



# WANG Zhao

## FIS Council Candidate

YOB:1980

Over the past 18 years, I have been fully dedicated to the development of winter sports in China. This has not only been a professional journey, but a process of witnessing and contributing to the rapid growth of a new skiing nation.



# My Experience



## **Eight Years working for Beijing 2022**

I spent eight years working with the Beijing 2022 Olympic Winter Games Bid Committee and Organizing Committee, where I was deeply involved throughout the entire process. This experience enabled me to understand how to deliver a world-class event. More importantly, it taught me how to ensure that the legacy of a major event continues to benefit sport development, communities, and future generations.

## **Ten years in National Winter Sports Administrative Center of China**

My work there has taken me from strategic planning to frontline implementation, covering both mass participation and elite performance.

# China's Experience: A Model to Share



## Growing Mass Participation

By hosting major international ski events, we have garnered extensive public interest, particularly among young generations. This momentum has translated into tangible development, underpinned by national strategies, school-based initiatives, and integrated tourism advancement. We've also introduced year-round, cost-friendly options like dry slopes and urban training facilities to break down barriers further. It's all about creating real opportunities, connecting skiing to daily life, and turning initial curiosity into lasting passion.

## Linking Sport and Industry

The progress of Chinese athletes on the international stage, particularly at the Olympic Winter Games, has been made possible by our active integration into the FIS system, and the generous support from many fellow National Federations. At the same time, we have also learned that strong performance relies on a solid foundation: infrastructure, industry, and market engagement. China's rapid development in ski resorts, equipment, and training facilities has helped build this foundation. We look forward to working with partners to explore how market growth can sustainably support athlete development worldwide.

# My Commitment to FIS: Building Bridges



## A Bridge for Knowledge Sharing

I propose supporting the creation of a "FIS Emerging Markets Partnership Program," encouraging collaboration between developed and developing skiing nations. China stands ready to share its experience and dedicate expertise and resources to this endeavor.

## A Bridge for Innovation

I suggest establishing a "Future Participation Working Group" within FIS, focusing on digital engagement, climate adaptation, and cost-effective access to skiing, to ensure skiing remains relevant, inclusive, and sustainable for the generations to come.

## A Bridge for Cultural Exchange

Skiing is not only a sport, but also a culture and a lifestyle. I will work to promote greater international exchange, especially among young people, so that no matter where they are in the world, everyone who loves skiing can feel connected as part of one global family.

# A Shared Future for FIS



The future of skiing depends on our ability to turn each nation's individual success into shared asset for the entire FIS family.

China's development in winter sports has benefited greatly from the leadership of FIS and the support of the global skiing community. Today, we are ready to give back and to take on greater responsibility.

What I offer is not only the perspective of a growing market, but also practical experience, a collaborative mindset, and a strong commitment to our shared future.

Let us work together to make skiing more inclusive, more sustainable, and more vibrant.