

Past • Present • Future

Beijing 2022 Moving Forward

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INTERNATIONAL
OLYMPIC
COMMITTEE



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The History of Chinese Winter Sports





Altay Skier Cave Painting

Believed to be between 10 and 30,000 years old, this painting found in 2005 depicts Altay people skiing and hunting while wearing “skis” and using “ski poles.”





Ice Play Painting

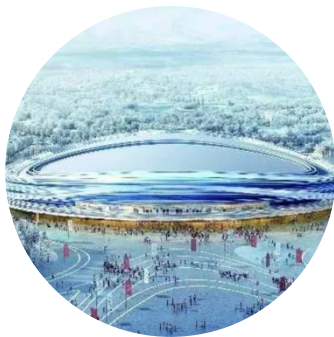
Dating back to the Qing Dynasty, this painting shows people skating – and apparently dancing – on ice.

Beijing 2022 Preparations Work Progress

北京2022年冬奥会和
冬残奥会组织委员会
Beijing Organising Committee
for the 2022 Olympic
and Paralympic Winter Games

Competition Zone Infrastructure

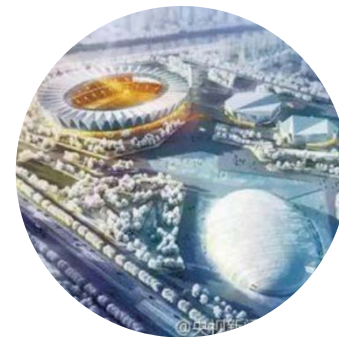
When it comes to infrastructure for the three main competition zones, Beijing 2022 has adopted strict sustainability principles and is maximizing use of existing Beijing 2008 facilities.



Beijing Zone



Yanqing Zone



Zhang Jiakou Zone

The three competition zones will be connected by a 350 km/h Beijing-Zhangjiakou high-speed railway

Beijing 2022 Emblems Launch



- More than 100 media organizations published over 1,500 stories and 1,000 photos.
- A single official Weibo post by Beijing 2022 attracted 8.48 million views, with a further 330 million views for posts carrying the #WinterOlympicEmblem hashtag.

Beijing 2022 Artistic Segment



- The Beijing 2022 handover performance attracted over 770 million views within 24 hours
- A total of more than 130 million 'invitations' were delivered from people around China

Beijing 2022 Inside Stories

冬奥首发

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An 11-episode collection of short videos entitled, *Beijing 2022 Inside Stories*, was launched exploring topics such as venue development, sports marketing and cultural events.



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**Public Engagement,
Public Education, and
Marketing Development**



Beijing 2022 Public Education

Encouraging 300 Million people to participate in winter sports



Objectives:

- To intensify promotion of winter sports in schools, naming 84 primary schools in particular as winter sports specialist schools.
- To promote the “My Winter Olympic Dreams” Young Journalists Contest

Beijing 2022 Community Engagement



- A total of 16,000 people participated in the 2017 Community Youth Winter Olympic Campus
- A 'Winter Moment' professional photography contest attracted 11,000 high-quality photo submissions



Beijing 2022 Marketing Development

Sponsorship



Licensing Programme



Beijing 2022 Future Tasks

With the conclusion of PyeongChang 2018, the time has come for Beijing 2022.

Venue
Construction and
Operations
Development Plan

Specification of
Services during
the Games

Planning for
Sustainable
Development

Management of
Individual
Competitions

Promotion of
External
Cooperation

Thanks !



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