性與蓬勃。虛擬實境運動體驗、創新營養食品、新穎的水中運動課程等多元產品競相閃耀；微軟全球體育創新中心 (GSIC)、馬來西亞 Beyond4、泰國國家科學技術發展局 (NSTDA) 等單位帶來多場專業分享與交流，除了揭開新創企業的成功關鍵，也一同深入運動科技在亞太地區的趨勢、培育和市場文化。

6 年來已成功培育 25 國共 116 個創新團隊，協助募資逾 8 億台幣。期盼臺灣創新團隊致力將技術應用於臺灣國際賽事，立足臺灣，拓展國際，結合 ASPN 資源，共同建構健全的區域運動交流網絡。



Aiming to strengthen the ASPN (APEC Sports Policy Network) and promote sports innovation, the IAPS (Center of Industry Accelerator and Patent Strategy, NYCU) has collaborated with ASPN members from Japan, Singapore, Australia, and Canada and hosted multiple sports trend forums. Additionally, it has launched a talent cultivation program to build an innovative sports ecosystem connecting industry, government, academia, and businesses across the Asia-Pacific.

Roundtable Meeting with 11 APEC Economies, IAEH and ICG Discussing Sports Innovation

On February 27, the 2024 ASPN Roundtable Meeting invited representatives from 11 APEC member economies, APEC Human Resources Development Group Director Siti Harlena Harris Lee, IAEH (International Association of Event Hosts) President Perttu Pesä, and ICG (International Children's Games) committee member Lance Macdonald to discuss development of sports innovation and best practices in organization of international events.

The ASPN, established by the Sports Administration in 2016, hosts 1 to 2 international meetings annually. "Sports Innovation" is this year's

primary topic. The meeting focused on sports innovation policies and talent development across economies. The Sports Administration also shared the ASPN Sports Tech Accelerator, which provides six-month training courses and resource matchmaking for sports startups, aiming for the results to be applied to international events.

After the meeting, a visit was arranged for the World Masters Games 2025 Organizing Committee, along with a tour of the 2024 ISU World Junior Figure Skating Championships. This allowed international guests to experience firsthand Taiwan's capacity for organizing international events.

A Step Forward: ASPN Sports Tech Accelerator Whole New Batch Demo Day

On August 9, the ASPN Sports Tech Accelerator held its Batch 1 Demo Day in collaboration with the "2024 SETW International Forum." 15 startups, along with over 30 judges and experts from industry, government, and academia, hailing from countries such as the United States, New Zealand, and Indonesia, gathered to witness the teams' training results and gain insights into international sports innovations.

The event showcased a variety of standout products, including virtual reality sports experiences, innovative nutritional products, and novel underwater sports programs. Additionally, there were exchanges and experience-sharing sessions presented by organizations such as GSIC (Global Sports Innovation Center powered by Microsoft), Beyond4, and NSTDA (National Science and Technology Development Agency). These sessions not only revealed key factors behind startup success but also delved into the trends, development, and market culture of sports technology in the Asia-Pacific region.

Over the past 6 years, the program has successfully nurtured 116 innovative teams from 25 countries, raising over NT\$800 million in funding. It is hoped that Taiwan's startups will apply their technologies to international events held in Taiwan, establishing a strong foundation locally while expanding globally. By leveraging ASPN resources, the goal is to collaboratively build a robust regional network for sports exchange.



各 APEC 經濟體代表拜會 2025 年雙北世壯運組委會，參訪臺北大巨蛋
Representatives from APEC economies visited the World Masters Games 2025 Organizing Committee and toured the Taipei Dome.

- 1 外交部及教育部國際教育司亦派代表出席圓桌會議
Representatives from the Ministry of Foreign Affairs and the Ministry of Education's Department of International and Cross-Strait Education also attended the roundtable meeting
- 2 IAPS 與 Beyond4 簽署合作備忘錄
The signing of the MOU between IAPS and Beyond4
- 3 臺灣創新團隊「灼見運動數據」於成果發表會獲兩項大獎
Taiwan's startup, "StatsInsight," won two major awards at the demo day

2025 雙北世界壯年運動會

WORLD MASTERS GAMES

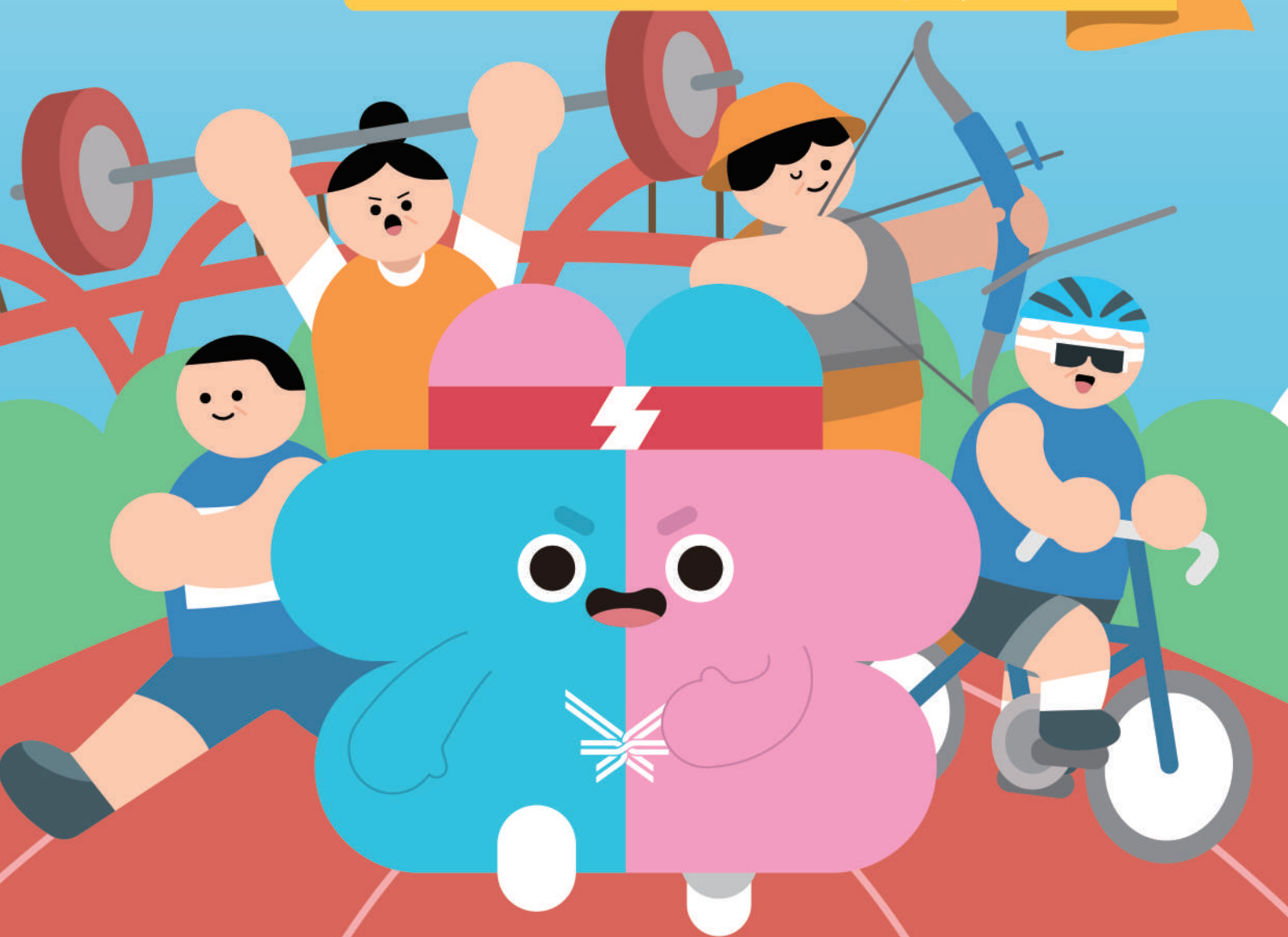
TAIPEI CITY ——— NEW TAIPEI CITY

年滿 30 歲以上，沒有資格限制

報名至 2025 年 **2 月 17 日** 截止

Join us if **you are over 30**, with no other qualifications required.

Registration is open until **February 17, 2025.**



Official
Website



Find your
team or partner



臺北市府
Taipei City Government



新北市政府
New Taipei City Government

AD



優化國際體育
交流專區

Optimizing International Sport
Exchange Section



中小企業
網路大學校－運動創新學程
SMElearning -
Sports Innovation Program

教育部體育署 2024 年持續辦理臺灣品牌國際
賽研習營，推動臺灣賽事品牌化。

今年以「國際運動賽事x城市品牌印象」為主
軸，聚焦賽事與所在城市建立緊密連結，應
用在地資產結合本土特色，建構兼具世界性
與地方風貌的代表性賽事，行銷臺灣。

In 2024, the Sports Administration continues
organizing the Sport Event Taiwan Work-
shop, This year's theme, "International
Sport Event x City Branding," focuses on
strengthening the connection between
events and their host cities. By leveraging
local assets and integrating regional charac-
teristics, the aim is to create representative
events with global appeal and local identity,
effectively promoting Taiwan.



2024 Sport Event
Taiwan Workshop



教育部體育署
Sports Administration, Ministry of Education



中華民國全國中小企業總會
National Association of Small&Medium Enterprise, R.O.C

