

Introducing International Sports Events Spreading Jinjiang Culture Globally

On October 31st, the Jinjiang version of "World Cup" — the Jinjiang 2023 FISU University Word Cup Football came to a successful conclusion. The event brought together 20 college football teams from 16 countries on five continents. Over an 11-day period, 46 exciting matches were staged in Jinjiang, which attracted a total of approximately 63,000 people to watch the games on site and sparked a wave of football fever.

Outside the field, guests from home and abroad also had an immersive "Minnan style" tour of Jinjiang Wudianshi historical block and Wulin traditional village, where they enjoyed Nanyin music, watched puppet shows and experienced Tai Chi.



With capability – Jinjiang brings in international sports events

This is the second time that Jinjiang has hosted the FISU University Word Cup. Whether it was new friends who came to Jinjiang for the first time or old friends who joined the grand event again, they all gave thumbs-up to the host city of Jinjiang.

After the opening match, Tang Bo, the head coach of the men's football team of Hohai University, spoke highly of the venue in Jinjiang, saying "Jinjiang Football Training Center is a professional field that meets the requirements of international competitions, and I believe all those who come here to play and watch football can feel its charm."

"We have played several games in Jinjiang. The arrangement of the event, the atmosphere of the fans on site, and the accommodation and food are all very good. Thank you, Jinjiang," said Bi Yan, the head coach of the women's football team of Beijing Normal University, at a press conference after winning the women's final.

This football gala was held from October 21st to 31st, with 6 competition venues and 6 training grounds. Before the kick-off, the organizing committee also selected the reception hotels and recruited nearly 400 volunteers to provide thoughtful services for the participating teams.

Roberto Benito Weg, the head coach of the men's football team of the University of La Matanza from Argentina, told our reporter in an interview, "Jinjiang has brought us many surprises. The people here are very hospitable. The organizers are very professional. They have made full preparations, and provided first-class hotel facilities and training venues. Hopefully, we will have the opportunity to play games in Jinjiang in the future."

In recent years, Jinjiang has meticulously held quite a number of high-quality sports events, thereby boosting production, revitalizing the city and benefiting its people. With the help of these events, it has promoted the integration of cultural, sports and tourism, accelerating the progress towards a strong sports city in China. The successful hosting of such events as Beach Volleyball World Tour, International Basketball Elite Game, Jinjiang Marathon, and FISU University Word Cup demonstrates Jinjiang's capability to organize international sports galas. It's believed that Jinjiang is going to attract more international sports events in the future.



With charm – Jinjiang culture spreads around the globe

By hosting the FISU University Word Cup, Jinjiang not only provided professional tournament services for foreign friends, but also showcased its unique culture to the world.

At the opening ceremony held on the evening of October 21st, cultural and artistic performances, such as dragon and lion dance, Nanyin music, Gaojia opera and puppet show, presented an integration of Jinjiang traditional culture and brought a special visual feast to friends from abroad.

October 28th was the only day off for this tournament. On that day, more than 500 Chinese and foreign guests from Federation Internationale du Sport Universitaire (FISU), Federation of University Sports of China (FUSC), and the 2023 FISU University Word Cup referee team and 20 participating teams visited Wudianshi historical block and Wulin traditional village. They enjoyed the beautiful scenery, experienced the traditional culture, and felt the charm of Minnan.

At an open-air theater in Wudianshi, Pitigoi Razvan from the West Uni-

versity of Timisoara, Romania, was deeply attracted by the ancient art of Jinjiang after watching Gaojia opera. "This is the first time I am watching traditional Chinese opera, and it feels very different," Pitigoi Razvan said happily. He found it great to come to Jinjiang and experience traditional Chinese culture during this football event.

Quite a few foreign friends changed into costumes and learned intently from actors to immerse themselves in the culture of Gaojia opera. Besides, they also learned to sing Nanyin together, watched hand-puppet performances, and experienced Tai Chi and Baduanjin, a traditional form of aerobics.

It is worth mentioning that the football gala received a special guest — the former head coach of the Chinese men's football team, Bora Milutinovic, better known in China

as Milu. In addition to watching the semi-finals and finals of men's and women's groups, attending the awards & closing ceremony, he also visited the Jinjiang Intangible Cultural Heritage Museum, Wulin traditional village, Anping bridge, and Kelme Sports Products Co., Ltd. After a 3-day immersive visit, Milu deeply felt the charm of Jinjiang culture and sports. "This trip to Jinjiang has given me a better understanding of China and its traditional culture." Before leaving, Milu expressed his love for Jinjiang in the Minnan dialect, "I love Jinjiang".



Experiencing Traditional Chinese Medicine

During the Jinjiang 2023 FISU University Word Cup, the Jinjiang Municipal Health Bureau, in collaboration with the Jinjiang Traditional Chinese Medicine Hospital, Jinjiang Second Hospital, and other medical and health units, set up traditional Chinese medicine experience rooms in both Powerlong Hotel and Baohui Hotel, the two reception hotels. These rooms provided athletes, staff and logistics personnel with traditional Chinese therapies such as massage, cupping and moxibustion.

"It feels amazing!" exclaimed Nikolai, an official from Goethe University of Frankfurt, Germany. He experienced some distinctive traditional Chinese medicine treatments like massage and cupping for the first time on October 21st. "Cupping is miraculous! I feel much more relaxed in my back muscles!"

To help foreign athletes better understand traditional Chinese medicine, the experience rooms are also equipped with a display of the material culture of Chinese medicine. Not only are there medicine jars, moxibustion boxes and acupuncture bronze figures, but also bilingual posters in Chinese and English. "Through this combination of graphics and real objects, we hope to show the world the traditional Chinese medicine's profound culture," said an official from the Jinjiang Municipal Health Bureau.



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With vitality – citizens and fans show enthusiasm

According to statistics, the Jinjiang 2023 FISU University Word Cup attracted enthusiastic participation of people from different regions, vocations and age groups, with a total of 63,000 fans swarming to the stadiums for the games. About 5,900 spectators attended the men's and women's finals.

"The final is spectacular, the penalty shoot-out is exciting and the ticket is definitely worth the money," exclaimed Chen Peiheng, a Jinjiang citizen who took his primary school son to Jinjiang Football Training Center for the men's final between State University of Trade and Economics from Ukraine and Paulista University from Brazil. "This is my first time to watch an international football match. I feel very good. I hope there will be more international competitions held in Jinjiang in the future."

During the competition, the women's football team of Beijing Normal University won the championship in a dominant manner. Our reporter noticed that during BNU team's each match, the stands were filled with spectators, who waved flags, beat drums, shouted and cheered for the team. "I want to thank all the fans. The atmosphere is great because of them and we become more active and excited on the pitch," said Yu Fan, a player of BNU.

On October 26th, nearly 900 students from Yangzheng Middle School watched the game between Beijing Normal University and University of Kindia from Guinea. "Beijing Normal University! Come on!" Yang Yikai, an 11th grader of Yangzheng Middle School, was cheering for the Chinese girls. "This is the first time that I have watched a live international football match. It is so amazing. I really feel the charm of an international sports event," he said.