

Jinjiang-grown tech powers Beijing Winter Olympics



Technology is playing an increasingly important role in maximizing athletes' performances in winter sports. The Beijing Winter Olympics has come up with innovative high-tech standards, delivering China's promise to make the Winter Olympics a smart sports experience. Among them, Jinjiang's high-tech enterprises have played crucial roles both in the Game and in the athletes' pursuit of career ambitions.

In the short track speed skating field where the final result is accurate to a thousandth of a second, the high-tech equipment and sportswear can really power our athletes. On the evening of Feb 5, the short track speed skaters who won the first gold medal of this Winter Olympics for Team China had benefited from wearing Anta's specially designed sportswear. State-of-the-art tech features heavily in this newly designed short track speed skating suit, it has significant air turbulence control technology and high-resilience materials to reduce wind drag on the track. And the suit has reached the world-leading level in terms of lightness, ventilation and other indicators.

"We have tested that this short track speed skating suit can power athletes' performance by 0.25 seconds," said Li Ling, vice president of Anta Group.

As a sponsor for the 2022 Beijing Winter Olympic Games, Anta also introduced the sportswear and equipment provided for 12 of Team China's squads, including short-track speed skating, skeleton, and curling. Anta is the sports brand supporting the Chinese national team with the most high-tech equipment and sportswear at the Olympics, making the Chinese brand shine at the Winter Olympics.

Jinjiang technology is playing an indispensable role both on and off the playing field.

"Panpan" food can be found not only in the Olympic Village, but also at competition venues, in the hotels where international officials stay, and on the table of state banquets. As the official sponsor and exclusive supplier of the Beijing 2022 Winter Olympics, Panpan Foods provides 32 varieties for the Winter Olympic and Paralympic Games during the Games.

"Among these 32 products, the oatmeal stick and the freeze-dried instant noodles are specially developed to keep the nutrition and maximize convenience, so that the athletes can replenish their energy more quickly," said Song Changzhen, chairman assistant of Panpan Foods, adding that the development of these products had gone through procedures like formula development and adjustment, food safety test, and sample confirmation for nearly a year.

And as one of the official fitness equipment suppliers for the event, Shuhua Sports brings nearly 1,000 pieces of equipment including aerobic training, strength training, and physical training to the fitness centers of the three Winter Olympic villages, providing comprehensive training guarantee and services for athletes from all over the world.

"We've been holding regular seminars for product technology, focusing on ergonomics, functional design, intelligent technology, and other aspects of the equipment. We want the power of Chinese brands to be seen and known by everyone through science and technology." According to Shuhua Sports, the latest X series (aka 77 series) of strength training equipment is their self-developed product. The innovative design of the 3D cohesion structure gives more power to the product image, also perfectly meets the functionality of the product.



本期策划:秦 娟
本期执行:柯国笠 蔡明宣 陈巧玲 董严军
本期翻译:张 蕾 黄雅君 刘巧艺

More Bing Dwen Dwen toys made in Jinjiang



Since the Beijing Winter Olympics kicked off on Feb 4, the cuddly Games mascots Bing Dwen Dwen and Shuey Rhon Rhon have soon become the favorite of athletes, the media, and millions of publics. Merchandise featuring Bing Dwen Dwen has once sold out at officially licensed online retailers and many physical shops, with netizens dreaming to own at least one Bing Dwen Dwen.

As one of the licensed commodity manufacturers for the Beijing Winter Olympics, Jinjiang Hengsheng Toys Co., LTD., located in Longhu Jinjiang, has been working at full capacity on manufacturing this new top-selling mascot doll since Feb 5.

"The company offered free air tickets to workers willing to cut their vacation short and ready to resume work, and we're glad to see that over a dozen of them have come back to work by Feb 8," said Lian Hai'an, the general manager of the company. He added that so far, the company has brought into use dozens of new molds and deployed workers to outsourcing toy factories, doing all they can to meet the production demand for extra orders of more than 500,000 sets of Bing Dwen Dwen.

From drawings to finished dolls, the production of Bing Dwen Dwen should go through complex procedures like pattern making, embroidering, fabric printing, cutting, sewing, stapling, and packing, with continual comparing and refining to make sure they're perfectly made.

Long before becoming the licensed commodity manufacturer for the Beijing Winter Olympics, Jinjiang Hengsheng Toys has been known as one of the designated suppliers for mascot toys of Athens 2004, Beijing 2008, and London 2012 Olympic Games, as well as the Asian Beach Games.

"We've been making toys for over three decades, and this is the first time we've seen a plush toy combined with silicone coat," Lian said that the biggest challenge in production was to present the ice ribbons on the silicone face. Being different from other mascot toys the company had made, Bing Dwen Dwen is a plush panda doll enveloped in a crystal silicon shell, resembling a cute astronaut.

The surge in demand for Bing Dwen Dwen merchandise offered a new path for constant breakthrough and technology upgrade of Jinjiang's manufacturing industry. In Lian's opinion, participating in the development and production of Beijing 2022 Mascot merchandise may not only enhance the company's capability in research and development but also bring the strength of Jinjiang's manufacturing to the attention of more people.

Jinjiang foods highly favored at Beijing 2022 Winter Olympics



As the official sponsor of the Beijing 2022 Winter Olympic Games, the products of Panpan Foods Corporation have become popular with athletes all over the world.

The IP image of Panpan Foods is a charmingly naive panda called PP Panda, and it is seemingly the sibling of the Beijing 2022 Winter Olympic Games mascot Bing Dwen Dwen. In the Olympic village, competition venues, hotels where the international officials re-

side, and the reception sites, products of Panpan Foods are ubiquitous and have become the food and snacks tasted, posted, and shared on social media by athletes. Moreover, those athletes are full of compliments for products of Panpan Foods Corporation like "intimate, grateful and delicious".

In the vlog shot by a Czech athlete, he shared his first experience in the Olympic village and showed his thanks for what our country has done for them. In the video, the gift packages of Panpan Foods Corporation are extremely eye appealing. A British athlete excitedly demonstrated the abundant snacks provided by Panpan Foods Corporation and he was extremely fond of them.

In the self-service areas of competition venues, Panpan products are popular among athletes all over the world. An athlete from Swiss has shot an 8-minute vlog sharing his experience at the Beijing 2022 Winter Olympics. In the vlog, he compared three types of Panpan Snacks which are all his favorite, crisps with wheat and chicken flavor, Swiss rolls, and waffle, introducing the tastes of them and showing how he likes them. Compliments like "great", "it tastes like a classical Swiss roll" and "it has the taste of cheese and corn" are frequently used in his vlog. A

journalist of a Japanese TV station has tasted and shot videos of cuisines in the Olympic village. In the video, we can find Chinese dishes like noodles with stir-fried tomatoes and scrambled eggs, beef noodles with pepper flavor, marinated eggs, and so on. The video has gone viral on social media with netizens forwarding and commenting like "we finally have Panpan instant noodles", "Panpan nuts are yummy", and "it shows the rising popularity of Chinese brands."

In the self-service areas of the competition venues, Panpan buns, nuts, and sugar-glazed biscuits all get really nice reception at athletes.

"Beijing 2022 Winter Olympics is so hot that some of our products sold out very quickly. Right now, all the factories in China are proactively working around the clock," said Song Changzhen, chairman assistant of Panpan Foods. To meet the demand for orders coming through different channels, our factories responsible for providing products, particularly for the Winter Olympics did not shut down during the Spring Festival, and factories in other areas also start working early before the end of the holiday. So far, dozens of Panpan factories have comprehensively started production.