

# Beijing 2015



BEIJING 2015  
CANDIDATE CITY

## BID FOR THE 15TH IAAF WORLD CHAMPIONSHIPS



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IAAF Evaluation Commission visiting Beijing

### Report on the visit of the

# IAAF Evaluation Commission

Led by Senior Vice President Sergey Bubka, the evaluation commission of the IAAF conducted its two-day assessment of Beijing's bid for the World Athletics Championships 2015. Bubka was accompanied by fellow IAAF Vice President Dahan Al-Hamad, IAAF Council and fellow IOC Member Nawal El Moutawakel, IAAF Council

Member Alberto Juantorena, General Secretary Pierre Weiss, and a team of key staff members from IAAF HQ and from marketing partner Dentsu/AMS. During the visit, the 11-member commission visited the National Stadium, better known as the Bird's Nest, which hosted the opening and closing ceremonies and the

athletics competitions during the 2008 Beijing Olympics, and its warm-up stadium, the hotels designated to accommodate athletes, sponsors and officials as well as the China National Convention Centre, the venue proposed for the IAAF Congress.

The commission also held a special meeting with the Beijing

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## NEWSFLASH

### Siraj wins Beijing Marathon

Gena Siraj has won this year's 30th anniversary edition of the Beijing International Marathon held on 24th October 2010. The Ethiopian crossed the finish line with a time of 2:15:45. The fastest woman on the 42.195 kilometres was Jiali Wang from China with a time of 2:29:31.

Despite rainy conditions, 30,000 people had entered the race and joined the anniversary celebrations. The runners had not only to fight with the distance but also with the remnants of a tropical storm. The crowd included runners from all ages and 11,000 foreign participants from 50 countries, wishing to compete in one of the world's big city marathons.

The Beijing Marathon takes place in a unique and historic setting. The race started at 8:00 o'clock local time on Tiananmen Square, proceeding through the eastern part of Beijing, the Olympic Park and the Olympic Green, passing by the Bird's Nest and ending in the Olympic Sports Center Stadium.



2015 bid committee and met Beijing Mayor Guo Jinglong, who had also been the Executive President of the Organising Committee of the Beijing Olympic and Paralympic Games in 2008. The Mayor highlighted Beijing's determination to host the world's premier athletics event. During the meeting the Chairman of the IAAF Evaluation Commission commented, "The evaluation team has been very warmly welcomed and we have had very fruitful meetings. We are pleased to see the level of support for this bid from the



IAAF Evaluation commission and Mayor of Beijing, Guo Jinglong

Chinese authorities and there seems to be a real desire to build on the legacy of the 2008 Games by staging the World Championships in the Bird's Nest stadium.

This bid from Beijing is a very serious one, with all partners committed and passionate about making athletics even more popular in China."

## Beijing Tourist Hotspots

### Sights from all eras: past and present



The Forbidden City

With a history reaching back about 3,000 years and as the capital of a thriving and modern country, it is no wonder that Beijing is a city offering a matchless variety of sights from all eras, past and present. Your Beijing sightseeing tour on modern architecture might start already upon arrival. Covering an area of nearly a million square meters and famous for its unique and elegant design, Terminal 3 of Beijing Capital International Airport, was the world's largest airport terminal

when it opened up just months before the Olympic Games 2008. Speaking of the Games: of course you shouldn't miss seeing the Olympic Green with landmarks as the Beijing National Aquatics Centre ("Watercube"), the National Indoor Arena and of course the Beijing National Stadium, known as the "Bird's Nest", heart of the Olympic Games 2008 and key candidate venue for the IAAF World Championships 2015. Following Beijing's main axis south from the Green, the For-

bidden City awaits you at the centre of China's capital. After being built in the early 15th century, it was the main imperial palace of the Ming and Qing dynasties until 1912, just about a hundred years ago. The palace complex consists of 980 buildings with 8,707 rooms in total. UNESCO declared it a World Heritage Site in 1987 and lists it as the "largest collection of preserved ancient wooden structures in the world." The name Forbidden City refers to the fact that people were not freely allowed to enter it in the time of empire. But with the abdication of the last emperor, it was opened to the public. Just south of the Forbidden City lies Tiananmen Square, a huge open space surrounded by impressive official buildings. People come here to fly a kite, gather or enjoy the atmosphere during the day or after nightfall. The square is also used for public festivities and announcements. The balcony, from where the announcements are delivered, offers the best view of the square. Located further southeast is another Beijing landmark, the Temple of Heaven. The Taoist temple was used by emperors

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The Great Wall of China at Badaling

out leads you to Badaling, to the Great Wall of China. The construction of this "largest building on earth" started as early as the 5th century BC in order to prevent intrusions by nomadic groups from the north. The restored section of one of the world's most famous sights lets you walk up and down over slopes and stairs on wooded hills - so some basic physical fitness is required for the complete wall-experience.

Those are just a few and the most known sights Beijing has to offer. In fact there is a lot more...you are welcome to discover and enjoy your very own Beijing hotspot.

of the Ming und Qing dynasties to pray to Heaven for a good harvest. It was constructed at the same time as the Forbidden City and lists as a UNESCO World Heritage Site since 1998. The temple park is also used for exercising by the public.

The Summer Palace, another famous complex, lies a little more remote, but still definitely worth the short trip of about an hour from downtown. It was used by the emperors as a place for rest and rec-

reation and now serves the same purpose, but for anyone. Here you can experience the traditional China as your mind might picture it. In the centre of the vast park-like complex lies a large lake with a walkway around and dragon boats on it. Everywhere in the complex are architectural highlights to be found, like bridges and pagodas guaranteeing lots of picturesque views. Another trip of 70 kilometres (43 miles) definitely not to be left

## Ambassador Liu Xiang

### The "Yellow Bullet" joins Beijing's Bid for 2015



Chinese national hero Liu Xiang

Liu Xiang, 110m hurdler, multiple international champion and Chinese national hero has joined the ranks of supporters for Beijing's Bid to host the IAAF World Championships in 2015: "As you might guess I

have a special relationship with the Bird's Nest", said Liu Xiang when asked for the reason for his support. "In the very stadium I experienced both: how it feels to be in the focus of the crowd's joyful cheers and

expectations and then to be personally devastated due to a tragic injury but at the same time moved by the compassion of the ten-thousands in the wonderful stadium in 2008. Based on that experience, the

marvellous atmosphere during the Games and Chinese enthusiasm for sports and athletics, I can promise you that Beijing will deliver wonderful IAAF World Championships in 2015, if entrusted with this honour." Earlier this month, Andreas Thorkildsen, javelin champion from Norway, had announced his support for the bid of the Chinese capital.

Liu Xiang, born in 1983 in Shanghai, China, won his first major competition in 2002 at the Asian Games in Busan. Just two years later he went on to win gold at the Olympic Games 2004 in Athens with a world-record time of 12.91s. In 2007 he became world champion at the IAAF World Championships Osaka 2007, making him the first Chinese athlete to wear the "triple crown": Olympic gold, world champion and world record holder at the same time.

Other major wins include gold at the Asian Games 2006 in Doha and gold at the IAAF World Indoor Championships 2008 in Valencia. At the Olympic Games 2008 in Beijing the hopes of China rested on him, but he had to withdraw from competition because of an injury.

I had the realistic chance to have the race of my life and win gold in front of my home crowd. I had trained so hard, so the pressure I made on myself was high as well. Knowing of my "fateful weakness", my Achilles

in Beijing made our feet run faster, carried jumpers, javelins, discusses and hammers further and lifted the high jumpers and pole vaulters over the bar... regardless of the nationality of the athlete. For us athletes it

## "My Beijing experience as an athlete"

Liu Xiang - Hurdler, international champion and Chinese national hero



Liu Xiang winning gold at the 2004 Olympics

### What comes to your mind when you think back to the Olympic Games 2008?

Well, not surprisingly it is a kind of a weird blend of extreme feelings and memories I

live through when I remember those times. In the forerun of the Games I was very excited because of the fact that the Olympics would take place in my home country.

tendon, didn't reduce that. In the beginning of the Games the excitement has built up even more, but there was also a huge part of pride and joy seeing how the Games of Beijing develop and what a fantastic time people had in my country. But, August 18 changed my feelings quite a bit, as you can imagine...

### What can you tell us about the general conditions for the competing athletes?

Everything was perfectly organized, which helps us athletes a lot in keeping focused on the actual competition. So I really can't come up with anything negative on that matter. But as an athlete, I like to add another central aspect to our own working conditions: the atmosphere in the stadium - it was better than I ever could have dreamed of. The cheering of the crowd

would be tough to give the very best and go beyond our limits, if we were not pushed by the crowd that extra bit further. But luckily the Beijing crowd was one we could count on.

### What would you expect from the IAAF World Championships in Athletics if staged in Beijing in 2015?

I am extremely proud of what Beijing did in 2008 and - being Chinese - I know that Beijing and China will offer the IAAF Family the same devotion for the World Championships. Being entrusted with the organization and preparation of such events and welcoming the world in our homes is always a great honour for us. Hospitality is a central value of our culture - and: I guess we like to prove to the world that we really can excel in staging these events.

## Nightlife in Beijing

### Variety of entertainment options

Beijing is a city with many entertainment options. You can find traditions and trends at teahouses, nightclubs, theatres, restaurants, bars, music clubs and also Kung Fu shows that make the nightlife so colorful in this international city. Beijing offers a mix of traditional Chinese acrobatics shows, Peking operas and live band performances. There are many great nightlife venues which have opened up in recent times for both locals and tourists.

The highest density of bars is to be found in the Houhai and Sanlitun areas. Houhai is a very modern and trendsetting bar district. Here you can find many different bars and restaurants along the shores of the Houhai Lake. They fea-

ture modern design and you can listen to good music, enjoy a night on the dance floor or even go on a night boating tour.

Compared to the coziness of Houhai district, Sanlutin, the older but consequently renovated bar district, is rather a wild spot. Here you find lots of live music, people dancing and tourist bars offering sports broadcasting, billiard and darts. But there is way more to Beijing nightlife than bars and pubs. Here is an overview of different ways how to spend a splendid and special night in China's capital:

### Wangfujing Street Night Markets

This local night snack street located near Wangfujing Street



Night Market at Wangfujing Street

is a good place to start a trip through the nightlife of Beijing. This street full of food stalls is also called the Donganmen Night Market. Here you can savor Mongolian barbecued

lamb, sweet rolls, drinks, and much more. Even if you don't eat anything, it's interesting to just be here and watch it teeming with street vendors cooking and offering different snacks.

## Blue Frog: American Dining on the 3rd floor in Sanlitun Village

The popular Shanghai chain Blue Frog is a very nice place with a great outdoor terrace in the Sanlitun area. The bar offers probably the longest happy hour in town: 4-8pm. Their comfortable outdoor seating space is perfect for a lazy afternoon under the sun. The place is famous for its great restaurant design and furniture. The friendly and helpful English speaking staff offers great menus in generous proportions.

## Acrobatics Show - Chaoyang Theatre

While in Beijing you should visit

an acrobatics show of which there are several in Beijing. Chaoyang Theatre is one of the best. The theatre is located in the Chaoyang District and presents a Chinese acrobatics show involving bicycles, tight rope walking, and spinning plates. It's amazing to see what these artists can do with their bodies.

## Peking Opera - Liyuan Theatre

To get an impression of the traditional Chinese culture you have to visit a Chinese Opera. Full of Chinese cultural facts, the opera presents the audience with an encyclopedia of Chinese culture, as well as beautiful paintings, exquisite



Peking Opera

costumes, martial arts and graceful pantomime.

The singing is quite different from the way the foreigners are used to. The Beijing Opera is a kind of art that pays equal attention to 'Chang' (Singing), 'Nian' (Speaking), 'Zuo' (Acting) and 'Da' (Fighting). There are several places to enjoy a Peking Opera. Liyuan Theatre stages one of the most visited performances. It is located on the first floor of Qianmen Hotel.

## Karaoke

There are many places for karaoke in Beijing. Like in other countries in East Asia, many young people in China love it. Some of the karaoke bars are even open around the clock, being a central part of Beijing's night life. The karaoke bars feature a variety of mostly pop music, both Chinese and Western. Usually you can have drinks and food there too.

# Media working conditions

## Infrastructure, organisation and standards

To media representatives, the Bid and potential Local Organising Committee of Beijing 2015 promises to ensure working conditions of maximum quality. A sound organisation and high technical standards will guarantee a state-of-the-art and convenient environment for media coverage of the competitions and beyond.

The central venue for the competition, the Bird's Nest contains top-notch facilities for the media. These will include a large media workroom which offers space for up to 500 journalists. This facility is equipped with network and internet access, printers, cabinets and information inquiry terminals. Connected to the workroom are the mixed zone, the media stands (1,000 seats with tables), catering facilities, rest rooms and the Press Conference Hall. For press photographers there is an extra workroom with 150 completely equipped stations. A good view of the field of play is guaranteed at the photographers' positions in the stadium,

including the finishing line. The mixed zone will be situated at the exit of the infield and will feature separate areas for TV and broadcasting staff as well as for print journalists.

holds up to 300 seats and is equipped with a photography/TV platform.

For journalists off duty or for informal meetings, a 400 m<sup>2</sup> rest area will be provided.



Athlete being interviewed in the mixed zone at the 2008 Olympics

Experienced staff will guarantee a smooth flow of athletes and the best conditions for media to conduct interviews. The Press Conference room

CCTV, China's national broadcaster, will produce and provide the international signal according to the highest standards. The IBC which served

well for the 2008 Olympics will also be used for the IAAF World Championships in 2015 if Beijing is awarded the event. It is located on the Olympic Green and shall serve as the headquarters for TV and radio media. The main hotels for the media are located in close proximity to the stadium and provide a clean and convenient accommodation at varying, but reasonable prices. The LOC intends to provide free transport for registered media from the airport to the main media hotels and from the hotels to the venues. For further convenience, a Media Service Guide will be prepared covering a competition overview, media services, general and specific information, a Beijing guide and more. We are aware, that comprehensive media coverage of the highest quality is essential for the success of the IAAF World Championships. For this reason, we consider it a duty of top priority to provide the best working environment possible for our media guests.

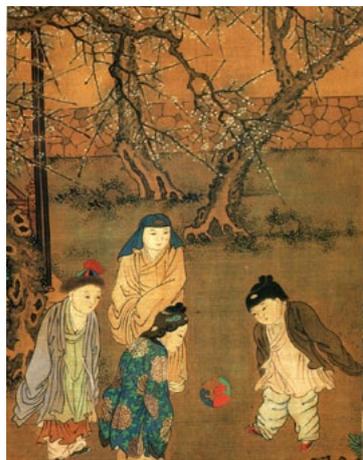
## Chinese sports

### Culture and history



Chinese lifestyle: exercising in public

China's sporting culture and history are one of the oldest in the world, reaching back several millennia. There is evidence that dragon boat racing and Cuju, a kind of football, had been practiced already some hundred years BC. Lao Tse, the mystic Chinese philosopher, is said to have described physical exercises as a way to remain healthy and to increase longevity about 2,500 years ago.



Ancient Chinese football

At the turn of the first millennium, martial arts like Tai Chi and Qigong became widely popular and they still play an essential

part touching various aspects of everyday life in China. It has a particularly strong social component with people meeting on open spaces and joining each other in practice. Furthermore, physical exercise is an integral part of the Eastern approach to medicine, cure and healthy living. In recent years, due to this holistic approach, Chinese traditional sports and exercises have become very popular around the world.

Modern Athletics has been introduced in China along with other ball-type sports by the end of the 19th century. The first athletics competition on a regular basis in China was held at Saint John's College in Shanghai in 1890. Subsequently, Athletics was adopted as part of the teaching curriculum in physical education programs in schools. In 1910, the first National Games were held in Nanjing. In 1932, China participated for the first time in the Olympic Games of Los Angeles. With the establishment of the State Physical Culture and Sports Commission under the new regime, 1952 saw another major boom in sports develop-



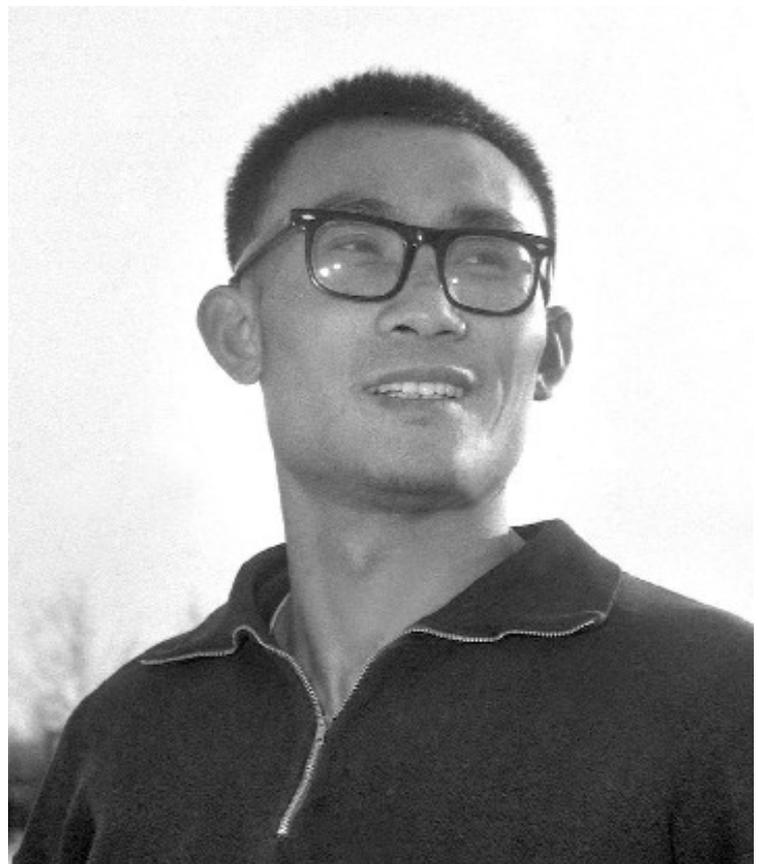
Depiction of Chinese culture at the Opening Ceremony of the 2008 Olympics

ment. The Chinese vigorously promoted Athletics as the foundation of all sports and – due to a professional approach on athleticism, coaching, referees and rules – an extensive development was witnessed in the whole country and more excellent athletes have emerged like the high jumpers Zheng Fenrong and Ni Zhiqin. In the forerun of the Olympic Games on home turf, the General Administration of Sport in China – again – labelled Athletics as

the "fundamental sport" for its Program of Striving for Olympic Glory. Other very popular sports in China include football and basketball as team sports along with table tennis as an individual and team sport.

In 2008, Beijing and the "Bird's Nest" was home to the best athletes of the world, organizing a competition of top quality, with an unique atmosphere and long lasting memories...

a track record to be built upon.



Chinese high jumper Ni Zhiqin



## CRASH COURSE CHINESE

# 欢迎光临

## Huānyíng guānglín

- 欢 > joyous, happy
- 迎 > to greet
- 光 > light, ray, honor
- 临 > to approach, to face

= **Welcome!**

On 16th October 2010, the Chinese city of Nanning gave home to this year's edition of the IAAF SINOPEC World Half Marathon Championships, concluding this year's series of half marathons. After a unique and colourful opening ceremony, the starting shot was given for the women's race and half an hour later for the men's race. The latter was won by Wilson Kiprop (KEN, 1:00:07) who, after a thrilling 200 meters final, ended a series of four wins on the run by Zersenay Tadese from Eritrea with a margin of only four seconds. With a winning margin of ten seconds, Florence Kiplagat (1:08:24) from Kenya has won the women's competition even though she debuted on this distance just one month ago in Lille, France. The second woman crossing the finish line was Dire Tune of Ethiopia. The

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- Local traffic and Transportation
- Accommodation / Hotels
- IAAF Congress Venue
- "My Beijing experience... as a Volunteer"

# Good Job Nanning!

## The 'Green City' hosted the IAAF World Half Marathon Championships 2010

two wins from Kenya made it the first time since 1999 that the men's and women's races were won by competitors from the same country. Kenya has also won both team rankings with

Ethiopia (women) and Eritrea (men) on the second places. This was the last time the IAAF World Half Marathon Championships were held annually. From now on, the event will be held every even

year, alternating with the IAAF World Cross Country Championships, held every uneven year. The 2012 edition of the IAAF World Half Marathon Championships will be staged in Kavarna, Bulgaria.

Nanning has staged an excellent edition of the IAAF World Half Marathon Championships and therefore went to demonstrate Chinese enthusiasm and devotion in staging athletics events. In a press conference in the forerun of the competition, Lamine Diack pointed to the series of successful athletics competitions held in China in the past. Diack took this as a proof of Chinese desire to further develop athletics, "not only with this event in Nanning, but also in the future."

The city of Nanning is situated in the Guangxi region in southern China, not far from Hong Kong, Guangzhou and the border to Vietnam. The city features many parks and a subtropical climate and is therefore also called the "Green City". Nanning is changing at a fast pace and is currently developing into an important centre in this region of China.



The impressive Skyline of the "Green City" of Nanning



## We've got what it takes to host the IAAF World Championships in Athletics 2015

After the success of the 2006 IAAF World Junior Championships and the 2008 Beijing Olympic Games, Beijing's ability to host a major, world-class Athletics event is proven and unquestionable.

The World Athletics Family can rely on us.