



The two-year countdown event for the 19th Asian Games Hangzhou 2022 is held in Hangzhou, Zhejiang province, on Sept 22. XIAO DA / CHINA DAILY

PREPARATIONS FOR HANGZHOU 2022 PICK UP PACE

A series of promotional events and launches start the two-year countdown to Hangzhou's sporting showpiece

By YUAN SHENGGAO

The 19th Asian Games Hangzhou 2022 will be held from Sept 10 to 25, 2022 in Hangzhou, capital of East China's Zhejiang province. China Daily is teaming up with the organizing committee of the Games to spotlight the preparation for and facts about the Hangzhou Asian Games.

Preparations for the 19th Asian Games Hangzhou 2022 are already in full swing and the Hangzhou Asian Games Organising Committee has held various activities to celebrate the two-year countdown in September.

A canoeing relay was held on Sept 6 in Hangzhou, host city of the Games, as a "teaser" to the celebration.

Five hundred canoe enthusiasts from all walks of life, led by famous athletes and representatives, set off from the Qiantang River in Hangzhou, and completed the relay through the waters of Qiandao Lake, the Xin'an River and Fuchun River across several counties of the city.

In each section, a team of 19 participants served as leading navigators, symbolizing the aspiration for the Hangzhou Asian Games.

Among them was 11-year-old Shen Xuanhong, who led the way through the Qiandao Lake section. Despite his young age, he has been canoeing for three years.

"It usually takes me at least an hour and a half to get this far, but this time I finished in less than an hour."

"There were thrilling moments, like encountering big waves and getting hit by another boat, but overall it was pretty good," said Shen, gasping and smiling after completing the 7-kilometer course. Former two-time Olympic canoeing champion Meng Guanliang called on the public to live a green and healthy life during the relay event, adding that such events help more people develop a better understanding of aquatic sports, as well as of the Asian Games as a whole.

In addition to Hangzhou, Zhejiang's other co-hosting cities of Ningbo, Wenzhou, Jinhua, Shaoxing and Huzhou also staged aquatic sports competitions and other sports-themed activities.

They were accompanied by events held across the province in cities, such as Jiaying, Quzhou,



From top: Representatives attend the launch ceremony of the International Etiquette Contest for the 19th Asian Games Hangzhou 2022, on Sept 27. PROVIDED TO CHINA DAILY
An art performance is staged during the event. XIAO DA / CHINA DAILY

Zhoushan, Taizhou and Lishui.

As part of the two-year runup to the event, on Sept 12, a garden party kicked off on the Hubin Pedestrian Street around the scenic West Lake in the city.

Plush toys of Feifei, the mascot for the 4th Asian Para Games, were also launched to the market that same day.

In addition, as a hit on the street, Hushang livestreaming space, China's first outdoor 5G livestreaming studio, was designated as the lives-

streaming area for the Asian Games' officially licensed products.

To date, more than 300 licensed products across nine categories have been launched for Hangzhou 2022, most of which were displayed at the garden party.

All official prestige partners of the Hangzhou Asian Games set up themed exhibition areas along the street, such as China Mobile, Alibaba and Hangzhou-based automaker Geely. For example, visitors can experience augmented reality soc-

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Yuan Youmin, designer of the pictograms and an associate professor at the China Academy of Art

cer, watch the Asian Games using virtual reality technology, and watch the Asian Games live in HD at the 5G space station set up by China Mobile.

Alibaba Group's Tmall platform also set up a booth to promote its online running event on Taobao, an online shopping app. Users can record their steps as they go about their daily routine, and for each 5 kilometers they achieve, they can win an Asian Games souvenir.

Furthermore, on Sept 22, HAG-

OC unveiled the sports pictograms for the Games, and initiated a global appeal for the slogan of the volunteers.

The sports pictograms, covering 40 sports and 59 disciplines, adopted the same design style as the Games' emblem "Tides Surging", featuring smooth lines and dynamic graphics.

"The idea is derived from a kind of fete in ancient China and I hope more people will come to understand that the Asian Games is not only a competition, but also a gathering and networking event," said Yuan Youmin, designer of the pictograms and an associate professor at the China Academy of Art.

They will be employed in a variety of scenarios, including competitions, venue signs, public relations campaigns, broadcasting and souvenirs.

The HAGOC also started a global appeal for the slogan of the volunteers. Applicants can submit their proposals online, by post or on-site at the HAGOC office over the next five weeks.

Sept 22 also saw the launch ceremony for an Asian Games-themed documentary, which will take four Asian Games-related figures as its four leading characters, including former world badminton champion Li Lingwei, the Beijing Asian Games' torch designer Bo Feng, Asian Games souvenir collector Wang Xiaowen and Wu Zike, who was the first person in the city to donate funds for the Hangzhou Asian Games.

"SMART HANGZHOU 2022", the first one-stop digital mini-program in Asian Games history, was released on the same day. Available through the Alipay app, it offers information on six aspects of the Games, featuring tickets, food, accommodation, transportation, famous scenic spots and shopping information in Hangzhou and other co-hosting cities. The HAGOC will take full advantage of the city's strength in the digital economy sector in a bid to hold a smart Asian Games, said Chen Weiqiang, deputy secretary-general of the Games' organizing committee and vice-mayor of Hangzhou.



Scan the code to see the sports pictograms for the Games!

Mini-program is a torchbearer for Asian Games' digital future

By YUAN SHENGGAO

Hangzhou, capital of East China's Zhejiang province and widely considered to be China's hub for its digital economy, will start a digital Games-watching tour for fans during the 19th Asian Games Hangzhou 2022.

"SMART HANGZHOU 2022", the first one-stop smart mini-program in Asian Games' history, was released during the two-year countdown event for the 19th Asian Games Hangzhou 2022 on Sept 22.

The mini-program offers information covering six categories: tickets, food, accommodation, transportation, famous scenic spots and shopping information in Hangzhou and other co-hosting cities.

To date, four sections — including "Trip", "Knowledge", "Food" and "International Hangzhou" — are currently available on the mini-program.

For the "Trip" section, visitors can get directions to the competition venues in Hangzhou and other co-hosting cities. In the "Food" section, recommended restaurants are divided into four categories, featuring foreign cuisine, internet-famous food, Hangzhou specialties and eight major regional cuisines of China.

Visitors can also get a better understanding of the city's scenic spots, its heritage and its history in the "International Hangzhou" section, and learn more about the Asian Games via the "Knowledge" section.

Alibaba will provide services to the Hangzhou Asian Games Organising Committee in the form of information technology, cloud services, financial technology and ecological preservation, in a bid to make the Games as digital as possible, said Alibaba Chairman and CEO Zhang Yong.



"SMART HANGZHOU 2022", the first one-stop digital mini-program in the Asian Games' history, is released during the two-year countdown event for the 19th Asian Games Hangzhou 2022 on Sept 22. XIAO DA / CHINA DAILY

In addition, the mini-program includes an online torchbearer feature — "Running to 2022 and be the Asian Games torchbearer".

The mini-program records users' steps as they go about their daily activities, and for each route they finish by walking the corresponding distance, they can win a certificate.

The game currently includes eight online torchbearers' routes, covering the main stadium for the Hangzhou 2022 Asian Games, the West Lake scenic area and Liangzhu Archaeological Ruins.

Additional routes will be released in the future, according to Wang Peng, an official of Ant Group, adding that he hopes more people will take part in the activities and feel the culture of the Hangzhou Asian Games.

After completing all the routes, users will have the opportunity to become an actual Asian Games torchbearer.

A total of 16 sports celebrities were present at the launch ceremony and called upon the public to participate in the online torchbearer activity, including Asian Games men's 4x100m relay champion, Xie Zhenye, Olympic table tennis champion, Deng Yaping, and Olympic diving gold medalist Wu Minxia.

Xie initiated a campaign on the Alipay platform recently, through which users who take more than 20,000 steps in the online torchbearer activity before Oct 22 will receive Xie's digital signature. To date, the activity has attracted 36,000 participants.



Scan the code to experience "SMART HANGZHOU 2022"