

Competitions and Event Operations

The first days of summer bring rapid progress to the preparation work of the 2010 Combat Games. As of June 30th, the registration of athletes and officials was closed and all technical details and competition equipment fell into order. The Beijing LOC has identified four venue-management teams to work closely with the IFs to carry out further specifics of each competition.

SportAccord and the LOC have now moved on to activate the various visa and flight booking procedures for each event participant. They will also finalize the relevant logistical policies and arrange their implementation plans. Looking forward, we will complete the accreditation system and work out the timing, scoring and results systems with the prestigious company – Swiss Timing and their state-of-the-art technology.

Cultural Programme

Our Cultural Programme has shown equal breakthrough progress, 90% of materials relating to the photo/video exhibitions have been collected. The famous Beijing Olympic Green and all the competition venues will be used to showcase the history, the athletic and cultural features of the martial arts and combat sports. We look forward to welcoming millions of visitors from both China and abroad.



Forum – the Art of Combat

Sportaccord has selected three speakers representing the participant sports for the forum – the Art of Combat scheduled for the 29th of August. They present the social values, the cultural dimensions and the cultural influence of the martial arts and combat sports in Beijing.

Mr. Stephan Fox (IFMA) will speak about crime prevention through Martial Arts and Combat Sports,

Mr. Antonio Oliva (WKF) will present the cultural dimensions of Martial Arts and Combat Sports and

Mr. GAO Xiaojun (IWUF) will present China's contributions to the Martial Arts and Combat Sports.

Ambassador Update

Since the Ambassador Programme luncheon in May, all of the 13 IFs have provided their solid support towards this initiative. We are happy to announce that nine Ambassadors have been confirmed and they are ready to travel to Beijing, to celebrate this reunion of the world martial arts and combat sports. SportAccord and the LOC are finalizing their official programme to ensure that each ambassador will enjoy his or her experience in Beijing and that their roles are explored in a mutually beneficial way.

Coordination Meetings

The last coordination visit took place in June in Beijing, China. SportAccord and the Beijing LOC are working more closely than ever before with all of the concerned stakeholders to bring this historical 2010 SportAccord Combat Games to life.

Marketing & Communications

The marketing efforts of SportAccord and the Beijing LOC are bearing fruits. Additional to the contributions made by the Swatch Group – SportAccord corporate partner, and Samsung – our official partner for the World Combat Games, the LOC has successfully recruited sponsors for sports clothing, competition equipment, air travel, IT infrastructure, mobile service and more.

Additionally, the City of Beijing has launched a large-scale campaign to promote the event. From the month of July, the Beijing media and press will progressively increase their attention and media focus towards the first edition of the SportAccord Combat Games. SportAccord and the LOC are committed to providing excellent service, both tangible and intangible values to the sponsors of the Beijing Combat Games.



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