

AROUNDJIANGSU

Sports industry booming in Jiangsu



Jiangsu has paid extra attention to the development of sports as 144 events have gained financial support worth 100 million yuan (\$16.3 million) this year, according to the Jiangsu Province Sports Bureau.

The funds are used for the management of stadiums, health services, professional sports development, sports equipment production and sales, sports training, sports tourism and other categories to support the

growing industry.

In the process of promoting sports development in Jiangsu, Qianbao666.com signed a deal with Spanish club Rayo Vallecano to help develop young Chinese soccer players. The club has

agreed to select some of the country's best youth players to play for its reserve team in the Spanish league.

"We hope to transfer Chinese players to play high-level competitions through such cooper-

ation. It will help improve their capability and accept advanced soccer ideas. These efforts will also inspire more teenagers in China involved in the sport," said Zhang Xiaolei, president of Qianbao company.

WUXI

Wisdom Sports Industrial Park, created by Wuxi Sports Bureau and Wuxi Taihu International Science and Technology Park, aims at developing sports based on the model of science and technology zones. It encourages and supports providers or manufacturers of the traditional sports industry to expand their information and large data fields and gradually apply the related technology to all kinds of sports events and national fitness activities to create a new high-tech model for the country's sports industry.

Jiangyin, a county-level city under Wuxi, provides 95 percent of the swimming facilities for domestic demand. As the enterprises have profited, employees' incomes have increased. Also, various sports activities are held almost every week, which not only promotes fitness among local residents, but also creates revenue for the organizers. The Hailan International Equestrian Club is known far and wide and is regarded as an outstanding Chinese sports tourism destination. A 55-minute equestrian dressage show is staged every Saturday at 8 pm.



Currently, Jiangyin has 23 sport federations, more than 60 international and domestic brands of fitness clubs and more than

400 sports clubs. The number of businesses involved in the sports industry rose to more than 3,400 in 2012.

CHANGZHOU

Changzhou topped the money-raising list for sports when it acquired 10.8 million yuan in funds for 15 projects.

On July 10, the Changzhou Sports Bureau signed contracts with 18 social institutions, such as the Changzhou Football Association and Yangtze Evening News, to help provide public sports services.

In recent years, Changzhou has made significant strides in opening up sports services to the public. It has also set up a "10-minute exercise circle" among urban communities, which means each person is within a close range of a public sports facility. Fifty-nine villages and towns have a full range of

social sports organizations; 39 percent of the population participates in regular exercise; 23 city-level stadiums have been opened to the public, while the disabled, low-income residents and the elderly get a 50 percent discount on ticket prices.

Liyang, a county in Changzhou, is one of the most developed sports areas.

It places its primary focus on the flight sports equipment industry, based in the Liyang general aviation industrial park, the yachting industry and fitness equipment, primarily badminton products, yoga mats and synthetic tracks.

