

# NORDIC WAYS

SKI BIKE MARATHON DUATHLON  
CHARACTERISTIC  
EVENTS



nordic ways

[www.nordicways.com](http://www.nordicways.com)



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# 诺迪维公司中国区 赛事年历

## NORDIC WAYS CALENDAR IN CHINA

01月 January



国际雪联越野滑雪中国巡回赛  
Tour de Ski China

(5-6站 5-6 Stages)

01月 January



中国长春净月潭瓦萨国际滑雪节  
Vasaloppet China

(1月4日 January 4th)

05月 May



中国香格里拉国际铁人两项  
挑战赛  
Shangri La International Duathlon  
Challenge

06月 June



长春净月潭森林马拉松  
Changchun Jingyuetan  
Forest Marathon



07月 July



铁木真草原山地车挑战赛及国际  
草原马拉松挑战赛  
Genghis Khan MTB Adventure and  
Grassland Extreme Marathon

08月 August



长春净月潭国际森林山地  
自行车马拉松  
Changchun Jingyuetan  
International Forest Mountain  
Bike Marathon

09月 September



中国延边韦特恩国际  
自行车旅游节  
Vatternrundan China

11月 November



七彩云南格兰芬多国际  
自行车节  
Colorful Yunnan International  
Granfondo Cycling Festival



## NORDIC WAYS

### 诺迪维管理顾问有限公司

诺迪维发源于瑞典王国。诺迪维是Nordic Ways的音译，意为“北欧的生活方式”。诺迪维公司的前身是1998年在北京投资设立的帕克维特公司，主营定向越野比赛。后期，随着赛事种类的增多，为树立更鲜明的企业形象，自2004年开始，企业更名为诺迪维，主要承办越野滑雪、自行车、跑步、铁人三项以及定向越野等各类职业赛事和群众体育赛事。

Nordic Ways, which is a synonym for Nordic lifestyle, originated in Sweden and was formerly known as PWT when the company was founded in Beijing in 1998. Back then the focus was on the sport of orienteering. As more event opportunities blossomed, the name changed to Nordic Ways in 2004 and resulted in a more vivid corporate identity. Today, Nordic Ways' events roster includes cross-country skiing, road and off-road cycling and running, triathlon and duathlon, orienteering and more. Both professionals-only events and mass participation events.



NW Web



NW Weixin



NW Weibo



# 诺迪维 优势 ADVANTAGES OF NORDIC WAYS

PROFESSIONAL  
MANAGEMENT

管理  
专业化

INTERNATIONAL  
MODUS  
OPERANDI

DIVERSIFICATION

运营  
国际化

种类  
多元化

20年赛事管理经验，超过250场赛事执行  
国际领先的赛事管理经验，结合中国市场需求，打造经典品牌赛事

Twenty years' event management experience; more than 250 events  
International leading event management experience combined with  
market demand of china; creation of classic brand sports events

充足的国际IP赛事资源以及落地执行的经验；国际化的执行团队；国际化的宣传渠道；国际化的选手招募平台。

Plenty of human & technical resources to implement  
international standard events;

International operational team and promotional channels;  
International platform for recruitment of athletes

职业赛与商业赛并行：专业运动员到业余爱好者  
冬季与夏季赛事兼顾：从春暖花开玩到白雪皑皑

Events for professional athletes as well as for the  
general public

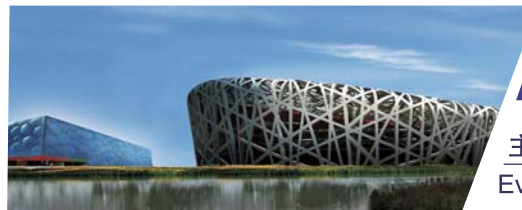
Summer and winter sports events: warm or  
cold, with Nordic Ways the heat is always on

# 诺迪维亚太区 架构 NORDIC WAYS STRUCTURE IN ASIA-PACIFIC



香港公司 **NWHK**

亚太地区母公司  
Parent company in the Asia Pacific region



北京公司 **NWBJ**

主要负责中国北方及西南地区赛事的开拓与执行  
Event development and implementation in China



长春公司 **NWCC**

主要负责东北地区赛事的开拓与执行  
Event development and implementation with focus  
on Northeast China



武汉公司 **NWWH**

推广赛事管理信息系统、体育健康医疗服务系统  
Event management system, sports health & educational  
service system



# 诺迪维团队 NORDIC WAYS TEAM

我们是一个多元化的团队，由来自欧洲的国际专家以及经验丰富的中国活动专家组成。

团队成员：**奥运会越野滑雪冠军**  
**奥运会公路赛冠军**  
**意大利国家队教练**

Nordic Ways is a diverse multi-cultural team consisting of very experienced Chinese event professionals working together with international experts from various countries.

Team members include:

- Olympic champions in cross-country skiing
- Olympic champions in road cycling
- Various coaches of national teams

诺迪维  
NORDIC WAYS

荣誉  
HONOR

- 2013年铁木真赛被CNN誉为亚洲十大最美赛事目的地之一
- 2017年长春净月潭瓦萨国际越野滑雪节入选国家旅游局及国家体育总局精品体育旅游赛事
- 2017年七彩云南格兰芬多国际自行车节入选国家旅游局及国家体育总局精品体育旅游赛事

- Genghis Khan Festival was awarded among the top 10 of most beautiful events in Asia by CNN in 2013.
- Vasaloppet China received the National Sports Tourism Events Award by China National Tourism Administration and General Administration of Sports in 2017.
- Colourful Yunnan International Granfondo Cycling Festival received the National Sports Tourism Events Award by China National Tourism Administration and General Administration of Sports in 2017.

铁木真赛  
Genghis Khan Festival



Vasaloppet China  
长春净月潭瓦萨国际越野滑雪节



七彩云南格兰芬多  
国际自行车节  
Colourful Yunnan International  
Granfondo Cycling Festival







# 诺迪维 商标 NORDIC WAYS BRAND

									
Trade Mark 商标名称	瓦萨 (图形)	Trade Mark 商标名称	黄山 (图形)	Trade Mark 商标名称	铁木真 (图形)	Trade Mark 商标名称	长城嘉年华 (图形)	Trade Mark 商标名称	大使杯(图形)
License no. 商标注册证号	6543006	License no. 商标注册证号	6543005	License no. 商标注册证号	6542823	License no. 商标注册证号	6542822	License no. 商标注册证号	6542824

Trade Mark 商标名称	毕科 (图形+中文文字)	Trade Mark 商标名称	诺迪维 (中文文字)	Trade Mark 商标名称	瓦萨 (中文文字)	Trade Mark 商标名称	利丁 (图形+中文文字)	Trade Mark 商标名称	International Minithlon(图形)
License no. 商标注册证号	7829356	License no. 商标注册证号	7829309	License no. 商标注册证号	7829383	License no. 商标注册证号	7829341	License no. 商标注册证号	8775741

									
Trade Mark 商标名称	格兰芬多 (中文文字)	Trade Mark 商标名称	格兰方多 (中文文字)	Trade Mark 商标名称	Summer Ski (图形)	Trade Mark 商标名称	NORDICWAYS (英文文字)	Trade Mark 商标名称	瓦腾 (图形+中文文字)
License no. 商标注册证号	15654802	License no. 商标注册证号	15654877	License no. 商标注册证号	6542833	License no. 商标注册证号	7829139	License no. 商标注册证号	7829182

									
Trade Mark 商标名称	NORDICWAYS (图形)	Trade Mark 商标名称	Shanghai F1 (图形)	Trade Mark 商标名称	NordicWays XC Running cup	Trade Mark 商标名称	Granfondo (英文文字)	Trade Mark 商标名称	Gran Fondo (英文文字)
License no. 商标注册证号	7829256	License no. 商标注册证号	7829278	License no. 商标注册证号	10301439	License no. 商标注册证号	10633080	License no. 商标注册证号	10633255

Trade Mark 商标名称	草原王	Copyright Name 版权名称	中国自行车杯 (图形)	Copyright Name 版权名称	中国自行车杯 (图形)	Copyright Name 版权名称	格兰芬多
License no. 商标注册证号	13281799	License no. 版权证书号	00054141	License no. 版权证书号	00054140	License no. 版权证书号	00158285

Trade Mark 商标名称	草原王 (中文文字)	Trade Mark 商标名称		King of Grassland	Trade Mark 商标名称

# 诺迪维赛事

# BUSINESS PHILOSOPHY

# 运营理念 OF NORDIC WAYS

## 自创IP的先行者 Pioneer of brand events in China



从1999年长城嘉年华开始，诺迪维不断设计自创赛事品牌。十余年间，诺迪维始终秉承“因地制宜，打造经典”的理念，创立并推广了十余个国内经典IP赛事，包括并不限于：七彩云南格兰国际自行车节、铁木真草原山地车赛及草原山地车赛、长春净月潭森林马拉松赛、黄山自行车嘉年华。

Since the Great Wall Carnival in 1999, Nordic Ways has continuously designed its own events brands. Over the last decade, Nordic Ways has created and promoted over ten classic IP events including but not limited to Colorful Yunnan International Granfondo Cycling festival, Genghis Khan MTB Adventure and Grassland Extreme Marathon, Changchun Jingyuetan Forest Marathon, Huangshan Cycling Carnival and so on based on the concepts of adaptation to local condition and creation of classic events.

## 赛事创新的践行者 Innovation is key

在国内蓬勃发展的体育赛事市场中，诺迪维一直努力探索新的赛事方式。诺迪维最早在中国提出自行车嘉年华概念，并曾举办了长城自行车嘉年华赛、黄山自行车嘉年华等多项嘉年华赛事。通过赛事创新，诺迪维举办了国内首家骑跑结合赛事——“草原王”；国内首个迷你铁三赛；国内首个夏季滑雪赛。只有赛事创新，才能让诺迪维在赛事市场行业引领潮流，永立潮头。

As sports events developed in China over the years, Nordic Ways has been exploring new ways to create outstanding event experiences. Having first created the concept of bicycle festivals in China with the Great Wall Cycling Festival in Beijing and Huangshan Cycling, Nordic Ways established a true challenge for the endurance athlete at the Genghis Khan Festival: KOG aka King of the Grasslands, combining a marathon run with 3 days of long distance MTB racing. The Beijing Minithlon, the only domestic mini triathlon race in China's capital, and then the only domestic summer skiing events. Innovation is what drives Nordic Ways forward!



## 体育旅游的领航者 Promoting sports tourism



诺迪维的愿景是“通过赛事推广健康的生活方式”。近二十年来，通过持续举办赛事，诺迪维切实帮助举办地培养了运动文化氛围，创造了大量的赛事商业消费，成功提升了举办地的旅游知名度与旅游配套服务。由于诺迪维的坚持与坚守，诺迪维旗下的瓦萨滑雪节与七彩云南格兰芬多国际自行车节同时被国家体育总局与国家旅游局评为首批国家级体育旅游经典品牌赛事。

The vision of Nordic Ways is to promote a healthy lifestyle through its events. Over the past twenty years, Nordic Ways has gone a long way to cultivating a sports atmosphere and to creating a large number of commercial transactions as a result of its sports events, which boost the local tourism industry. Vasaloppet China and Colorful Yunnan International Granfondo Cycling festival have been honored as national classic events by the sports tourism board of the General Administration of Sports of China and China National Tourism Administration.



# 诺迪维赛事 执行体系

## NORDIC WAYS MODUS OPERANDI

### 赛事执行体系 Implementation System

国内外顶尖媒体全方位推广合作  
Full cooperation with the top media in China and abroad

赛事形象设计与整体包装  
Own event identity design and international promotion

国内外选手招募渠道  
Recruitment of domestic & international participants

多年赛事选手大数据  
Big database of participants since 1998

专业的赛道设计和建设  
Professional course design and marking

专业的国际赛事计时服务  
Professional & international time-keeping standards

全面的赛事安全保障系统  
Comprehensive event safety system

专业的后勤保障  
Professional logistics service

真实有效的赛事回馈  
Timely and thorough feedback

赛事危机公关  
Professional crisis management



## 诺迪维 赛事

### 滑雪

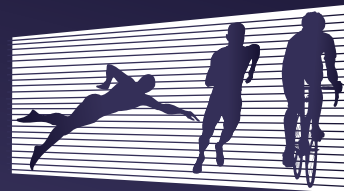
中国长春净月潭瓦萨国际越野滑雪节  
国际雪联越野滑雪赛中国巡回赛  
国际雪联越野滑雪赛中国夏巡赛

### 自行车

铁木真国际山地车挑战赛  
七彩云南格兰芬多国际自行车节  
延边韦特恩国际自行车旅游节  
长春净月潭森林山地车马拉松

### 跑步

铁木真国际草原马拉松极限挑战赛  
长春净月潭森林马拉松



### 铁人两项

草原王  
香格里拉国际铁人两项赛

### 特色赛事

北京国际迷你铁人三项赛

## NORDIC WAYS EVENT

### SKI

VASALOPPET CHINA  
TOUR DE SKI CHINA  
SUMMER SKI SPRINT TOUR

### BICYCLE

GENGHIS KHAN GRASSLAND MTB ADVENTURE  
COLOURFUL YUNNAN INTERNATIONAL GRANFONDO CYCLING FESTIVAL  
VATTERNRUNDAN CHINA INTERNATIONAL CYCLING TOURISM FESTIVAL, YANBIAN  
CHANGCHUN JINGYUETAN FOREST MTB MARATHON

### RUN

GENGHIS KHAN GRASSLAND EXTREME MARATHON  
CHANGCHUN JINGYUETAN FOREST MARATHON



### DUATHLON

KING OF GRASSLAND  
SHANGRI-LA INTERNATIONAL DUATHLON CHALLENGE

### SPECIAL EVENT

BEIJING INTERNATIONAL MINITHLON

# 什么是 越野滑雪？

## WHAT IS CROSS COUNTRY SKIING?

Cross Country skiing (a.k.a Nordic Skiing or XC Skiing) is – in the opinion of many exercise physiologists - the world's best aerobic fitness activity. The sport involved simultaneous use of arms and legs utilizing ski equipment including boots, poles and skis. The primary functional difference between cross-country skiing and alpine(downhill) skiing is that the skier is attached to the ski only with the toe of the boot with the heel “free”. In alpine skiing, the entire foot is attached to the ski. The free heel allows a skier to climb, descend and the traverse terrain making the sport a truly cross-country activity. In alpine skiing and snowboarding, the participants is limited to the range of downhill slopes.

With origins in Scandinavia several hundreds of years ago, cross-country skiing has come a long way from being the sole method of transportation for snow and ice-bound Northerners. Competitions span the globe with a third of all the Winter Olympic medals being awarded in cross-country skiing and the other Nordic sports.

北欧滑雪  
XC SKIING



越野滑雪又被称为“北欧滑雪”，许多运动生理学家和研究人员认为越野滑雪是世界上最好的有氧运动。从事这项运动时您需要调动全身的力量，包括胳膊、大腿、腰腹等身体各个部位的肌肉。越野滑雪和高山滑雪最主要的区别是，越野滑雪时您的脚跟与雪板分离，您的脚跟可以自由活动。只有脚尖部位跟雪板连接在一起，这样您就可以在不同的地形条件下滑行，不管是上山还是下山，而高山滑雪时您的整个脚板都与雪板相连，所以您只能从高处往低处滑行。

越野滑雪几百年前起源于斯堪的纳维亚半岛，如今它已经从一种单纯的交通方式演变成一项神兽滑雪爱好者喜爱的北欧体育运动。

冬奥会近三分之一的比赛项目属于越野滑雪类比赛或其它的北欧运动项目。

# 滑雪 SKIING



- 中国长春净月潭瓦萨国际越野滑雪节
- 国际雪联越野滑雪赛中国巡回赛
- 国际雪联越野滑雪赛中国夏巡赛

- Vasaloppet China
- Tour de Ski China
- Summer Ski Sprint Tour



# 瓦萨滑雪节 VASALOPPET BRIEF INTRODUCTION

VASALOPPET滑雪节的历史可以追溯到16世纪初，当时瑞典被迫与强大的丹麦结成国家联盟，一位名叫古斯塔夫·瓦萨的人号召人们起来反抗丹麦人的统治。他在今天Vasaloppet的终点——MORA小镇发动当地人与他一起推翻丹麦国王的统治。经过两年半的斗争，瑞典获得了解放。1523年6月6日，古斯塔夫·瓦萨被推举为瑞典国王。为了纪念他以及他所取得的成就，在1922年2月10日，瑞典人创立了一个每年一次，全程90公里的滑雪比赛，也就是后来的VASALOPPET。比赛的路线和当年瓦萨等民族英雄奔波于MORA和SALEN两地的路线相同。

更让人高兴的是，在1978年VASALOPPET滑雪节已经成为世界罗佩特滑雪联合会的一员。世界罗佩滑雪联合会全称世界越野滑雪长距离运动组织，是世界上规模最大、级别最高的越野滑雪马拉松国际体育运动组织。而在2006年，VASALOPPET滑雪节又被国际滑雪联合会纳为该组织的越野滑雪世界杯成员。

95年过去了，VASALOPPET滑雪节已经成为瑞典乃至斯堪的纳维亚半岛最著名、最受人们欢迎的体育和旅游活动，每年都有超过65000名来自世界各地的越野滑雪爱好者聚集到这里参赛。除了在瑞典和中国举办，瓦萨滑雪节还在美国和日本举办。

On February 10, 1922, Swedish newspaper editor Anders Pers proposed a cross-country ski race to enshrine the memory of Gustav Vasa's revolt against the Danish King Kristian 400 years earlier. It was meant to be an endurance test similar to the journey made by Gustav Vasa (King of Sweden, 1523-1560) between the towns of Salen and Mora, hence the name Vasaloppet – King Vasa's Race.

At 06:04 in the morning of March 19, 1922 at temperature -2 °C, the very first Vasaloppet set off, with 136 skiers and 100 spectators present at the start. 90 kilometers away, thousands of curious spectators later congregated at the finish in Mora to see 21-year-old Ernst Alm win the first Vasaloppet, finishing in 7 hours 32 minutes and 46 seconds. Only two competitors failed to complete the course and the last man took 14 hours 11 minutes to reach Mora.

More inspiring is that since 1978, Vasaloppet is included in the Worldloppet Ski Federation, a series of long-distance cross-country skiing races. In 2006, the Vasaloppet was included in the FIS Cross-Country World Cup.

Over the 95 years that now have passed, Vasaloppet has developed into the world's biggest Cross-Country skiing competition, with over 65,000 participants annually only in the Swedish event. Further to the Swedish and Chinese events, Vasaloppet is also organized in the USA and Japan.



# VASALOPPET

**瓦萨国际越野滑雪  
节始于16世纪**

**VASALOPPET - WITH ORIGINS  
IN THE 16TH CENTURY**







Vasaloppet China  
中国长春净月潭瓦萨国际滑雪节  
in cooperation with



1月4日  
January 4th



Changchun  
Municipal Government  
长春市人民政府







- 瓦萨国际滑雪节是国际雪联越野滑雪中国巡回赛中非常重要的一站，同时具有瑞典瓦萨种子赛资格。
- 瑞典瓦萨：世界上最大的单项体育运动，每年约有65000人参加这为期一周的多日赛事。
- 中国瓦萨：中国最大的越野滑雪赛事，已经成为中国滑雪赛事的代表赛事之一
- 15年来，参赛总人数超过3万人
- 2014年正式加入世界罗佩特（Worldloppet）
- 2017年成为世界顶尖长距离越野滑雪赛—经典滑雪赛的一站
- 2017年入选中国国家旅游局和国家体育总局的精品体育赛事
- 除了50公里传统赛外,同时举办25公里蓝莓瓦萨赛、学生滑雪赛、大众娱乐赛
- 全世界17个国家和地区直播及录播
- 独一无二的市场平台——品牌推广、政府关系、客户关系、经销商公关、市场营销的最好机会
- 瓦萨博物馆是中国第一个以滑雪运动为主题的博物馆，为纪念瑞典瓦萨国际越野滑雪节及相关北欧户外运动落户中国长春而建，代表了瑞典瓦萨总部和中国瓦萨总部之间深厚的友情





- Vasaloppet China is the classic stage of Tour de Ski China and has seeding race status to Vasaloppet Sweden
- Vasaloppet Sweden: one of the biggest single-day mass sports event in the world with over 65,000 participants. Please note that it is not a single day race but that the 65,000 participants do their races over 1 week.  
Vasaloppet China: the biggest ski event in China
- Over 30,000 participants in 15 years
- Became the member of Worldloppet, (the biggest and highest level long-distance cross-country skiing) in 2014
- Has been included in Ski Classics, the world's long distance ski championship in 2017
- Awarded the National Sports Tourism Events by China National Tourism Administration and General Administration of Sports
- Besides Vasaloppet 50km - Classic distance, enjoy the snow and winter wonderland – Blueberry Vasa 25km, students' Vasa and Vasa Fun Ski.
- Broadcast live or recorded in 17 countries and regions
- Unique marketing platform: branding, government and customer relations hand in hand
- The Vasa Museum is the first museum with the theme of skiing in China, in honor of Vasaloppet and other Nordic outdoor sports settled in Changchun. It's the symbol of the friendship between Vasaloppet Sweden and Vasaloppet China







01	02	03	04
	05	06	07

01. 2004年长春净月潭瓦萨国际越野滑雪节雪雕-春姑娘

02. 2005年长春净月潭瓦萨国际越野滑雪节雪雕-惊喜的圣诞老人

03. 2006年长春净月潭瓦萨国际越野滑雪节雪雕-猎神的礼物

04. 2007年长春净月潭瓦萨国际越野滑雪节雪雕-飞雪迎春

05. 2008年长春净月潭瓦萨国际越野滑雪节雪雕 - 净月女神

06. 2009年长春净月潭瓦萨国际越野滑雪节雪雕 - 冰雪奏鸣曲

07. 2010年长春净月潭瓦萨国际越野滑雪节雪雕 - 冬天里的童话





01	02	06	05
03	04		07

01. 2011年长春净月潭瓦萨国际越野滑雪节主雪雕

02. 2012年长春净月潭瓦萨国际越野滑雪节主雪雕

04. 2014年长春净月潭瓦萨国际越野滑雪节主雪雕 - 追梦

06. 2016年长春净月潭瓦萨国际越野滑雪节主雪雕 - 雪凤迎春

03. 2013年长春净月潭瓦萨国际越野滑雪节主雪雕

05. 2015年长春净月潭瓦萨国际越野滑雪节主雪雕 - 迎

07. 2017年长春净月潭瓦萨国际越野滑雪节主雪雕 - 凤舞净月





# China 国际雪联越野滑雪 Tour De Ski 中国巡回赛

- 每年元旦伊始，由国际滑雪联合会主办，中国滑雪协会承办，诺迪维公司协办的国际雪联越野滑雪系列赛事
- 国际雪联积分赛，至少40位国际雪联注册的顶尖越野滑雪运动员及中国国家队全程参与
- 中国版欧洲传统越野滑雪巡回赛，中外运动员交流学习的最佳平台
- 在中国北方如吉林省、内蒙古、新疆、北京以及中国云南香格里拉举办
- 全球范围内媒体宣传：国内外主流电视、报刊、网络媒体深入报道

- Annual ski tour arranged by FIS, CSA (Chinese Ski Association) and Nordic Ways around New Year in China.
- Participants are at least 40 FIS top skiers together with China National Ski Team.
- An exciting alternative to Tour De Ski in Europe; great platform for athletes to communicate and learn about each other.
- Held in Jilin, Inner Mongolia, Xinjiang, Beijing and Yunnan Shangri La.
- Extensive local, national and international media coverage on television, in papers and on the internet.





巡回赛中  
最盛大  
的一站

- 长春净月潭瓦萨国际滑雪节50公里是整个巡回赛中唯一及使用传统式技术的长距离站，而同期在长春短距离比赛则采用自由式技术
- 比赛在国家5A景区长春净月潭景区以及越野滑雪赛道上进行
- 与长春冰雪旅游节同时举办，每年比赛现场都有宏伟壮观的巨型冰雪主题雕塑，上万名观众为比赛加油助威
- 主办城市长春有772万常住人口，以汽车业、电影业闻名遐迩
- 从滑雪运动到旅游产业，从文化交流到经贸合作，从专业赛事到市民参与，瓦萨把长春与世界紧紧相连，累计促成千亿元的经贸成果，成为展示长春形象的“最佳名片”



China 国际雪联越野滑雪  
Tour De Ski 中国巡回赛

## 长 春 站 Changchun Stage

- Vasaloppet China 50km is the only classic-style endurance stage of Tour de Ski China. Meanwhile, the sprint which is free-style also held in Changchun
- Held on a top classic track in Jingyuetan Park, the AAAAA tourist attraction in Changchun city
- Organised at the same time with Changchun Snow and Tourism Festival, it has magnificent snow sculptures, and thousands of audiences.
- Held in Changchun, a city of 7.72 million inhabitants and well-known for its large automobile and moviemaking industry.
- Thanks to the skiing and Vasaloppet China, Changchun is connected with the world, and promotes over 100 billion investments, and has become the symbol of Changchun.

THE BIGGEST STAGE  
IN TOUR DE SKI







- Xiwuqi in Inner Mongolia has been a host city every year since the start of Tour de Ski China.
- It is a MTB and Marathon venue in the summer, but a center for Cross Country Skiing in the Winter.
- After several years, we have succeeded in promoting the development of local skiing culture. Now the local people have started to do amateur skiing as well.



Inner Mongolia Xi Wuqi  
Municipal Government  
内蒙古西乌旗人民政府



## 内蒙古西乌旗站

### Inner Mongolia Xiwuqi stage

- 自国际雪联越野滑雪中国巡回赛伊始，内蒙古西乌旗一直便是中国巡回赛西乌旗站分赛的地方主办单位
- 西乌珠穆沁草原是夏天骑山地车和跑步的美丽天堂，冬天又是越野滑雪的好地方
- 在广阔壮美的乌珠穆沁草原上举行两天比赛分别为短距离赛和长距离赛
- 经过数年培育，我们成功推动了当地的滑雪运动文化的发展。如今当地已经开始举办业余的滑雪比赛







## 长白山鲁能胜地站

### Changbai Mountain Luneng Resort Stage

- 长白山鲁能胜地滑雪场是国内首个专业为初中级滑雪者和渡假游客提供完善教学体系的滑雪场
  - 拥有国内最佳的地形公园，由国际顶级地形设计师亲自操刀设计，设置30余种不同难度的地形障碍道具，是展示滑雪技巧、释放运动极限的绝佳场地
  - 同期举办国际雪雕大赛、国际雪雕创作营等系列主题活动，为游客呈现美轮美奂的雪雕艺术作品，向世界传递冰雪文化理念
- 
- Changbaishan Luneng Resort is the first ski field in China which can provide full professional training for skiers and tourists.
  - Has the best terrain park with over 30 barriers, designed by top international course designers
  - With International Snow Sculpture Competition and Camp, Luneng Resort shows a wonderful snow paradise.





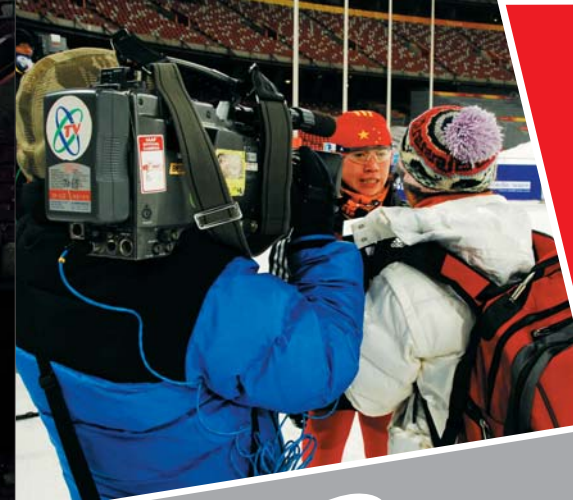


## 北京延庆万科石京龙站 Beijing Yanqing Vanke Shijinglong Ski Resort stage

- 在2022年冬奥会三大赛区之一的延庆举办
- 全国首家采用人工造雪的滑雪场，拥有北京市范围内最大落差的高级雪道，设备设施齐全
- 国内首家互联网滑雪场，营造开放式、平台式、友好型的滑雪体验
- Held in Yanqing, one of the three hosts of the 2022 Beijing Winter Olympics
- It is the first one to make artificial snow in China, its course has the biggest drop around Beijing







国家体育场  
NATIONAL STADIUM

# China 国际雪联越野滑雪 Tour De Ski 中国巡回赛

- 首次在国家体育场—鸟巢举行的国际越野滑雪顶级赛事
- 包括冬奥会冠军在内的来自世界各地的顶尖同台竞技，冬奥会雪上项目解说员全程现场播报
- 比赛过程紧张紧张刺激、扣人心弦，北京电视台体育频道现场直播

## 鸟巢站 Bird's nest stage

- The first ever cross country competition in National Stadium Bird's Nest Olympic arena
- Top athletes from all over the world including Olympic champions joining this uniqueness
- world famous Winter Olympic venue-announcer being part of the highlights
- One-day event setting short distance both for men and women, with living broadcasting all day long







China 国际雪联越野滑雪  
Tour De Ski 中国巡回赛

- 比赛在世界四大高山草原、素有“草原明珠”、“新疆酒乡”之美誉的那拉提草原举办
- 雪场距离机场仅2.5公里，交通非常便利
- 浓郁的民俗风情、独特的草原文化、丰富多样的自然风光、众多的文物古迹让人流连忘返

## 新疆那拉提站 Xinjiang Nalati stage

- The event was hosted at the world's fourth alpine steppe- Nalati steppe, which has reputation of "Jewel-like steppe and wine land of Xinjiang"
- The ski resort is 2.5 Km from the airport, the traffic is convenient
- People will be attracted by its rich folk culture, unique grassland custom, various view and tremendous historical places



People's government of Xinyuan county  
of Xinjiang Uygur Autonomous Region  
新疆维吾尔自治区新源县人民政府





## 新疆天山天池站 Tianshan Tianchi Stage

- 天池滑雪场位于新疆天池景区脚下，远离尘嚣，犹如仙境，尽显异域风情
  - 滑雪场为意大利名师设计，符合5S国际标准
  - 七条总长度为15公里的独立雪道沿天山浅山脉绵延而下，是新疆第一、中国最好的越野雪道
- 
- Tianshan Tianchi international ski resort is located at the foot of Tianchi resort. Being remote from earthliness, it is an exotic fairyland
  - The ski resort is designed by an famous Italian designer, which is in line with 5S international standard
  - Seven independent ski tracks, with the total length of 15km, stretched down from lower ridge of Tian mountain. It is the best cross-country ski track in Xinjiang and in China at large







## China 国际雪联越野滑雪 Tour De Ski 中国巡回赛

- 比赛在位于海拔高达3300米的云南全新滑雪场展开
- 这项国际赛事在拥有雪山高峰的迪庆藏族自治州香格里拉举办
- 比赛紧邻“世界屋脊”，香格里拉是风景独一无二、蜚声海内外的旅游圣地

## 香格里拉站 Shangri-La Stage

- Skiing at brand new ski facilities in the mountains of Yunnan, 3300m above the sea
- Shangri-La with its well-known mythical name is located in the breathtaking mountainous landscape of the Diqing Tibetan Autonomous Prefecture
- Unique setting for an exciting cross country ski sprint, international event in an emerging tourist destination at the “roof of the world”



Shangri-La  
Prefecture Government  
迪庆香格里拉人民政府





## Changbai Mt. Stage

### 长白山站

伴天池火山沉梦，绕天池火山飞驰

Skiing at the foot of the dormant volcano Changbai Mt with its "Heaven Lake" on top



## Aershan Stage

### 阿尔山站

蒙古国临边的温泉度假圣地

A hot spring resort on the Mongolian border with unique preserved nature



## Yakeshi Stage

### 牙克石站

倚傍海拉尔河，在呼伦贝尔草原上快速崛起的一座美丽城市

A growing town on the northern Hulunbeier plains situated at Hailar river



- 国际雪联官方赛事，曾在2006至2013年在中国北方举办
- 世界排名前100及中国国家队顶级越野滑雪运动员夏季交流的重要平台
- 夏天滑雪，使用欧洲的“存雪”技术，创造不可能的奇迹
- 激烈赛事，轻松环境，比基尼滑雪和派对晚会
- Official FIS race, 6 editions between 2006 and 2013 in northern China
- The important platform for the communication of FIS top 100 skiers and China National Ski Team
- Skiing in the summer made possible with European snow saving technology
- Fierce competition, relaxed after-ski atmosphere, entertainment and Bikini Ski





# 騎車

## BIKE

- 铁木真国际山地车挑战赛
- 七彩云南格兰芬多国际自行车节
- 延边韦特恩国际自行车旅游节
- 长春净月潭森林山地车马拉松

- Genghis Khan Grassland MTB Adventure
- Colourful Yunnan International Granfondo Cycling Festival
- Vatternrundan China International Cycling Tourism Festival,Yanbian
- Changchun Jingyuetan Forest MTB Marathon





Inner Mongolia Xi Wu Qi  
Municipal Government  
内蒙古西乌珠穆沁旗人民政府



## 铁木真国际山地车挑战赛 Genghis Khan MTB Adventure

### 西乌珠穆沁 草原的天堂

西乌珠穆沁旗位于中国内蒙古自治区北边。这里依然存在着浓厚的蒙古文化，而这边很多居民都是蒙古族。除了草原本身的美景，还可以亲眼目睹游牧人延续至今的游牧生活，感受游牧人与牛、马、羊的独特情感。3天比赛期间，吃全烤羊美食，听蒙古传统音乐，欣赏蒙古服饰，体验各种蒙古传统文化。自行车运动节能环保，非常适合在这个美丽的大自然景区开展，各国的车手都喜爱中国铁木真国际山地车挑战赛，当地群众也热烈的为运动员加油助威。

- 横穿过一望无垠的内蒙古草原，寻找成吉思汗的脚印
- 连续三天的自行车耐力赛，长距离赛总长度超过200公里，短距离赛超过100公里
- 山地车运动爱好者和户外耐力运动爱好者的年度盛会
- 体验蒙古包、蒙古族骑马射箭文化，享受烤全羊及激情澎湃的户外篝火派对
- 挑战体能极限，领略西乌珠穆沁草原风光



## Xiwezhumuqin Qi Heavenly Grasslands

Xiwuqi is a city in Chinese Inner Mongolia Autonomous Region close to Mongolia. Here the Mongolian culture still lives on and many of the people living here are ethnic Mongolians. A wonderful sight apart from the grasslands itself are the grazing horses, cows and sheep kept on the land just as they have been since the nomad days. During the race days, you can taste Mongolian delicacies such as whole roasted lamb; there are musical performances and displays of traditional Mongolian culture such as clothing, wrestling and horse riding. Biking is an environmental friendly sport, and it is suitable to do in this area whose nature is well preserved. Genghis Khan MTB Adventure is an event loved by both the bikers coming here and the local people cheering them on.

- Cross the vast Mongolian grasslands – trace the footprints of Genghis Khan
- MTB cycling endurance for 3 days, over 200km for long distance
- Participants: bikers and adventure travelers looking for a special experience
- Great event atmosphere! – Stay the night in Mongolian yurts, bonfire party and eat traditional Mongolian food
- A challenge of the body and adventure of the mind







## 长春净月潭国际森林山地车马拉松 Changchun Jingyuetan International Forest MTB Marathon

- 自2015年开始，在国家5A景区、风景绝佳的净月潭国家森林公园举办
  - 赛道结合了山地坡路、林间绿道及环潭公路，既有相对简单的赛程又有极具挑战的艰难赛程
  - 中外顶尖选手齐聚一堂，为了荣誉而战
- 
- Since 2015, held in the national 5A scenic area, Jingyuetan National Forest Park
  - The course combines hill slopes, forest trails and lake roads, providing for a mixture of relatively simple and challenging sections
  - Top Chinese and foreign athletes gather together to fight for honour





# 格兰芬多—超长耐力赛

## GRANFONDO GREAT ENDURANCE

- Granfondo（音译为格兰芬多）在意大利语中意为“漫长的距离”或者“伟大的坚持”。今天Granfondo世界超耐力自行车赛已然是参与人数众多的长距离自行车赛事的代名词。虽然比赛也为选手进行计时并以此体现比赛的竞争性，但更强调的是挑战，或者更确切地说是每位选手对自我的挑战，对骑行距离的挑战。
- 因此，对于大部分参与者来说，这不是单单是一场简单的竞技。有的选手是为了第一个冲过终点线而战，但大多数人则是来此在享受优美的自然环境和骑行乐趣。他们的目标是到达150公里（或许更长）的终点。也许用时在六小时，也许在七…也许五小时之内。大家向着各自的目的地拼搏，并为拼搏感到欣慰。这就是骑行的全部意义！让每个人以更健康的生活方式也变成Granfondo世界超耐力自行车赛的一大诉求。
- 格兰芬多世界超耐力自行车赛：风靡世界的成功赛事
- 第一届初具规模的格兰芬多（或cyclosportive）赛事都是在法国和意大利举办的，如今，每年除冬季意外，每年都会有几百场格兰芬多耐力自行车赛在欧洲很多国家上演。光在意大利，每个季度就有超过220场的赛事成功举办。有时候在一个周末就有10场比赛同时就行。瑞士、法国、西班牙、比利时、荷兰、德国。奥地利、瑞典（比如：vatternrundan）、丹麦以及英国也举办了比赛。格兰芬多组委会已先后扩大到澳大利亚、马来西亚、新加坡、日本、南非（普阿古斯的比赛有超过9万名选手参加）、包括美国（如：洛杉矶、纽约、圣地亚哥、费城、迈阿密等）等地。
- 诺迪维：专业的运作与成功的经验
- 诺迪维非常欣喜地将Granfondo世界超耐力自行车赛的理念推向中国。从2009年开始，我们就通过玉溪环抚仙湖自行车耐力赛来推广这个概念。2011年，通过vatternrundan韦特恩自行车赛事继续推广，
- 诺迪维非常欣喜地将Granfondo世界超耐力自行车赛的理念推向中国。从2009年开始，我们就通过玉溪环抚仙湖自行车耐力赛来推广这个概念。2011年，通过vatternrundan韦特恩自行车赛事继续推广，2014年，通过七彩云南格兰芬多国际自行车节进一步推广。

- Granfondo means long distance or great endurance in Italian. Today, it is the universal term for a long-distance and mass participation cycling event, which has become tremendously popular all over the world. A granfondo is timed and as such has a competitive element, but the emphasis is on challenge, and more precisely each participant's personal challenge to complete the distance.
- So, for the majority of participants, granfondo is not about pure racing. Some people will ride and sprint to be first at the finish line, but most others will enjoy the beautiful natural surroundings and ride the bike at their own pace. Reaching the finish after 150km (or more) is their goal. Maybe in under six hours, maybe under seven.... or maybe under five hours. Everyone has a personal objective that he or she will cherish and be happy to achieve. Cycling for all!
- It makes granfondo events a perfect tool to promote a healthy lifestyle among the people.
- Granfondo a worldwide success
- The first major granfondo or cyclosportive events were organised in France and Italy. Nowadays, in Europe, hundreds of granfondo cycling challenges take place during spring-summer-autumn in many countries. Only in Italy, there are more than 220 events every season, sometimes more than 10 in one weekend! The same accounts for Switzerland, France, Spain, Belgium, Netherlands, Germany, Austria, Sweden (e.g. Vatternrundan), Denmark and since a few years also Great Britain. The Granfondo community has also expanded into Australia, Malaysia, Singapore, Japan, South Africa (Cape Argus tour has 90 000 participants!) and the USA (events in Los Angeles, New York, San Diego, Philadelphia, Miami, etc).
- Nordic Ways: expertise and experience
- Nordic Ways is happy to now also promote the granfondo concept in China. The Beijing-based sports event management company has extensive experience organizing road bike events in China, and previously introduced long-distance cycling via the Vaetternrundan China events in Yuxi, Yunnan in 2009. Then in 2011, Vatternrundan China came to Yanji, Jilin. In 2014, Colorful Yunnan International Granfondo Cycling Festival was born in Yunnan!



云南省体育局  
Yunnan Sports Bureau

昆明市人民政府  
Kunming Municipal  
Government



# 昆明站

## KUNMING STAGE

2017年入选国家旅游局和国家体育总局的精品体育赛事

Awarded the National Sports Tourism Events by China National Tourism Administration and General Administration of Sports 2017

- 环滇池——云南最大淡水湖、高原明珠，滇池视野开阔，让人心旷神怡
- 途径昆明最美公路，零距离接触绝佳的湖光山色，天时地利与人和，让昆明站成为整个赛事中参赛人数最多的一站
- Dian Lake: the biggest freshwater lake in Yunnan with a broad horizon which can make you feel relaxed
- A beautiful road, around the lake with views on the mountain





云南省体育局  
Yunnan Sports Bureau

玉溪市人民政府  
Yuxi Municipal  
Government



# 玉溪站

## YUXI STAGE

2017年入选国家旅游局和国家体育总局的精品体育赛事

Awarded the National Sports Tourism Events by China National Tourism Administration and General Administration of Sports 2017

- 五站中距离最长的一站超过170公里，环抚仙湖——中国水质最好的天然湖泊之一
  - 赛道沿途鸟语花香，薰衣草海洋点缀湖畔
  - 终点设置在月亮湾湿地公园，湖畔风景堪比东方夏威夷
- 
- Fuxian lake stage: Over 170km, the longest stage in all 5 stages
  - The track is around one of the best natural lake in China with breath-taking scenery: Flowers along the track, and lavender is omnipresent.
  - The finish is in Moon Bay Wetland Park, which is regarded as the Oriental Hawaii





云南省体育局  
Yunnan Sports Bureau

楚雄彝族自治州人民政府  
Chuxiong Yi Nationality  
Autonomous Prefecture



## 楚雄站 CHUXIONG STAGE

2017年入选国家旅游局和国家体育总局的精品体育赛事

Awarded the National Sports Tourism Events by China National Tourism Administration and General Administration of Sports 2017

● 五站中距离最短的一站，全程23.5公里爬坡

● 楚雄是“世界恐龙之乡”，中国恐龙的故乡

● 紫溪山为云南最大的天然公园、爬坡胜地，整座山峰郁郁葱葱、古刹林立

● The shortest distance, only 23.5km, but it's a mountain climb.

● Chuxiong is "World dinosaur town", a typical dinosaur remains in China. Zixi mountain is Yunnan's largest natural park, the place where trees and ancient temples exist everywhere





云南省体育局  
Yunnan Sports Bureau

大理白族自治州人民政府  
Dali Bai Autonomous  
Prefecture



# 大理站

## DALI STAGE

2017年入选国家旅游局和国家体育总局的精品体育赛事

Awarded the National Sports Tourism Events by China National Tourism Administration and General Administration of Sports 2017

● 环大理洱海“风花雪月”四景之一的“洱海月”骑行

● 洱海迤邐风光，是白族人民的“母亲湖

● 大理是南中国背包客的圣地，文艺青年的聚集地

● Erhai lake stage: One of four scenic of Dali “romantic” “Erhai Moon” lies here.

● A flat stage with meandering scenery, Bai people’s Mother Lake.

● Dali is the dream land of the literary youth in China.





云南省体育局  
Yunnan Sports Bureau

丽江市人民政府  
Lijiang Municipal  
Government



# 丽江站

## LIJIANG STAGE

2017年入选国家旅游局和国家体育总局  
的精品体育赛事

Awarded the National Sports Tourism  
Events by China National Tourism Admin-  
istration and General Administration of  
Sports 2017

● 从丽江大研古城出发，到巍峨  
的玉龙雪山脚下结束

● 五站中海拔最高的赛段

● 让雪山见证总冠军的诞生

● Lijiang stage: starting from the Old Town of Lijiang, ending at the  
foot of Jade Dragon Snow Mountain.

● Highest altitude stage in all 5 stages

● Let the Snow Mountain crown the winner of the overall championship







## 延边韦特恩国际自行车旅游节 Vatternrundan China International Cycling Tourism Festival, Yanbian

- 世界上规模最大的公路自行车赛之一——瑞典环瓦腾湖赛，围绕瓦腾湖骑行一圈300公里。该比赛从1966年开始举办，每年6月的第二个周六都是比赛日。如今这个比赛每年都吸引到来自世界各地的3万名选手参赛
- 我们非常骄傲能够把这项业余自行车赛事引进到中国
- 中国第一个边境自行车赛事
- 赛道途径延吉市、龙井市、图们市、帽儿山、朝阳川等
- 延吉是朝鲜族文化之都，市民能歌善舞，文化气息浓厚
- 延吉比邻松花江、图们江和鸭绿江的发源地——长白山
- 比赛结束后，可参与多条骑行线路：俄罗斯海参崴、韩国釜山、长白山骑行







延边韦特恩国际自行车旅游节  
Vatternrundan China International Cycling Tourism Festival, Yanbian

- Vatternrundan, one of the world's largest road bike events features one lap of 300km around the Swedish lake Vattern. The race has been held on the second Saturday in July ever since 1966. In recent years, Vatternrundan has attracted over 30,000 participants each time.
- Nordic Ways are very proud to bring this major bike event Vatternrundan to China.
- China's first cycling race held on the border with DPRK
- The course goes through Yanji City, Longjing City, Tumen City, Maoer Mountain, Chaoyangchuan Town
- Yanji is full of Korean culture atmosphere
- Yanji is adjoining Changbai Mountain, the birthplace of Songhua River, Tumen River and Yalu River
- After the race, participants can choose a tour trip to Vladivostok, Busan, Changbai Mountain

# 跑

# 步

# RUN

- 长春净月潭森林马拉松
- 铁木真国际草原马拉松极限挑战赛
- Changchun Jingyuetan Forest Marathon
- Genghis Khan Grassland Extreme Marathon



- Run in the Jingyuetan Park, the biggest man-made forest in Asia, in summer
- Organised in association with Chinese Athletic Association
- Level B ranking among China marathon racing, certificated by Chinese Athletic Association
- Jingyuetan Forest Park is a National AAAAA level Tourism Scenic Area
- The host city, Changchun is well-known for its large automobile and moviemaking industry, and has convenient transportation



Changchun  
Municipal Government  
长春市人民政府



净月旅游集团



长春净月潭森林马拉松  
Changchun Jingyuetan Forest Marathon

- 盛夏在亚洲最大的人工林海中尽情奔跑
- 中国田径协会共同主办的B级马拉松赛事
- 当今世界最为时尚的森林越野马拉松，获得中国马拉松B级赛事认证
- 在美丽的国家5A级景区——长春净月潭国家森林公园举办
- 在有着“汽车城”、“电影城”等美誉的长春举办，交通便利

亚洲**最大**的人工**林海**  
The **Biggest** man-made **Forest** in Asia







Inner Mongolia Xi Wu Qi  
Municipal Government  
内蒙古西乌珠穆沁旗人民政府

- 被CNN赞誉为“亚洲最美的十大赛事目的地之一”
- 一场跑者的饕餮盛宴。在一望无垠、蜿蜒起伏的内蒙古西乌旗草原奔跑，随手一拍皆为Windows桌面美景
- 真正的草原马拉松，90%的赛道皆为草原路面
- 所有组别的完赛选手都可获得完赛奖牌以及完赛证书
- 跑者与草原真正融为一体，人与大自然、与草原生物的和谐相处

- Ranked in the top 10 of most beautiful events in Asia by CNN
- Feel free running in the vast grassland with breath-taking scenery
- A real grassland marathon, over 90% track is in proper grassland
- Finish medal and certificate for all participants who finish the race
- Attractive setting in a landscape of stunning open views and of green hills with grazing cattle and horses along the way







# 鐵人兩項 DUATHLON

- 铁木真草原王/草原后
- 中国香格里拉国际铁人两项挑战赛
- King/Queen of Grassland
- Shangri-La International Duathlon Challenge







# 铁木真草原王/草原后 King/Queen of Grassland

Inner Mongolia Xi Wu Qi  
Municipal Government  
内蒙古西乌珠穆沁旗人民政府

中国唯一  
一个在草原上举办  
的3天综合**耐力赛**

独特的赛道穿越绵延起伏的草原

3天长距离山地车赛  
3 days long distance MTB

+

全程马拉松  
Marathon

- 诺迪维公司系列赛中最受欢迎的比赛之一，也是目前增长最快的项目之一
- 所有参赛者将获得丰富的参赛包，完赛者将获得创意绝佳的草原王组合奖牌
- 所有选手必须完成三天共200公里左右的山地车骑行以及42.5公里的跑步
- 赛道补给十分充足，终点水果、啤酒、饮料无限畅饮

- One of the most popular competitions in our Nordic Ways series, and also one of the fastest growing projects
- All participants will be provided with a full race bag, and finishers will be given a special and creative KOG medal
- All the participants must complete a total of about 200 km three-day mountain bike ride and 42.5 km of marathon running
- Well supplied with fruit, food, and beer at the end







## 中国香格里拉国际铁人两项挑战赛 Shangri-La International Duathlon Challenge



- 铁人两项比赛是由三人组成的团队赛，每位有运动热情的人士都可以参与。与你的同事一同跑步、骑行，并肩作战，甚至可以以此击败生意上的竞争对手，这不是一个绝佳的运动体验吗？铁人两项比赛分为团队接力赛和个人赛两种，总体上来讲，团队接力赛和个人赛没有太大的区别；其中，团队接力赛和个人赛参赛选手都需要完成同样的比赛内容以及相应的距离。唯一有区别的是，个人赛选手首先需要完成10公里长跑，40公里骑行，紧接着再次跑步10公里长跑，全程都由选手独立完成；然而在团队接力赛中，三名参赛选手可以进行分工，每组选手选出两位跑步选手和一个骑手，每人完成一项内容即可。每组选手人数为三人，可以是单一的男子组或女子组，甚至是男女混合组都可以报名参加比赛。
- Ironman35—39岁年龄组世界排名第一的女子选手Katrine和中国顶尖的年轻铁三运动员巴斯全程参与赛道设计
- 中国海拔最高的铁人两项赛
- 西南地区最受欢迎的铁人两项赛
- 在举世闻名的香格里拉旅游地区举办，是体育旅游盛事







- The Shangri La Duathlon Challenge features a team relay race category with teams of three people each, which makes the event accessible for everybody. Run and ride with your co-workers and - who knows - maybe even with your business competitors! In essence, the team relay race is different from the individual race. Participants will do exactly the same course and the same distance. The only difference is that the individual will run 10 km, ride 50 km and run another 10 km all by himself, While in the team relay the work can be divided among three people. Each team so needs to select two runners and a cyclist. The composition of the team can be men-only, women-only, or mixed.
- It is China's highest altitude duathlon
- Ironman 35-39 age group World champion Katrine and China's top triathlon athlete Buzz approved the course design
- South China's most popular duathlon event
- Held in the world-famous Shangri-La tourist area



# 特色赛

## CHARACTERISTIC EVENTS

- 北京国际迷你铁人三项
- Beijing International Minithlon



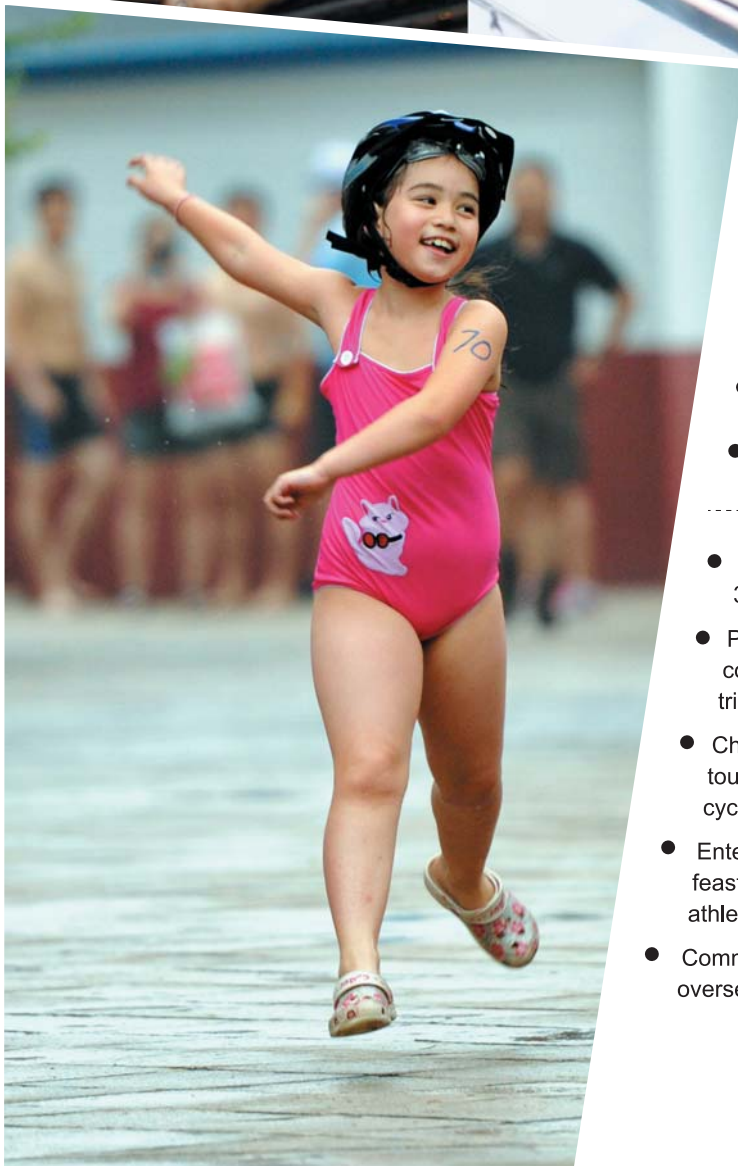


## 北京国际迷你铁人三项赛 BEIJING INTERNATIONAL MINITHLON



- 这是世界上最迷你的铁人三项赛：游泳17.5米、骑车300米、跑步42.195米。赛后举办花园晚会。
- 参与性：这是一场人人可以参与的铁人三项赛，个人、家庭、公司团队多种组别
- 竞技性：参赛者需要全面展现游泳、骑车、跑步三项综合技能
- 娱乐性：完美结合了体育竞技、美食文化、中外选手之间的运动交流
- 商业性：备受中外媒体关注，独特创意赢得媒体多次曝光

- The world's shortest triathlon—swimming 17.5m/cycling 300m/marathon 42.195m. A garden party is held after the match.
- Participation: this is a triathlon for everyone: Groups of individual, company staff, and family members to have a great chance to enjoy triathlon.
- Challenging: this competition requires physical skills as well as a touch of luck. Because it's so short, in addition to skills in swimming, cycling and running, luck is sometimes needed to win the race.
- Entertaining: it is more than an exciting triathlon competition; it is a feast of sport, culture, cuisine, and a good chance to communicate with athletes from different countries.
- Commercialization: this event wins attention from domestic and overseas media because of its creativity and uniqueness.





# 诺迪维历史知名赛事一览表

## THE LIST OF WELL-KNOWN EVENTS EVER

### SKI 滑雪赛事



Ridderrennet China  
挪威勇士残疾人滑雪赛



FIS Cross Country World Cup  
国际雪联越野滑雪世界杯



Ambassador Cup Ski Festival  
大使杯滑雪节

### TABLE TENNIS 乒乓球赛事



Swedish Chinese Table Tennis Challenge  
中国瑞典乒乓球大师挑战赛

### BIKE 自行车赛事



Great Wall Bicycle Festival  
长城国际自行车嘉年华



Huangshan MTB Festival  
黄山国际山地车节



Birkebeinerittet China  
中国毕克国际山地车节



Yushanwan International Cycling Festival  
中国江阴敔山湾国际自行车赛



Shanghai International Bicycle Festival  
上海国际自行车嘉年华

### ORIENTEERING 定向赛事



Vasa Orienteering Festival  
净月潭瓦萨国际定向节



# 合作关系

# PARTNERSHIPS

## Government Partners

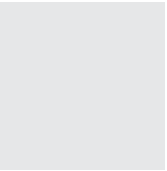
## 政府合作

北京市人民政府 Beijing Municipal Government	迪庆藏族自治州人民政府 Government of Diqing Tibetan Autonomous Region
北京市体育局 Beijing Sports Bureau	黄山市人民政府 Huangshan Municipal Government
吉林省旅游局 Jilin Provincial Tourism Bureau	无锡市人民政府 Wuxi Municipal Government
长春市人民政府 Changchun Municipal Government	内蒙古乌珠穆沁旗人民政府 Municipal Government of Xiwuqi, Inner Mongolia
长春市旅游局 Changchun City Tourism Bureau	内蒙古牙克石市人民政府 Municipal Government of Yakeshi, Inner Mongolia
长春市体育局 Changchun Sports Bureau	内蒙古阿尔山市人民政府 Municipal Government of Aershan, Inner Mongolia
云南省体育局 Yunnan Sports Bureau	长春净月高新技术产业开发区管委会 ChangChun Jingyue National High-tech Industrial Development Zone
昆明市人民政府 Kunming Municipal Government	延边州人民政府 Yanbian Prefecture Municipal Government
玉溪市人民政府 Yuxi Municipal Government	延吉市人民政府 Yanji Municipal Government
楚雄彝族自治州人民政府 Chuxiong Yi Nationality Autonomous Prefecture	吉林省长白山保护开发区管理委员会 Changbai Mountain Reserve and Development Zone Board of Management
大理白族自治州人民政府 Dali Bai Autonomous Prefecture	江阴市人民政府 Municipal Government Of Jiangyin City
丽江市人民政府 Lijiang Municipal Government	新疆维吾尔自治区新源县人民政府 People's government of Xinyuan county of Xinyiang Uygur Autonomous Region

## International Partners

## 国际合作伙伴

瑞典瓦萨滑雪赛组委会 Vasaloppet
瑞典环瓦腾湖赛组委会 Vätternrundan
挪威毕克山地车赛组委会 Birkenbeinerrittet
瑞典利丁跑步赛组委会 Lidingöloppet
挪威骑士残疾人滑雪赛组委会 Ridderrennet
瑞典经典赛事组织集团 En Svensk Klassiker
世界罗佩特野滑雪运动组织 Worldloppet
亚洲越野大师赛 Asia Trail Master



## Association Partners

## 协会合作

国际滑雪联合会 FIS, International Ski Federation
国际自行车联盟 UCI, Union Cycliste Internationale
国际定向运动联合会 IOF, International Orienteering Federation
国际铁人三项协会 International Triathlon Union
中国滑雪协会 CSA, Chinese Ski Association
中国田径协会 Chinese Athletic Association
中国定向运动协会 OACN, Orienteering Association of China
中国自行车运动协会 CCA, Chinese Cycling Association
中国铁人三项运动协会 China Triathlon Sports Association





# 媒体资源

## MEDIA

- 诺迪维赛事吸引了国内外主流媒体长期而高度的关注
- 电视媒体对赛事进行多角度的新闻报道和系统的专题播报，覆盖全球数十个国家、数亿观众
- 每次比赛，新华社向国内外多幅图片和中英文电讯稿
- 主要门户网站对赛事进行图文和视频报道
- 全国范围内数十家报纸、杂志进行图文报道
- 针对目标人群在多层次的媒体上进行广泛而有效的赛事和品牌推广

- Nordic Ways events get tons of attention by domestic and international mainstream media
- News and features by TV networks reach a couple of countries with huge viewership
- Xinhua News Agency releases photos and bilingual dispatches each time
- Top portals follow every event with articles, pictures and videos
- Dozens of newspapers and magazines cover each event
- Extensive marketing campaigns on all sorts of media, reaching targeted audiences

### International TV-media

#### 国际电视媒体

CCTV—4（中央电视台中文国际频道）、凤凰卫视资讯台、CGTN（中国国际电视台）  
International TV- CCTV-4, Phoenix TV Hong Kong, CGTN, etc.

### National TV-media

#### 国内电视媒体

CCTV—1（中央电视台综合频道）、CCTV—2（中央电视台财经频道）、CCTV—5（中央电视台体育频道）、 CCTV—13（中央电视台新闻频道）、北京电视台、东方卫视、吉林电视台、云南电视台、内蒙古电视台、安徽电视台等  
CCTV-1, CCTV-2, CCTV-5 , CCTV-13 , Dragon TV, BTV, Jilin TV, Yunnan TV, Inner Mongolia TV, Anhui TV, etc.

### Local TV-media

#### 当地电视媒体

北京电视台体育频道、上海电视台体育频道、广东电视台体育频道、吉林电视台生活频道、长春电视台等播放新闻报道及专题、直播或录播

BTV-Sports, JShanghai TV-Sports, Guangdong TV-Sports, Jilin TV-Life, Changchun TV, etc.

Note: Live or recorded broadcast on special occasions, in addition to news coverage and feature stories

### Newspapers and Magazines

#### 报刊杂志

《人民日报》、《中国日报》、《中国青年报》、《中国体育报》等  
People's Daily, China Daily, China Youth Daily, China Sports Daily, etc.

### Internet

#### 网络媒体

人民、新华、央视、新浪、搜狐、网易、腾讯、凤凰、新民及各户外论坛等近百家网络媒体转发传统媒体的内容，多个国家级门户网站及行业媒体首发图文及视频报道。赛事官网随时刊发最新消息

News with pictures on top portals such as People, Xinhua, CCTV, Sina, Sohu, 163, QQ, Ifeng, Xinmin, etc. Plus main outdoor sports forums, over 100 websites in total. Event official website releases up-to-date news.

### Social Media

#### 社交媒体

微信、微博、QQ、Facebook、Twitter、Instagram、豆瓣、知乎、优酷、Youtube、腾讯视频等不定期推送赛事信息以及赛事相关品牌信息

Wechat, Weibo, QQ, Facebook, Twitter, Instagram, Douban, Zhihu, Youku, Youtube, QQLive, etc. air event news and brand-related information

### Industry media

#### 行业媒体

美骑网、悦跑圈、中国骑友网、《骑行家》杂志、《跑者世界》杂志  
Biketo.com , Joyrun , 51bike.com , Cycling magazine, Runners World magazine



# 赞助商

# SPONSORS

No Preference Ranking 排名不分先后

