

# The XTEP Marathon in Jinjiang will start on December 3rd,2023

According to the organizing committee's statistics, there are 15,000 participants from 14 countries, among which 4,000 runners are for a full marathon, 5,000 a half marathon, and 6,000 a healthy marathon.

Enrollment data show domestic contestants are from 32 provinces. In addition to Fujian runners, participants from Guangdong, Jiangxi, Beijing, Zhejiang, Shanghai, Jiangsu and other regions enthusiastically engage in this competition. Foreign runners coming from Kenya, Ethiopia, France, Malaysia, Singapore, North Korea, South Korea, Australia, the United Kingdom, Japan, the Philippines, the United States, Thailand, etc. are also attracted to run the "most beautiful track" together in Jinjiang Marathon.

To fully reflect the characteristics of Maritime Silk Road, Jinjiang Marathon sets up a special "Overseas Chinese Business Running Team". Nearly 200 residents from home and abroad actively register. Clubs from the United States, Singapore, Thailand, and Macao SAR organize 4 overseas running groups, and the Chambers of Guangdong, Shanghai, Zhejiang, Jiangsu organizes 8 running groups.

As an important event of China Athletics Association, Jinjiang Marathon has been supported and loved by a large number of runners since its first edition in 2016 and has become an iconic sports event of Jinjiang with its influence increasing year by year.

Century Avenue with straight roads and beautiful scenery is a key feature of Jinjiang Marathon route. Along the preset route, runners can not only appreciate the historical and cultural attraction of two World Heritage sites, Cao'an Temple and Anping Bride, but also get a taste of scenic landmark and architectural styles such as Mt. Lingyuan and Jinjiang Museum, so as to immerse in the intersection of tradition and modernity, ecology and culture embodied in the city of Jinjiang.



## Follow the promoter of Jinjiang Marathon to tour around the most beautiful track

Since Nov. 20th, 2023 XTEP Jinjiang Marathon has launched a series of videos, specially planned as Touring around the World Heritage Sites with Jinjiang Marathon Promoter. The debut has aroused heated discussion online. "Hi, I'm Ding Jiamin, the promoter of Jinjiang Marathon!" said Ding Jiamin, General Manager of Fashion Category, XTEP, who just officially announced her new identity in the video. The video view of the trailer reached up to 100 thousand within 4 hours, with the forwards and likes more than a thousand.

Following Ding in the video, people feel the changes of ages on Anping Bridge, appreciate the charm of an ancient tree in Lingyuan Temple, and wander their minds when stopping by a Buddhist nunnery. The great impression has led to much expectation over the beautiful

scenery along the marathon track. Comments go like: "Wanna see more." "Follow the prettiest promoter to tour around Jinjiang"...

"As my hometown, Jinjiang is also the starting point of XTEP towards the world," said Ding, who made no hesitation to accept the invitation of being a promoter of Jinjiang Marathon. "Having our base in Jinjiang, XTEP is always willing to contribute to the local sports event and runners. As a member of XTEP, it's my responsibility and honor to take the role," she said.

"With the upgrading of marathon track this year, we hope runners could have more delightful experience over the local culture and tourism. As a native of Jinjiang, I really want to have the city and its beauty seen and known to more people," said Ding.

30,000 visits, 86 exhibitors

# 2023 International Basketball Expo was held in Jinjiang

On November 12, the five-day 2023 International Basketball Expo ended successfully at the Jinjiang International Convention and Exhibition Center. This is China's first International Basketball Expo, attracting a total of 86 domestic and foreign exhibitors and 30,000 visits, making it a highlight of Chinese basketball this year.

## Internationalization

### Piles of Foreign Orders Are Placed

Compared with the traditional expo, the Basketball Expo is an all-in-one innovative sports exhibition, including events, experiences, interactions, forums and conferences, and theme activities. It integrates basketball industry with brand exhibitions, cultural experience and innovation, thus attracting many foreign visitors and purchasers. "How much does it cost?" "What is the pattern?" In the cultural and creative product area of the Trend Culture Center of the Basketball Expo, Usman from Turkey asked curiously. It is Usman's first time to be here, but he purchased 1,000 pieces of basketball uniforms produced by Yiding Sports Company, a local company in Jinjiang. "Basketball Expo excites me and the basketball related products surprise me. The products of Jinjiang local brands are of high quality and low price, and I hope to continue to cooperate with them."



## Entertainization

### Celebrities spark trending

The Basketball Expo is not only a gathering of the basketball family, but also a stage to present the basketball lifestyle, with both static display and exchange, and dynamic activity experience. Starting from the second day of the Basketball Expo, the year-end finals of the Super 3 League, the "Playing Brilliant - Commendation Activities for the Chinese 3x3 Basketball National Team Straight to the Paris Olympic Games", and the "Pink Storm" finals of the women's exclusive basketball event have been unveiled successively. And, appearance of Yao Ming, chairman of the Chinese Basketball Association, and Liu Genghong, a well-known singer and star coach, also created many "eye-catching points" for the Basketball Expo.

"Jinjiang is well-known in China's sports industry, and many great brands here are world-famous," Yao Ming said. He hopes that the Basketball Expo could be an opening shot. And Liu Genghong not only personally

participated in the Constellation Theme Basketball Challenge, but also led the team to compete with the Jinjiang team in Dongpu Village, the "Dreamland of Basketball". For this trip to Jinjiang, Liu Genghong said that the trip was worthwhile, "The atmosphere here is friendly and cordial." According to the statistics of the Organizing Committee of the Basketball Expo, as of November 13, the hashtag "2023 International Basketball Expo" had reached 1 billion views on Weibo.



## Diversification

### Masses of Brands and Opportunities

In this Basketball Expo, 86 exhibitors from nine major industries, including shoes and clothing, accessories, equipment, physical training, trendy toys, wine, food, event services, and collectibles, gathered with wonderful displays and special theme activities. As a strategic partner of the Basketball Expo, ANTA Basketball made its debut. "ANTA Basketball will continue to support the development of basketball in China," Zhu Chenye, Vice President & CMO of ANTA Brand, said. In his view, ANTA will become a beneficiary of the basketball industry and more basketball fans are expected to enjoy the delight brought by basketball through ANTA's efforts.

"We hope consumers and basketball lovers know about the progress we've made in basketball." Yu Jun, in charge of the basketball category of the 361° Brand Management Center, said, "At the exhibition, many visitors came and join our basketball private domain group." "It is a breakthrough. The whole basketball industry chain is gathered in one platform, providing an opportunity for small and medium-sized enterprises in Jinjiang to 'show their faces'." As an exhibitor, Shi Huiyue, the chief planner of Basket Bang IP and the founder of Jinjiang Yiding Media, told reporters that the Basketball Expo held in Jinjiang drives local brands from grassroots to international markets.

本期策划:陈云娟  
本期执行:林小杰 张茂霖  
李诗怡 柯雅雅  
本期翻译:郑芷芳 张自玲  
黄珍珍 黄凌燕



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