

Beijing 2015

BID FOR THE 15TH IAAF WORLD CHAMPIONSHIPS



BEIJING 2015
CANDIDATE CITY



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The China National Convention Center, Candidate Venue for the IAAF Congress 2015

A class of its own: Beijing's venue for the IAAF Congress 2015

The IAAF Congress 2015

With a distance of just a little more than one stadium lap away, Beijing's venue for the IAAF Congress 2015, the China National Convention Center (CNCC), couldn't be any nearer to the Bird's Nest, the main competition venue of the IAAF World Championships 2015. The IAAF Headquarter hotel is also just a bit less than 2 kilometers away.

The state of the art Convention Center was built along with the other buildings on the site for the Olympic Games 2008 and served as the main press center, international broadcasting center and even as competition venue. With 530,000 sq.m of total building area and 270,000 sq.m for meetings and exhibitions, it is the largest meeting center in

Asia. With 6,400 sq.m, the Plenary Hall is the largest room and can hold up to 6,000 people. The Ballroom in its whole gives place to 4,200. Of course, these rooms can be divided into smaller independent parts. Furthermore, CNCC offers an auditorium with 350 seats and more than one hundred meeting rooms of different sizes.

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NEWSFLASH

With the **IAAF Council** deciding in Monaco on the host city of the 15th IAAF World Championships on Saturday, November 20th 2010, the Bid of the City of Beijing to host this global sports event is entering the final stage.

At the Fairmont Hotel, where the IAAF Council Meeting will take place, Beijing's Bid will be present with a booth in a distinctive Chinese style. From Thursday 18th to Saturday 20th, the members of the IAAF Family, athletes and media representatives are invited to visit the stand and receive first hand information about Beijing's Bid and to be treated with a cup of Chinese tea. In the late afternoons, a calligrapher will prepare small souvenirs: one's very own name depicted in artistic Chinese writing.

The decision of the IAAF Council will be announced in a press conference over the course of Saturday.

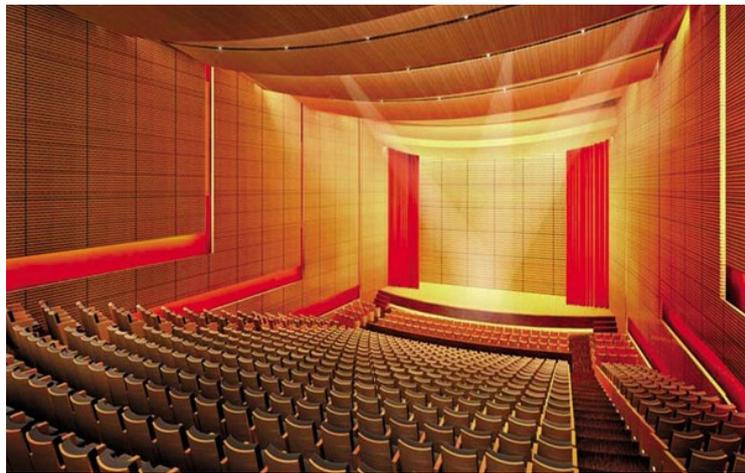


BEIJING 2015

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Of course, all rooms feature up-to-date equipment: comprehensive translation facilities (32 channels), full WLAN access, visual and audio systems, seats with an integrated voting system in the auditorium, adjustable platforms and much more. The kitchen is able to provide catering for up to 10,000 guests.

Getting to the Convention Center is easy. It is located on the Olympic Green, close to Beijing's 4th Ring Road. The Center is connected to line 8 of Beijing's subway, which also serves the National Stadium. For those staying in a hotel on the Olympic Green, it is just a short drive of 10 min-



Auditorium of the China National Convention Center

utes. The athletes' hotels are just 20 to 30 minutes away. Of course shuttles and other travel arrangements will be set up for Congress delegates and the IAAF Family. With the China National Convention Center, Beijing's bid committee offers to the World Athletics

Family a venue for the IAAF congress of incomparable quality, equipment and size. The Convention Center rolls out the red carpet for the IAAF Congress 2015 Delegates, paving the way for a successful session.

Classy and close to the venues

Beijing's hotel offers for the IAAF World Championships 2015

The Committee of Beijing's Bid for the IAAF World Championships 2015 has selected a range of hotels including the finest for its guests. Besides a top standard and a maximum of convenience, the proximity of the hotels to the main competition and the IAAF congress venues was a major selection criterion.

Situated just next to the Olympic Green, the 5-star Crowne Plaza Parkview Beijing will serve as the IAAF World Championships headquarters. The hotel with its

472 guest rooms and 39 suites is perfectly connected to major transport routes and within walking distance to the Bird's Nest and the China National Convention Center, the venue for the IAAF Congress. The hotel's health & fitness center features a 25-metre lap pool among other sporting and relaxing opportunities.

Right next door the 4-star North Star Continental Grand Hotel has been reserved for the IAAF Family and other guests. Those

accommodated in one of the 538 elegant and up-to-date rooms will be at a very close range of the IAAF Headquarters and the competition and congress venues too. The hotel features a large variety of restaurants: from classic North and South Chinese dishes to Western and European style and Japanese cuisines.

As its direct neighbor, the referee and main media hotel - the 5-star Grand Skyline Catic Hotel Beijing - offers the best view on the Bird's Nest and totally 305 rooms and suites. A highlight is the Skylight Cantonese Food Restaurant on the hotel's second floor, serving the guests in a mellow flowing water landscape. For media representatives, the bid committee offers a selection of hotels in different categories - from deluxe to low price.

For IAAF sponsors, the 5-star Hotel Intercontinental Beichen on the Olympic Green has been reserved. The luxury hotel is interconnected with the Conventions Center - Beijing's Central Business District only a quarter of an hour away. Its state of the art fitness center is open 24 hours a day.



Close to the venue: Grand Skyline Catic Hotel Beijing



The protagonists of the IAAF World Championships 2015 - the athletes - will be accommodated in the 5-star Beijing Friendship Hotel and the Beijing Conference Center. Within 15 to 25 minutes from the competition sites, the hotels are situated a little off the bustling center, giving the athletes the chance to focus and relax in the nearby park areas such as

the Summer Palace. As the largest garden hotel in Asia, Beijing Friendship Hotel is recorded into World Architecture Annals for its large area and typical folk style. The hotel offers a lot of sporting opportunities for the athletes like a 50m / 8 lane indoor swimming pool with a glass roof which can be opened up, two tennis courts, a fitness room,

aerobics and a yoga room and of course ping pong tables. The Beijing Conference Center Hotel with more than 1,000 rooms advocates the design of a return to nature. 66 % of the area is covered with a harmonious landscape, lawns, trees and lakes. The surroundings as well as the rooms, business and recreation facilities are created with elegance and style. The hotel features a fitness & training center covering 1,300 square meters. Of course all the hotels do provide a maximum of amenities like comfortable, spacious and el-

egant rooms with two beds, high-speed internet access, a well-equipped business center and spa facilities. Hospitality is a key value of Chinese culture and is taken seriously by Beijing's bid. This selection of hotels will live up to the promises and will let the international guests have a pleasant, convenient and productive stay in Beijing. Special attention will be given to specific athletes' needs when it comes to food variety and timings as well as to extra size beds for the biggest and strongest "girls and boys" attending.

Food is life - diversity is culture

China: a country with a wide variety of cuisines

Chinese food is extremely diverse. The country covers a large territory with many nationalities; hence a wide variety of cuisines exist, each with quite different but always fantastic and mouthwatering flavours. A number of different styles contribute to Chinese cuisine, but perhaps the best known and most influential and well known are the cuisines of Guangdong (Cantonese), Shandong, Sichuan and Jiangsu.



Example for Cantonese cuisine

The Cantonese cuisine is famous for its meat roasting and grilling, fried rice and bird's nest. It features rice and lightly seasoned stir-fried dishes. Staple Cantonese dishes are for example wonton soup, egg rolls, sweet and sour pork. Other typical menu items are steamed sea bass and roasted piglet. Some consider Shandong cuisine as being the most influential in China, with the majority of the culinary styles developed

from it. It is derived from the native cooking styles of the Shandong region. This cuisine consists of two major styles: The Jiaodong style encompasses dishes from Fushan, Qingdao, Yantai and surrounding regions. It is characterized by seafood cooked with light tastes. The Jinan style features dishes from Jinan, Dezhou, Tai'an and surroundings. It is famed for its soup and utilizing them in many of its dishes. Shandong's greatest contribution to Chinese cuisine has maybe been in the area of brewing vinegars. Hundreds of years of experience combined with unique local methods have led to Shandong's prominence as one of the premier regions for vinegar production in China. Sichuan cuisine, originating in



Example for Sichuan cuisine

the Sichuan province of western China, has an international reputation for being spicy and flavorful. This cuisine offers tongue-numbing delicacies by using a lot of capsicum (chili) and pepper as well as fresh ginger. From street snack to homemade dishes, from



Example for Jiangsu cuisine

high-class banquet to ordinary meal, this cuisine is highly diversified, novel in style, and very elaborate. Sichuan cuisine is famous for its distinct and various flavors coming from three peppers: pepper, chili and peppercorn. Typical menu items are: Hot Pot; Smoked Duck; Kung Pao Chicken; Twice Cooked Pork and Mapo Doufu, a combination of tofu and meat. Jiangsu province is located in the southeast of China close to the sea and is known for pleasant weather, making its cuisine dominated by fish and accompanied by a wide range of vegetables. Jiangsu Cuisine has developed its own unique style from the local recipes of Yangzhou, Suzhou and Nanjing. Its main cooking techniques are braising and stewing, thereby

enhancing the original flavor and creating sauce. In general, Jiangsu cuisine's texture is characterized as soft, but not to the point of mushy or falling apart. For example, the meat tastes quite soft but would not separate from the bone when picked up. Typical menu items: stewed crab with clear soup, long-boiled and dry-shredded meat, duck triplet, crystal meat, squirrel with mandarin fish, and Liangxi crisp eel. This brief summary might even explain why Chinese cuisine is appealing to people at restaurants all over the world as its distinct cuisines offer an almost unlimited variety of dishes and tastes. Enjoy! In China and in your country too!



Since being founded in 1994 the RDC Beijing has successfully hosted a variety of education and exchange activities for participants of the Asian Athletics Family. Many have

& Equipment and Scientific & Medical Support. Also in the future the RDC Beijing will serve and develop the sport of Athletics by offering a wide variety of activities including educational

Beijing develops Athletics

The Chinese capital is home of the IAAF Regional Development Centre (RDC) Beijing

The Chinese capital actively supports IAAF's development strategy and is home of the Regional Development Centre (RDC) Beijing. This institution is one of nine worldwide and serves not China only, but the entire East Asian region (HKG, JPN, KOR, LAO, PRK, MAC, MGL, TPE, VIE). The RDC is situated at the "Beijing University of Physical Education" and was opened on 26th October 1994.

The facilities offer two 400m synthetic surfaced tracks, one indoor 200m synthetic surfaced track offices and meeting rooms which are available at any time of the day. Beijing Sport University provides conveniently food and lodging at hotel level and as medical services are available on the campus too, no transportation is required.

The activities of the RDC include: regular communication with the Member Federations of the region, high level courses

and seminars organized for coaches and technical officials, seminars and workshops for the other specialist personnel such as General Secretaries, competition organizers, sports medicine personnel, statisticians etc. Furthermore the RDC Beijing co-ordinates grass root level courses for coaches, technical officials, etc. in the countries of their region. In addition the publication of regional technical bulletins and other materials as well as manifold research projects are conducted. Last but not least Training Camps for young athletes are being offered. In order to strengthen the young talents in the region, "Youth Athletics Summer Camp in Asia" is held each year. Due to the rich activities and good training effect, this Summer Camp is very popular among the Athletic Federations in Asia and the number of the participants is increasing annually.



Beijing develops Athletics

become successful athletes or respected officials and judges. The latter have covered the seven areas of activity being at the heart of IAAF's development strategy such as: Athletics Culture, Member Federation Activities and Administration, Coaching, Officiating, Competition and Organization, Facilities

measures, technical publications, consultancies, financial assistance schemes and scientific research. Needless to mention that the knowledgeable staff is also very keen to contribute to a successful and well organized IAAF World Championships 2015 in Beijing.

Getting around in Beijing

Transportation: network, services and IAAF Championships arrangements



Terminal 3 of Beijing Capital International Airport

Whether internationally, venue-bound or using the public local network: transportation at the IAAF World Championships 2015 in Beijing will be one of high convenience.

With 64 direct or connecting flights to 58 major cities around the world and 4,200 scheduled flights every week, Beijing Capital International Airport (BCIA) is one of the largest airports in the world, with more than 65 million passengers. Concerning passenger throughput, the airport ranked 2009 first in Asia and third worldwide. For passenger reception in 2015, the Bid Committee plans to set up

Welcome Centres in Terminal 2 and the modern and elegant Terminal 3, which has been the largest airport terminal in the world when inaugurated just months before the Beijing Olympic Games 2008. All athletes, IAAF representatives and officials, referees and VIPs will be provided with transportation services from the airport to their accommodations. The National Stadium and the hotels reserved for IAAF members and family on the Olympic Green are only 30 to 40 minutes drive from the airport. The athletes' accommodations are even closer.



CRASH COURSE CHINESE

世界杯

Shìjièbēi

世 > Era

界 > Extent

杯 > Cup

= World
Championships

For transportation to and from the venues, the guests will have chartered busses or bus shuttles and/or personal drivers at their service - even though the National Stadium and the Convention Centre is just a few minutes' walk away from the main IAAF hotels. When necessary, VIP guests will be provided with traffic police accompaniment. A bus shuttle with convenient departure intervals and a dedicated traffic lane connecting hotels and venues will make sure, that athletes enjoy a fast, stress-free and comfortable transportation.

Of course, all guests with an official accreditation will have free access to the vast municipal public transport network. Currently, nine subway lines on 228 kilometers serving 147 stations are in operation connecting all major city areas of Beijing including the Olympic Green, the



Transportation: Beijing at your service

main hotels and Beijing Capital International Airport. During the main hours, subways arrive at the stations in a 4-minute interval. Additionally, about 500 bus lines with over 20,000 buses are circulating in Beijing's streets. For road traffic, Beijing is one of the few cities in the world featuring a quick and efficient system of six completed ring roads surrounding the city's center with growing radii. Nine expressways and eleven China

National Highways connect the ring roads and city center with the surroundings. The Olympic Green is situated on the main north-south axis within the third and the fourth ring road.

For 2015, the Beijing bid committee promises convenient and easy travel services and arrangements - whether by flight, to the hotels, to and from the competition venues or in just to explore the city.



Beijing crossroads