

**The Road to Becoming a Sports Powerhouse**  
——The Value and Inspiration of Xi Jinping's  
Important Discourses on Sports

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## Introduction

*Sports are a cornerstone of human civilization. In China, the rich tapestry of its ancient culture and modern sports resonate harmoniously, crafting a grand symphony for the new era. This era signals China's journey toward becoming a sports powerhouse, with the world observing its dynamic and colorful blueprint.*

*The Communist Party of China (CPC) Central Committee with Comrade Xi Jinping at its core has developed a comprehensive and visionary theoretical framework for transforming China into a sports powerhouse. Sports have been seamlessly integrated into the Five-Sphere Integrated Plan and the Four-Pronged Comprehensive Strategy, infusing new energy into this pursuit.*

*Xi Jinping's important discourses on sports distill the ideological essence of the CPC's work in this field over the past century. They explore new dimensions for Marxist sports theory and practice, rooted deeply in history and holding significant contemporary value.*

*This report clarifies the connection between the aspiration to become a sports powerhouse and the broader Chinese Dream. It highlights the theoretical advancements and practical achievements in this endeavor under Xi Jinping's guidance. It details the "5C system" of his sports discourses and captures the transformative period as China actively builds a sports powerhouse and promotes a Healthy China. Furthermore, it underscores the global impact of Xi Jinping's ideas on sports.*

*China's path to becoming a sports powerhouse is both a historical journey and a contemporary reality; it encompasses specific goals and broad ambitions; it is relevant both domestically and globally. The dream of a sports powerhouse aligns with the Olympic vision, jointly scripting the sports narrative of Chinese modernization and forging a path for sports to advance human civilization.*

*As China progresses towards the great rejuvenation of the nation, sports are increasingly interwoven with all facets of society, subtly transforming lifestyles and fostering broader connections. The effort to build a sports powerhouse is linked to public happiness, economic growth, cultural prosperity, social harmony, and national revival. Through collective efforts in mass sports, competitive sports, and the sports industry, China is steadily advancing toward this goal, enriching the dream of a sports pow-*

*erhouse with deeper significance in the new era.*

*In a world of unprecedented change, the value of sports has never been more profound. Sports serve as a platform for cultural integration and a bridge for cross-ethnic communication. By fostering cross-border and transcultural exchanges, sports enhance mutual understanding and respect, contributing to global peace and development. They promote friendship, encourage sharing, and improve governance, offering a model for the world. China's journey to becoming a sports powerhouse carries exceptional significance for the future of global sports.*

*As time progresses, Xi Jinping's discourses on sports continue to evolve, guiding China and offering valuable insights to the world.*

## Chapter 1:

# Pursuing the Dream of Becoming a Sports Powerhouse - The Spatio-temporal Coordinates of Xi Jinping's Important Discourses on Sports

When the dazzling fireworks painted "One World, One Family" across the night sky in Beijing, the National Stadium was alive with passion, joy, and friendship. This moment captured the intertwined dreams of China's Olympic aspirations and its goal of becoming a sports powerhouse, all showcased on the grand stage of the Beijing 2022 Winter Olympics.

Meeting China's Olympic delegation for the Paris Games at the Great Hall of the People in August 2024, Xi Jinping urged the Olympians to make further efforts to build China into a sports powerhouse. He noted that the Chinese delegation's excellent performance has fully demonstrated the country's strength in the new era. The fundamental reason why China has joined the ranks of the world's leading sports nations and become a major Olympic player is the country's growing national strength, he said.

Sports are a valuable asset for humanity, and the dream of becoming a sports powerhouse is a persistent aspiration on China's path to national rejuvenation. This sports dream reflects the enduring quest for national strength and renewal over the past century. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, China is resolutely advancing toward this goal, crafting a new narrative of Olympic success and national destiny while fostering mutual achievements with the world.

### 1.1 The Sports Interpretation of the Chinese Dream

Since the 18th CPC National Congress, socialism with Chinese characteristics has entered a new era, bringing multifaceted significance:

- **National Rejuvenation:** After a century of hardships, the Chinese nation is closer than ever to achieving its goal of national strength and rejuvenation.
- **National Strength:** Through advancements in the economy, politics, society,

technology, culture, and education, China has undergone comprehensive social transformation, aiming to build a modern socialist country and offering Chinese solutions to global issues.

• **Human Development:** China has found a path to modernization that contributes both Chinese characteristics and universal values to the world, becoming a valuable asset for humanity.

Against this backdrop, sport has taken on new, profound meanings, expanding its influence across all aspects of Chinese society. China's journey to becoming a sports powerhouse has reached a new stage.

This journey mirrors China's overall national strength and social progress. Sports development is intricately linked with national advancement; a strong nation underpins sports success, while a thriving sports sector symbolizes national strength and prosperity. Thus, the dream of a sports powerhouse represents a core component of the Chinese Dream.

Xi Jinping emphasized that sports embody the aspiration for a strong and prosperous China and national rejuvenation. He stated, "Sports carry the dream of building a strong China and achieving national rejuvenation. A strong country ensures a thriving sports sector, and vice versa. We must prioritize sports development with careful planning and full implementation, break new ground, and accelerate the creation of a sports powerhouse."

Guided by Xi Jinping's discourses, China's sports development has entered a new era. Public sports services are improving, more people are engaging in sports, and per capita sports facilities are expanding. National fitness has become a strategic priority. Competitive sports are evolving with coordinated development across winter and summer sports. The sports industry is growing robustly, with reforms accelerating and a new system combining national and market mechanisms taking shape. Anti-corruption and anti-doping efforts are advancing, with significant progress made. Through self-supervision and reform, China's sports sector is overcoming challenges and making steady, healthy progress.

## **1.2 The Chinese Path of Sports Development**

Rooted in the rich soil of Chinese civilization and integrating global sports cul-

ture, China's sports development path is both unique and universally relevant. By engaging in mutual learning and exchanges with other civilizations, China has forged a new path in sports development, becoming an integral part of the global sports landscape.

In the new era, as the world undergoes unprecedented changes, China's progress toward becoming a sports powerhouse reflects not only the development of its own sports sector but also has significant global implications:

**United and Sharing a Common Fate:** On February 7, 2014, President Xi Jinping's attendance at the Sochi Winter Olympics marked the beginning of a new era of sports diplomacy for China. Since then, China has hosted several international sports events, including the Nanjing Youth Olympics, Wuhan Military World Games, Beijing Winter Olympics, Chengdu Universiade, and Hangzhou Asian Games. These events have opened windows to the world and built bridges. Xi Jinping's speeches at these events highlighted the importance of upholding world peace and promoting solidarity. At the Hangzhou Asian Games, Xi Jinping emphasized the need for Asian countries to pursue mutual benefit and reject Cold War mentalities, advocating for a unified response to global challenges and a shared path to development.

**Words Must Be Actions, Promises Must Be Kept:** Despite the severe COVID-19 pandemic, the Beijing Winter Olympics were held as planned in early 2022, providing a safe and friendly environment for nearly 3,000 athletes from 91 countries and regions. The Games adhered to the principles of being "simple, safe, and splendid" and embraced a "green, inclusive, open, and clean" vision. The successful execution of venue construction and operations showcased China's commitment and responsibility as a major power. International Olympic Committee (IOC) President Thomas Bach praised the success of the Beijing Winter Olympics and awarded the Olympic Cup to the Chinese people.

**Open and Shared, Joining Hands for the Future:** In June 2023, the Papua New Guinea Training Center of the China Table Tennis College (CTTO) opened in Shanghai. This center, the second international institution established by the CTTO, follows the European Branch and focuses on high-level athlete training, popularizing table tennis, and promoting the sport abroad. The CTTO also hosts international teams in Shanghai. From the "Ping Pong Diplomacy" of the 1970s to today's "Ping Pong Coaching," China is fostering a community with a shared future, demonstrating its re-

sponsibility as a major country and setting a global example through expanded sports exchanges.

According to a 2022 General Administration of Sport (GAS) report, China has established sports-friendly relations with over 180 countries and regions, enhancing bilateral sports exchanges. It has deepened cooperation with major sports powers, strong winter sports nations, and neighboring Asia-Pacific countries. China's foreign sports aid, technical cooperation, and training opportunities for overseas athletes illustrate its commitment to sharing sports development achievements and promoting global sports progress. Through these exchanges, China is expanding its network of international friends, shaping a new model of sports diplomacy, and showcasing the dynamic atmosphere of Chinese sports culture.

## **Chapter 2:**

# **Composing a Harmonious Symphony: The Core Ideas in Xi Jinping's Important Discourses on Sports**

Theoretical innovation precedes development and transformation. Considering the grand strategy of nation-building and national rejuvenation, Xi Jinping has provided a top-level design for the significant relationships and fundamental issues of Chinese sports in the new era. He has elucidated the functional positioning, basic guidelines, objectives, tasks, and practical requirements for developing sports under socialism with Chinese characteristics. Through these insights, he has proposed a series of new ideas, thoughts, and strategies, forming Xi Jinping's important discourses on sports. These discourses are a vital component of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era and represent the latest theoretical achievements of how the CPC guides sports work with the "two integrations": integrating the basic tenets of Marxism with China's specific realities and fine traditional culture. They serve as the fundamental guideline and action plan for the reform and development of sports in the new era.

Sports are a highly advanced human activity that permeates society and profoundly impacts people's lives. As humanity progresses from dispersion to aggregation, sports have become a global field connecting different regions, races, and cultures, integrating society, culture, economy, and politics.

From the humanities and social sciences perspective, Xi Jinping's important discourses on sports form a comprehensive, scientific, and complete theoretical system encompassing sociology, political science, economics, anthropology, and other disciplines. The underlying logic is the assertion that "Sports are a symbol of social development and human progress, a reflection of composite national strength and the level of social civilization." This integrates the construction of a sports powerhouse into the grand system of nation-building, aiming to make sports a symbol of the great rejuvenation of the Chinese nation. The core essence involves building a sports powerhouse to

shape "complete personality" at the individual level, develop a "creative society" at the social level, cultivate a "confident nation" at the national level, promote "Chinese wisdom" at the civilizational level, and construct a "colorful world" at the international level. In summary, it uses the power of sports to build an integrated "5C system" (complete personality, creative society, confident nation, Chinese wisdom, colorful world), thereby advancing Chinese modernization, building a strong nation, and achieving national rejuvenation.

The "5C system," which supports building China into a great modern socialist country, forms the basic framework of Xi Jinping's important discourses on sports. The cultural foundation of this framework is the people-centered and harmonious co-existence philosophy inherent in China's excellent traditional culture. This signifies that China's construction of a sports powerhouse in the new era aims to achieve the harmonious coexistence and joint growth of all key elements of modern civilization: individuals, society, the nation, civilization, and the international community. This is the sports microcosm of Chinese modernization.

## **2.1 Complete Personality: Promoting Comprehensive Human Development**

As part of overall education, sports play a crucial role in developing individuals psychologically, physically, morally, spiritually, and socially. Sports cultivate a healthy body and a well-rounded personality, promoting both biological and social development and playing a vital role in transitioning from the biological to the social dimension of human existence.

In February 2014, while visiting Nanluoguxiang Lane in Beijing, Xi Jinping recalled his childhood experiences of ice skating on the frozen lake of Shichahai after school. His lifelong passion for ice skating and football, along with his continued practice of swimming and mountain climbing during his working years, gave him a profound understanding of the significance of sports in personal growth. He once stated, "A well-rounded person needs to have both rich knowledge and cultural substance and a healthy spirit and strong body," emphasizing the importance of continuously improving people's physical health through sports development.

Under Xi Jinping's direct planning and deployment, "meeting people's fitness needs and promoting comprehensive human development" has become the starting

point and ultimate goal of China's sports work in the new era. From the slogan "Develop physical culture and sport, and strengthen the physique of the people" written by Mao Zedong to the goal of "meeting people's fitness needs and promoting comprehensive human development" in the new era, the evolving view of sports in China reflects the nation's tremendous transformation from standing up and growing prosperous to becoming strong.

Focus on “Everyone” : Achieving National Health through National Fitness, Leading to Moderate Prosperity

Modernization ultimately boils down to the modernization of the people, with health being the most important indicator. In Xi Jinping's view, the health, physical fitness, and happiness of the people are interconnected, forming an essential part of moderate prosperity and modernization.

In Xi Jinping's important discourses on sports, public fitness and national health for all are frequently mentioned. He pointed out that “national fitness is the foundation and guarantee for all people to enhance their physique and live healthy lives” and “prosperity for all is impossible without health for all.” He emphasized “giving strategic priority to ensuring the people's health,” “making all-round efforts to ensure people's health throughout their entire life cycle,” “promoting the deep integration of national fitness and national health,” and “achieving national health through national fitness, leading to moderate prosperity.”

Chinese modernization is the modernization of a large population and common prosperity for all. In the sports field, this means that the sports cause in the new era is a nationwide endeavor that everyone participates in and enjoys. The implementation of the national fitness strategy and the advancement of a Healthy China benefit all people. Over 1.4 billion people in China, regardless of region, ethnicity, occupation, or gender, build and share a higher level of public service system for national fitness. When the largest developing country, which accounts for nearly one-fifth of the world's population, embraces modern sports and enjoys a sound sports service system and public health level, it will completely rewrite the global sports development landscape, achieving an unprecedented miracle in human civilization.

## Caring for "Youth": The Healthy Growth of Young People Determines the Sustainable Development of the Chinese Nation

In the 19th century, British philosopher Herbert Spencer proposed in *Education: Intellectual, Moral, and Physical* that education is preparation for future life. Xi Jinping is very concerned about the sports education and healthy development of young people. He earnestly said, "I am very concerned about and value the growth of young people because you are the future and hope of the country. Without the healthy growth of young people, the country has no long-term development."

Xi Jinping's high regard for youth sports work is based on the strategic vision of "If the youth are strong, the country will be strong" and his accurate grasp of the laws of sports and youth development. He believes that "youth is the golden period for improving health quality" and proposed to "promote youth physical exercise as an important way to enhance their physical and mental health." He repeatedly visited schools and young people, encouraging them to enjoy the fun of sports, enhance their physique, develop a sound personality, and temper their will through physical exercise, becoming builders and successors to the cause of socialism with sound moral grounding, intellectual ability, physical vigor, aesthetic sensibility, and work skills. "Health is the foundation for all success in life; children should strengthen their physical exercise," "more sports can reduce the number of 'chubby kids' and 'little glasses'," "the more children participate in sports and exercise, the less chance they become overweight or have vision problems," and "excel in studies and also strengthen the body." These sincere and plain words embody the life wisdom of a loving elder and carry the earnest expectations of a leader of a great nation.

Xi Jinping views promoting youth sports development as a systematic, holistic, and coordinated project. He reshaped concepts by proposing to "establish the concept of prioritizing health in education and ensuring ample physical education classes," emphasizing that the concept of "a strong youth" has many aspects, including not only moral character, academic performance, innovation ability, and practical skills, but also physical health and strength, and sports spirit. He pointed out the path of constructing a big pattern of family-school-society integration to cultivate strong youth physiques, promoting the healthy growth of young people through the deep integration of sports and education. From sunny faces on playgrounds to fighting spirits in arenas,

more and more "post-00s" and "post-10s" in China are falling in love with sports, bringing new vitality to the youth sports cause in the new era.

## **2.2 Creative Society: Adding Momentum to Economic and Social Development**

Since the 20th century, sports phenomena have extended into various social fields and become increasingly complex. Theories in sports sociology suggest that, on an inward dimension, sports can promote individual development and the socialization process. On an outward dimension, sports are closely linked with other social fields and phenomena, influenced by the broader social environment while also impacting political, economic, and cultural subsystems.

Xi Jinping, through comprehensive, systematic, and dialectical thinking, has examined the role of sports within the broader social system under various perspectives such as sports and politics, sports and economy, and sports and culture. He emphasizes the social function of sports in "adding momentum to and pooling strength for economic and social development." He advocates for integrating sports work into the national development strategy and the broader framework of economic and social development, actively promoting sports reform and development, and building a vibrant and orderly society.

### **The Power of Institutions: Stimulating Innovation Through a New National System**

"The new system for mobilizing resources nationwide" is one of Xi Jinping's key governance concepts. Besides technological innovation, Xi Jinping also highlights sports as a crucial area for leveraging the advantages of this new national system.

The traditional national system has been instrumental in the rapid development of competitive sports in New China. As the socialist market economy system continuously improves and market, social, and family forces rise, the traditional national system must also evolve. In September 2019, when meeting representatives of the Chinese women's volleyball team, Xi emphasized: "Persist in combining the national system with market mechanisms, stay true to the original aspiration, and continuously strive to open up new horizons for China's sports development in the new era." In the sports

field, creating a new national system involves inheriting the advantages of the traditional system while fully utilizing the market mechanism's crucial role in sports development. This is achieved through the coordinated operation and organic integration of government leadership, social autonomy, and market independence. This approach stimulates innovative vitality among various sectors, optimizes the allocation of economic and social resources across all fields, and gathers collective wisdom and strength to promote high-quality sports development in the new era.

The CPC's leadership is the fundamental experience driving the development of Chinese sports. The new national system is an upgrade of the previous national system, reflecting the governance wisdom of the Chinese Communists, which emphasizes both an active government and an effective market. It harnesses the institutional advantage of socialism in concentrating efforts to accomplish significant tasks while leveraging the market mechanism's competitive advantage in resource allocation. This new mechanism avoids the drawbacks of over-reliance on government, which can stifle social vitality, and addresses the challenges of hierarchical, network, and market governance failures in increasingly complex environments.

The Beijing Winter Olympic and Paralympic Games have showcased both the "China speed" of completing all venues a year ahead of schedule under the new national system and the "China technology" of using aerospace wind tunnel laboratories for athlete training. Along with Chinese star athletes like Gu Ailing and Su Yiming, this grand event is a concrete manifestation of a "vibrant China" and a vivid practice in exploring the establishment of the new national system.

### The Power of Industry: Cultivating New Drivers for Economic Transformation with a "Three-in-One" Development Framework

Unlike traditional societies where sports primarily existed as political or cultural products, sports are increasingly embedded in the economic system in modern society. On one hand, sports can promote the physical and mental health of workers and improve the quality of human resources. On the other hand, sports have become a crucial component of the modern economy, with their economic value growing in significance in various countries' GDPs.

Xi Jinping places great importance on the economic function of sports, proposing that sports are "an important driver for promoting economic and social development."

Under his new development concept, mass sports, competitive sports, the sports industry, and sports culture have developed more harmoniously and balanced. Serving rural revitalization, driving industrial upgrades, unleashing employment potential, cultivating new quality workers, and addressing population aging... the sports industry in the new era is integrating into the national development framework with unprecedented depth, breadth, and speed.

Notably, Xi Jinping proposed "promoting the coordinated development of mass sports, competitive sports, and the sports industry," constructing a "three-in-one" development framework for becoming a sports power. He has given the Chinese sports industry a new positioning as a "sunrise industry with a promising future" and set the goal of becoming a pillar industry of the national economy by 2035. As China enters a new era, the Chinese sports goods manufacturing sector is accelerating its upgrade, the outdoor sports industry is booming, and the economic impact of sports events is significant. New professions like e-sports athletes and athletic trainer are becoming new blue oceans for employment, and new business models like "sports + tourism," "sports + culture," and "sports + business districts" are becoming new engines for consumption and economic growth. The sports industry, characterized by high growth and sustainability, shows immense potential in driving economic transformation and promoting high-quality development.

### **2.3 Confident Nation: Providing Strong Spiritual Strength for the Great Rejuvenation of the Chinese Nation**

American political scientist and historian Benedict Anderson referred to nations as "imagined communities." As a shared ritual and activity, sports can awaken collective memory, strengthen common emotions, and build "interconnected intentions" among community members, driving the community from "imagination" to reality. Surveys on the impact of the Beijing Winter Olympics show that its successful hosting significantly boosted the public's patriotism, inclusiveness, and confidence.

#### **Shaping National Identity and Revitalizing National Spirit**

Sports enhance national confidence and pride, playing a unique role in improving national and social cohesion. For China, with its unique historical experiences, the role

of sports is especially significant. In 1981, the Chinese men's volleyball team's stunning comeback win over South Korea in the Asian qualifiers thrilled Peking University students, who chanted: "Unite and revitalize China." Xi Jinping, recalling this event in 2018, emphasized the continued need for unity to realize the Chinese Dream. In 2023, Guizhou Rongjiang County's Village Super League showcased ethnic unity, with thousands from over 20 ethnic groups celebrating together, reflecting joint development in the new era.

Xi Jinping views sports as closely linked to national prosperity and rejuvenation. He stated, "Everyone's dreams, including the dream of becoming a sports powerhouse, are closely connected to the Chinese Dream." Developing sports is essential for achieving the Chinese Dream and provides strong spiritual strength for national rejuvenation. Sports inspire people nationwide to pursue excellence and transcend themselves.

### Promoting the Chinese Sports Spirit and Serving National Rejuvenation

Throughout history, great nations have produced far-reaching spiritual forces during crucial periods of their rise and development. Leading China's dedication to national rejuvenation, Xi Jinping emphasizes nurturing and uplifting the nation's spirit. He once said, "A spirit is the essence upon which a people depend for their long-term survival. Only with such a spirit can a people stand firm and move boldly forward amidst the torrent of history."

The sports spirit is a microcosm of the Chinese Spirit, serving as intrinsic motivation for the nation's great rejuvenation. In August 2013, Xi Jinping emphasized the Chinese sports spirit's core values: "winning glory for the country, selfless dedication, scientific pragmatism, abiding by the law, solidarity and teamwork, and tenacity." These values are crucial and must be inherited, innovated, and promoted. In August 2016, he praised the positive energy and dream-achieving spirit displayed by Chinese athletes at the Rio Olympics, noting that such a spirit is needed to realize the Two Centenary Goals and the Chinese Dream of national rejuvenation.

In the new era, the Chinese sports spirit includes core values such as "winning glory for the country, selfless dedication, scientific pragmatism, law-abiding behavior, teamwork, and tenacious struggle," the spirit of the women's volleyball team, and the spirit of the Beijing Winter Olympics. This spirit transcends sports, embodying the deepest spiritual pursuits of the Chinese nation and reflecting Chinese cosmology, life

views, and values. It injects continuous spiritual strength into building a strong nation and achieving national rejuvenation, creating a sense of "being one family" among Chinese people at home and abroad.

### Cultivating Chinese Sports Culture and Strengthening Cultural Confidence

Cultural confidence is the most fundamental, deep, and enduring force in a nation's development. In Xi Jinping's governance strategy, cultural advancement is given a prominent position. As a crucial part of social culture, sports culture advancement has also been elevated to new heights. The newly revised Sports Law promotes the Chinese sports spirit and cultivates Chinese sports culture.

Rooted locally and facing the world, Chinese sports culture continues to grow in the new era. The Chinese sports spirit is becoming more ingrained in people's hearts, sports project cultures are becoming more diverse, and traditional sports projects are reviving. This growth is evident in young people practicing ancient Chinese exercises like Baduanjin, the fashion trend of national sports brands, and cultural elements showcased at events like the Chengdu Universiade.

Xi Jinping has emphasized the need to strengthen cultural confidence and promote the creative transformation and innovative development of fine traditional Chinese culture. Traditional sports culture is stepping onto a broader stage, with Wushu included as a medal sport in the 2026 Dakar Youth Olympic Games and Tai Chi listed as a UNESCO Intangible Cultural Heritage of Humanity. These living heritages of Chinese culture abroad embody Chinese aesthetics and wisdom.

## **2.4 Chinese Wisdom: People-Oriented, Harmonious Coexistence**

Some scholars believe that traditional Chinese society's social structure is a continuum of family- nation- world centered around the self. This concept has evolved from a social structure to a spiritual framework, deeply influencing modern China's political imagination and social construction, including in sports.

The "5C system," supporting the building of a strong country, consists of "Complete Personality," "Creative Society," "Confident Nation," "Chinese Wisdom," and "Colorful World," forming a concentric continuum. The center of these concentric circles is the people-oriented concept, indicating that individual- society- nation- civilization-

world elements coexist harmoniously and grow synchronously.

### People-Oriented: Adhering to the People-Centered Philosophy

During Xi Jinping's state visit to France in March 2019, French President Emmanuel Macron presented him with a copy of the original French version of "An Introduction to The Analects of Confucius," published in 1688. This gift commemorates the historic introduction of Chinese philosophy to Europe, showcasing a new governance landscape based on ethics, morality, and the spirit of "benevolence, gentleness, honesty, and humanity."

Chinese philosopher Lou Yulie believes that traditional Chinese culture's most distinctive feature is its humanistic spirit, with the people-oriented concept at its core. China's governance in the new era continues this tradition, with the people-centered philosophy becoming central to Xi Jinping's governance. In building a sports powerhouse, he proposed: "We must adhere to the people-centered philosophy, making the people the main body of sports development, and taking meeting the people's fitness needs and promoting their overall development as the starting point and goal of sports work." Ultimately, the "5C system" aims for the health and happiness of the people, continuously meeting their aspirations for a better life.

### Harmonious Coexistence: Building a Harmonious and Cooperative Big Family

In January 2020, the IOC confirmed the inclusion of Wushu in the Dakar Youth Olympic Games, marking its first appearance as an official Olympic event. This inclusion demonstrates Wushu's underlying philosophy of harmony, gaining broader recognition worldwide. In China, the character for martial arts, "武" (wǔ), signifies "to stop conflict," reflecting the cultural ideal of promoting peace and harmony.

Building a sports powerhouse in the new era inherits the harmonious philosophy of traditional Chinese culture. Shaping a "complete personality" involves physical and interpersonal harmony; developing a "creative society" emphasizes coordinated development among government, society, and market; cultivating a "confident nation" aims to inspire unity among all ethnic groups; promoting "Chinese wisdom" leverages traditional Chinese culture for global sports development; constructing a "colorful world" uses sports for international exchanges, building a harmonious world through cultural

exchanges, mutual learning, and coexistence.

The "5C system" sees the relationship between individual and nation, society and nation, and nationalism and internationalism as mutually inclusive and reinforcing. Individuals and the nation, society and the nation grow synchronously, and national spirit and internationalism achieve a high degree of unity.

## **2.5 Colorful World: Promoting Exchange and Mutual Learning Between Chinese Civilization and World Civilizations**

Sports, as a universal language, transcend race, nationality and ideology, acting as a bridge between different cultures and civilizations. As China actively integrates into the international community and takes a central role on the global stage, sports have emerged as a vital medium for expressing values and fostering civilizational exchange and mutual learning.

### **Head- of- state Diplomacy Conveying Friendship and Goodwill to the World**

An avid sports enthusiast, Xi Jinping uses sports diplomacy to deepen state relations and enhance people-to-people connections. Notable moments include his praise for Dutch football legend Van der Sar and his selfie with Argentine football star Sergio Aguero, which attracted widespread attention online. Xi Jinping is the first Chinese head of state to attend a major international sports event abroad and the first to visit the IOC headquarters. His presence at international events, such as cheering for athletes with foreign leaders and exchanging Olympic torches with French President Emmanuel Macron in May 2024, exemplifies his approach to using sports as a diplomatic tool. Through these interactions, Xi Jinping has conveyed China's friendship and goodwill, showcased its openness and vitality, and enhanced global understanding and support for China.

### **Sports Cultural Exchanges Injecting Vitality into Major Power Diplomacy**

Xi Jinping emphasizes the role of sports in cross-cultural exchange, integrating sports into Sino-foreign cultural exchanges. Under his leadership, sports have become a key component of bilateral and multilateral cultural cooperation. Initiatives such as

the "Belt and Road" marathon series, fighting championships, and various sports invitational tournaments play a crucial role in promoting exchanges. Following Xi Jinping's call for building a closer China-ASEAN community with a shared future, sports exchanges between China and ASEAN countries have intensified, with events like cycling, marathons, and badminton fostering friendly relations. These sports exchanges enhance mutual friendship and take international relations to new heights by promoting connectivity and cooperation.

### Sports Events Promoting Civilizational Exchange and Mutual Learning

Xi Jinping's speech at UNESCO in Paris ten years ago highlighted the importance of diversity, equality, and inclusiveness in civilizations. He posits that exchanges and mutual learning between civilizations drive human progress and global peace. Major international sports events hosted by China, such as the Nanjing Youth Olympics, Beijing World Athletics Championships, Beijing Winter Olympics, Chengdu Universiade, and Hangzhou Asian Games, serve as platforms for cultural exchange and integration. These events promote the integration of Eastern and Western civilizations, foster global solidarity, and contribute to world peace and development. They also provide opportunities for China to share its achievements and cultural values with the world, deepening international understanding and friendship.

The "Sports Expression" of the Concept of a Community with a Shared Future for Mankind

Xi Jinping's vision of a community with a shared future for mankind has been described by Peter Thomson, former president of the UN General Assembly, as "the only future for humanity on this planet." This vision aims to build an open, inclusive, clean, and beautiful world characterized by peace, security, and common prosperity. It is operationalized through initiatives such as the Global Development Initiative, Global Security Initiative, and Global Civilization Initiative.

The Beijing Winter Olympics embodied this concept with the theme "Together for a Shared Future," illustrating sports' potential as a vehicle for implementing this vision. Sports, with its inherent inclusiveness and ability to transcend ideologies, aligns with universal values shared by humanity. On a practical level, sports facilitate inclusive development, international security cooperation, and civilizational exchanges,

contributing to the goals of a community with a shared future.

As global sports development faces unprecedented changes, greater exchange, cooperation, and dialogue are needed. China's approach to integrating sports into its vision of a shared future will inject powerful momentum into advancing human civilization and creating a new form of global civilization for all.

## **Chapter 3:**

# **Promoting Historical Leap - The Practical Achievements of Xi Jinping's Important Discourse on Sports**

Since the 18th CPC National Congress, China has vigorously advanced the construction of a sports powerhouse and a healthy China. The vision of a sports powerhouse has seamlessly merged with the Chinese Dream, with China presenting itself on the global sports stage as a "sunny, prosperous, open, and hopeful nation."

China adheres to the simultaneous development of mass sports, competitive sports, and the sports industry. It maintains a new nationwide system, promotes openness and community-wide participation in sports, and deepens anti-corruption efforts in the sports sector. Significant progress has been achieved in anti-doping measures, and a clear and positive sports ecosystem is being built to ensure steady progress toward becoming a sports powerhouse. Under the guidance of Xi Jinping's important discourse on sports, China's sports landscape has undergone many historic changes and achieved numerous accomplishments in the new era. A uniquely Chinese path to building a sports powerhouse is now clearly unfolding before the world.

### **3.1 Change in Structure: The Three-In-One Approach**

In the new era, the construction of a sports powerhouse in China has acquired deeper connotations, leading to profound changes in its development structure. Xi Jinping emphasizes "promoting the coordinated development of mass sports, competitive sports, and the sports industry" as a crucial task in accelerating the construction of a sports powerhouse. This has led to the establishment of a new three-in-one development pattern that supports the realization of the dream of a sports powerhouse.

#### **• Nationwide Fitness Boom**

Since the 18th CPC National Congress, the national strategy for fitness has been deeply implemented, significantly improving public services. The integration of na-

tional fitness with public health has continuously enhanced people's sense of fulfillment and happiness, injecting strong momentum into realizing a sports powerhouse and a Healthy China. In 2014, China elevated national fitness to a national strategy, leading to an unprecedented surge in fitness enthusiasm. Sports parks have become increasingly common, fitness facilities more advanced, and the formation of 15-minute fitness circles has surged. The "Farmers' Sports Fitness Project" now covers the vast majority of villages in China, with mass sports events flourishing both online and offline. Scientific fitness guidance is reaching people everywhere, with over 500 million people regularly participating in sports, and the goal of "engaging 300 million people in ice and snow sports" becoming a reality. Sports are increasingly becoming an important aspect of fulfilling the Chinese people's aspirations for a better life.

#### • **Strong Competitive Sports**

Competitive sports are a crucial part of the sports industry and play a leading and driving role in building a sports powerhouse. Since the 18th CPC National Congress, China's comprehensive strength and international influence in competitive sports have continuously increased. China has consistently ranked among the top three in the medal tally at the Summer Olympics, with an ever-expanding range of gold-winning events. At the Paris Olympics, the Chinese delegation clinched 40 gold, 27 silver and 24 bronze medals in Paris, marking their best performance at an overseas Summer Olympics. At the Beijing Winter Olympics, China secured nine gold, four silver, and two bronze medals, achieving its best performance in Winter Olympics history.

Building on stable performances at the Olympics, Chinese athletes have also excelled in other international competitions in tennis, racing, boxing, chess, golf, and more. China's competitive sports are gradually expanding into broader fields, demonstrating increasing comprehensive strength.

#### • **Thriving Sports Industry**

Since the 18th CPC National Congress, the overall scale of China's sports industry has significantly increased, with an improving development environment and continuously unleashed market potential, significantly enhancing its status and role in the national economy. The sports industry has experienced an average annual growth rate of over 10 percent, with total scale and industrial added value growth rates far exceeding the GDP growth rate during the same period. As a new force in the national economy, the sports industry has shown immense potential.

The sports industry has become a new driver of consumption potential, innovation, entrepreneurship, and employment. China has established a sports industry system led by competitive performance and fitness leisure, with sports venue services, sports training, sports manufacturing, and sports media all developing together. This system effectively promotes social employment and addresses structural employment issues.

The deep integration of sports with various fields has added new momentum to the high-quality development of China's economy. The in-depth development of the sports industry has given rise to new models that integrate sports with culture, tourism, health, and training. The "sports +" and "+ sports" concepts have led to increasing cross-penetration and interdependence between the sports industry and related industries, resulting in the emergence of new business forms.

### **3.2 Systemic Changes: The Increasing Perfection of the New National System**

The national system reflects socialism's advantage in concentrating resources to achieve significant tasks, serving as the institutional guarantee for the development of Chinese competitive sports. This system is a key factor behind the remarkable achievements of socialism with Chinese characteristics.

In sports, the traditional national system has effectively improved the level of competitive sports, showcasing China's institutional advantages and confidence in its chosen path. However, as economic reforms deepen, conflicts between the traditional national system and market mechanisms have become increasingly evident. Addressing issues such as excelling in gold-winning sports, resolving long-standing challenges in football, basketball, and volleyball, advancing scientific research and technological support, providing scientific fitness guidance, integrating sports with health in mass sports, preparing for competitions, and organizing large-scale events all require a new system that mobilizes the collective efforts of the government, society, industry, and market.

The new national system integrates the advantage of socialism in concentrating resources for significant tasks with the competitive advantage of market resource allocation within the socialist market economy. It mobilizes national resources to achieve national goals through a new mechanism. In competitive sports, it emphasizes the com-

bination of the traditional national system with market mechanisms, promoting the integration of Chinese competitive sports into the overall development of the economy and society while striving for national glory.

Amid complex global challenges and the COVID-19 pandemic, China successfully hosted the 2022 Beijing Winter Olympics and Paralympics, demonstrating the effectiveness of the new national system. Xi Jinping has continuously shown concern and guidance, planning and promoting the Winter Olympics through five in-depth on-site inspections and four special meetings, leaving footprints across the three Beijing 2022 competition zones, and issuing a series of important directives, pooling the nation's efforts for the Winter Games.

During these seven years, many Winter Olympic sports in China developed from scratch to world-class levels. All Beijing 2022 venues were completed ahead of schedule, the Beijing-Zhangjiakou and Beijing-Chongli highways were fully opened, significant achievements were made in environmental protection in the Beijing-Tianjin-Hebei region, urban construction and governance capabilities were rapidly improved, and volunteer services were enthusiastic and considerate. This reflects the new national system's abilities in coordination, organization, implementation, and resource optimization, as well as its capacity to concentrate resources to accomplish major, challenging, and urgent tasks.

#### **• Enhancing the Comprehensive Strength of Chinese Competitive Sports**

Compared to the traditional national system, which focused solely on achieving Olympic glory, the new national system emphasizes combining glory with education. It looks at both athletic performance and self-improvement, valuing medals alongside nationwide fitness, the development of sports projects, and the legacy benefits of hosting large events. Competitive sports now serve multiple functions, including competition, leisure, entertainment, culture, and education, meeting the diverse needs of the people.

#### **• Integrating Competitive Sports into Economic and Social Development**

The new national system addresses the high-quality development of competitive sports from "existence to excellence" and "weakness to strength," complementing the advantages of an active government and an effective market. The government integrates quality resources in athlete selection, training, education, competition, and scientific research, promoting the transformation of research achievements to foster eco-

conomic and social development.

#### • **Contributing to the Development of the Olympic Movement**

In recent years, China has successfully hosted major international sports events such as the Nanjing Youth Olympic Games, Beijing Winter Olympic and Paralympic Games, Chengdu Universiade, and Hangzhou Asian Games. The number of world championships won and world records set by Chinese athletes has rapidly increased. These practices highlight the unique advantages of the new national system, providing valuable experience for the development of world competitive sports.

### **3.3 Changing the Main Body: Nationwide Participation Becomes a Trend**

Since the 18th CPC National Congress, the sports sector has adhered to the principles of open sports, hands-off sports, and society-wide sports, gradually forming a new model of sports development.

#### • **Open Sports: Activating a New Engine**

On July 24, 2021, Yang Qian, a student from Tsinghua University, won the first gold medal for the Chinese delegation in the women's 10m air rifle event at the Tokyo Olympics. Tsinghua University exemplifies a high-level sports team run by universities. The diversified model of national team management has fully mobilized the enthusiasm of schools, local authorities, and social forces to participate in competitive sports.

#### • **Hands-off Sports: Generating New Momentum**

In his report at the 19th CPC National Congress, Xi Jinping stated, "The government needs to transform its functions, further streamline administration and delegate powers, develop new ways of regulation and supervision, and strengthen its credibility and administrative capacity, building itself into a service-oriented government able to satisfy the needs of the people." Following the State Council's requirements to deepen the simplification of administration and decentralization, combine regulation with delegation, and optimize services, the sports system has steadily promoted the reform of "delegation, regulation, and service." This reform involves both reducing administrative power and strengthening supervision. Sports departments have proactively delegated power to related sectors such as education, science and technology, health, culture, and tourism, thereby stimulating the potential of sports social organizations and

market entities.

#### • **Society-wide Sports: Opening Up New Ideas**

At the Tokyo Olympics, many athletes from the Chinese 3x3 basketball, skateboarding, and sailing teams came from social sports clubs and academies. Since China's 13th National Games, mass sports events have been featured in the country's highest-level and largest comprehensive sports event, deeply stimulating the public's enthusiasm for participating in sports.

China is striving to better meet the sports needs of different age groups and categories, including children, teenagers, the elderly, people with disabilities, farmers, women, and workers. The public service system for national fitness, covering the entire life cycle and health process, is constantly being improved.

The popularity of road running events continues to grow. The number of marathons and related road running events nationwide increased from 51 in 2014 to 1,828 in 2019, marking more than a 30-fold increase in five years. After the pandemic, road running events quickly recovered, with 580 events held nationwide in 2023, attracting 5.5 million participants. The 2024 Wuxi Marathon saw over 260,000 registrations, setting a new record for marathon events in China.

Rural sports have seen significant growth. The Village Super League, dubbed "Cun Chao," has become a top-tier sports event with over 48 billion total views online. Guizhou's "Gorgeous Countryside" Basketball League has advanced from provincial to national prominence. Rural sports events have also emerged in table tennis, badminton, and dragon boat racing. These diverse rural sports brands have become key drivers of rural revitalization through the integration of sports and tourism.

Sports activities for people with disabilities are becoming increasingly diversified. Events such as the Disabled Fitness Week, National Special Olympics Day, and the China Disabled Ice and Snow Sports Season have been held. Sports have become an effective way for people with disabilities to strengthen their physique, rehabilitate physically and mentally, participate in society, and achieve comprehensive development.

### **3.4 Change in Mindset: An Open, Confident, and Inclusive Great Nation**

From the Beijing 2008 Summer Olympics to Beijing 2022, China has evolved

from "opening the doors to welcome guests" to embodying the spirit of "one world, one family," and shifting from "I" to "we." Over these 14 years, China has transformed from a learner in the Olympic Movement to a leader, becoming what IOC President Bach has described as the "new benchmark for the Olympics."

This transformation reflects a significant shift in the mindset of Chinese sports in recent years. Today, Chinese sports attract global attention with an open, inclusive, and confident posture. Since the 18th CPC National Congress, Chinese sports have achieved numerous historic breakthroughs, continually boosting the confidence and morale of the Chinese people. Consequently, the public's attitude toward sports has also evolved.

"We do not judge heroes by wins and losses, but heroes must dare to strive for the forefront and the top," said Xi Jinping. The broad era fosters colorful dreams, and "success" now has multiple definitions. People have moved beyond the "gold medal only" mentality to embrace a more open and diverse value system.

On and off the field, young athletes display wit, sincerity, friendliness, confidence, and a broad perspective, reflecting the charm of a youthful China. At the Tokyo Olympics, Zhang Yufei embraced Japanese swimmer Rikako Ikee, who had recovered from leukemia, and He Bingjiao shed tears for her opponent who had to retire due to injury. At the Beijing Winter Olympics, Su Yiming and his Japanese coach Yasuhiro Sato responded graciously to judging controversies, and Gao Hongbo, despite receiving the lowest score after an injury, raised his hands high with a bright smile. People now cheer not only for champions but also for these moments that highlight the brilliance of humanity.

The change in mindset also signifies a cultural shift. The spirit of Chinese sports, the legacy of the Chinese women's volleyball team, and the ethos of the Beijing Winter Olympics vividly illustrate the character of Chinese sports culture in the new era, providing strong spiritual motivation for the construction of a strong nation and the great rejuvenation of the Chinese nation.

Since the 18th CPC National Congress, the content of sports activities in China has become increasingly diverse. As times progress, more sports have transitioned from being merely watched on TV to being actively participated in by the public. Enthusiasm for road running, square dancing, and ice and snow sports remains high, while activities like cycling, hiking, and camping are on the rise. Frisbee, skateboard-

ing, and surfing are popular among young people, and fishing is no longer exclusive to the middle-aged and elderly. Sports are transforming social aesthetics and health concepts, becoming a new way of socializing.

Nationwide fitness has fueled the rise of national sports brands. Young people are enthusiastic about Chinese trends and proud of their cultural heritage. Chinese brands are making their mark internationally, with Xtep aiming to create world-class Chinese running shoes, China Li-Ning appearing at New York and Paris Fashion Weeks, and Peak's "TAICHI" series receiving acclaim overseas. In August 2022, ANTA surpassed Nike to become the top-selling sports brand in the Chinese market.

This reflects a clear manifestation of cultural confidence. Cultural confidence is a deeper, broader, and more fundamental sense of assurance, forming the indelible spiritual foundation of contemporary China. It elevates the rich and meaningful Chinese sports culture onto the international stage.

### **3.5 Ecological Change: A Just, Clean, and Innovative Environment**

Since the new era began, China has been leading the healthy and orderly development of sports to continuously meet people's aspirations for a better life. This involves enhancing the rule of law in sports, persistently combating doping and corruption, and vigorously supporting technological innovation to empower high-quality sports development, thus creating a fair, clean, and positive ecological environment.

#### **• Adhering to the Rule of Law in Sports and Improving Relevant Regulations and Policies**

Significant documents such as the "Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption," the "Healthy China 2030 Plan," the "Outline for Building a Sports Powerhouse," and the "Opinions on Promoting National Fitness and Sports Consumption to Foster High-Quality Development of the Sports Industry" have outlined a grand blueprint for achieving a sports powerhouse. Local governments have formulated corresponding policies based on these national documents, providing robust legal support for the sports industry.

In June 2022, the newly revised "Sports Law of the People's Republic of China" was approved. This comprehensive revision, the first since the law's enactment in 1995, addresses fundamental and overall issues in the sports field under new circum-

stances. The sports arbitration system stipulated by the Sports Law became operational in February 2023 with the establishment of the China Commission of Arbitration for Sports in Beijing. This commission resolves sports-related disputes according to the law, safeguarding the construction of a sports powerhouse. As of January 31, 2024, the commission had accepted 24 sports arbitration applications and adjudicated six cases.

#### **• Persistently Fighting Against Doping and Fostering a Clean and Upright Atmosphere**

Xi Jinping has consistently emphasized the need to resolutely advance the fight against doping, promoting the awareness of winning moral, stylistic, and clean gold medals, and ensuring zero tolerance for doping. In late 2020, doping-related illegal activities were officially criminalized, marking a historic step in China's fight against doping.

Zero tolerance for doping was also a requirement for hosting a clean Beijing Winter Olympics and Paralympics, as Xi Jinping proposed the concept of hosting green, inclusive, open, and clean Games. China strictly adhered to this concept, promoting frugality, eliminating corruption, and improving efficiency, creating a clean model for the Olympics and reflecting the advancement of political civilization through sports.

#### **• Persistently Fighting Against Corruption and Promoting Healthy Development in Sports**

To foster a new atmosphere of integrity, the Chinese sports community is undergoing a rigorous but necessary process. In 2023, several individuals, including former senior and mid-level officials of the Chinese Football Association and football practitioners, were removed as part of China's fight against corruption, demonstrating the country's determination to purify the environment and combat corruption.

The anti-corruption effort within the sports system is progressing deeply, with corrupt behavior being severely punished. The sports field sends a strong signal of zero tolerance for corruption and accountability for failure, maintaining a high-pressure stance on anti-corruption, and promoting a clean and upright sports political environment.

#### **• Persistently Supporting Technological Innovation**

Xi Jinping has highlighted the growing role of technology in competitive sports. To build a sports powerhouse, achieving high-level self-reliance and self-improvement in sports technology is essential.

Technological innovation has become a core engine and strategic support for high-quality sports development. It plays a crucial role in the research and development of high-end sports equipment, enhancing the scientific level of competitive sports, promoting the intelligent development of national fitness, and upgrading the quality of the sports industry.

The preparation and hosting of the Beijing Winter Olympics and Paralympics showcased cutting-edge technology: the first underwater robot torch relay in Olympic history, the debut of the first domestically produced snow wax truck, the National Speed Skating Oval—known as the Ice Ribbon—using carbon dioxide ice-making technology to create the "fastest ice," and precise weather forecasting by minute and by meter for snow events. China launched 80 scientific research projects to meet with technology demands of Beijing 2022 and 212 technologies were finally applied at the Games.

The integration of sports and technology is genuinely benefiting people's lives. Technologies such as the internet, the Internet of Things, big data, virtual reality, augmented reality, and artificial intelligence provide more possibilities for individuals to improve sports performance, prevent sports injuries, enjoy convenient fitness and viewing experiences, and enrich their sports experiences.

## **Chapter 4:**

# **Writing a New Chapter for Mankind - The Global Value of Xi Jinping's Important Discourse on Sports**

Sports, as a complex social and cultural phenomenon, has long played a crucial role in the development of Eastern and Western civilizations. Over the past century, modern sports have evolved into a significant indicator of a country's and society's progress. They transcend cultural barriers such as nationality, language, and religion, serving as a universal language and a vital means of diplomacy and cultural exchange between nations and regions.

In the face of increasingly complex international situations and intertwined global crises, modern sports—advocating unity, peace, inclusivity, and equality—are gaining prominence on the international stage. From Beijing 2008's "One World, One Dream" to Beijing 2022's "Together for a Shared Future," China has consistently expressed its vision for a better future shared by all. Through sports, China is playing a more active role on the global stage, while the international community is gaining a deeper understanding and recognition of China. Xi Jinping has articulated a vision for a connected world: "In today's world, all countries are interdependent and share a common future. We should renew our commitment to the purposes and principles of the Charter of the United Nations, build a new model of international relations featuring mutually beneficial cooperation, and create a community of shared future for mankind."

China's approach to modern sports has not only contributed to the global sports movement but also offered unique insights and energy to the evolution of the Olympic Movement and the broader progress of human civilization.

### **4.1 Learning and Integration: China's Path in Sports Development**

Modern sports originated in the West during the 19th century, with the contempo-

rary international sports framework developing over the past century. However, historical examples demonstrate that any single development model eventually becomes rigid. The international sports community, which has long pursued homogenization, is now entering a phase of globalization that demands diverse and balanced sports cultures for sustainable development.

British scholar Richard Giulianotti's theory of "glocalization" explains this phenomenon: while global sports converge in form, the content of sports—such as techniques, aesthetics, norms, and values—diverges, reflecting a "bottom-up" development approach. This theory illustrates how modern sports are adapting to local contexts while integrating global elements.

Chinese modernization represents a new form of human civilization. Since the 18th CPC National Congress, China has developed a unique model for sports development during its modernization process.

**Table Tennis:** Known as China's national sport, table tennis was introduced to the country by a stationery store owner from Shanghai in the early 20th century. Its evolution from an imported game to a national sport and cultural export illustrates China's journey in modern sports development. This progression—from learning from the West to integrating tradition and national characteristics—highlights China's approach of blending global experiences with local contexts.

**Beijing Winter Olympics:** The Beijing Winter Olympics served as a global showcase of China's sports development path, embodying the concept of glocalization. Xi Jinping's call for a "green, inclusive, open, and clean" Games aligns with the CPC's new development philosophy and the "Olympic Agenda 2020." IOC President Bach praised China for ushering in a new era for global winter sports.

China's sports model combines global integration with local cultural elements, offering guidance and inspiration for developing countries to find paths that resonate with their own traditions and conditions.

**People-Centered Focus:** Xi Jinping emphasized that to build a sports powerhouse, China must prioritize people-centered development, focusing on meeting fitness needs and promoting holistic individual development. This approach ensures that the people remain at the heart of China's sports development.

**Striving for Excellence:** Chinese athletes have excelled on the global stage, showcasing China's prowess in traditional sports like diving, gymnastics, and table tennis.

nis, while also enhancing its performance in track and field, swimming, and tennis.

**Comprehensive Coordination:** Xi Jinping highlighted that sports development should contribute to broader social goals, including building a moderately prosperous society and a modern socialist country. Chinese sports integrate with economic, educational, health, technological, and tourism sectors, promoting balanced development across urban and rural areas.

**Global Dynamics:** As Western anti-globalization trends rise, countries from the Global South are finding their own paths in sports, contributing momentum to global sports development and the broader modernization process. This shift signifies the emergence of a multipolar world.

China's approach to sports—integrating global and local elements, prioritizing people-centered development, and striving for excellence—offers a valuable model for the global sports community and contributes significantly to the evolution of human civilization.

## **4.2 Inclusion and Cohesion: Inspiring the Power of Sports to Build a Better World**

According to British scholar Richard Giulianotti, sports, much like love, truth and art, serve as a medium that unites people across cultural boundaries. This cross-cultural appeal opens avenues for sports to impact the world profoundly. On August 23, 2013, the 67th United Nations General Assembly designated April 6 as the International Day of Sport for Development and Peace (IDS DP), highlighting sports as a universal platform for advancing education, health, social inclusion, youth development, peace, and sustainable development.

In a world fraught with turmoil, escalating conflicts, and rising exclusionary sentiments, the unifying power of sports is more crucial than ever. China, as a major global player, embraces the responsibility to use sports to bridge differences and work toward a community with a shared future for humanity.

### **Eliminating Conflict: Promoting Peace Through Sports**

At the opening ceremony of the Hangzhou Asian Games, a delegation of just 32 athletes from Syria, a country ravaged by years of war, received two standing ovations

from the audience. Their presence symbolized peace and resilience. The Chinese audience, deeply aware of the value of peace, expressed their admiration and support for these messengers of peace with enthusiastic cheers.

Historically, the Olympic Games have been a symbol of peace, with olive branches representing gold medals in ancient times. The modern Olympic Movement upholds values of excellence, respect, and friendship, aiming to build a better world through youth education in sports. Amid rising great power rivalries and regional conflicts, China has reiterated its commitment to the Olympic ideals of peace, mutual respect, and cooperation. China calls for using sports to foster peace, promote good neighborliness, and reject divisive Cold War mentalities.

Sports have the unique ability to prevent conflict and build peace. By fostering trust and identity among diverse groups, sports can prevent hostility and radicalization, promoting dialogue and reconciliation.

### Sharing Achievements: Promoting Development Through Sports

The United Nations' 2030 Agenda for Sustainable Development recognizes sports as a critical enabler of sustainable development. Sports contribute to tolerance, respect, and the empowerment of women and youth, alongside health, education, and social inclusion.

China, as the world's second-largest economy and a leading developing nation, shares its development achievements and opportunities through sports. The Beijing Winter Olympics and Paralympics showcased advanced sustainability practices, implementing the Olympic Agenda 2020 requirements with green technology.

Under the Belt and Road Initiative, China engages in extensive sports exchanges and cooperation, promoting regional sports development and contributing to the well-being of participating countries. Notably, the 2023 Africa Cup of Nations, held in Côte d'Ivoire, featured stadiums built with Chinese assistance, including the Alassane Ouattara Stadium. In Rwanda, the Amahoro National Stadium, supported by China, serves as a popular venue for public events.

China not only builds and donates sports facilities globally but also provides sports talent assistance, helping developing countries enhance their athletic and event-hosting capabilities. Xi Jinping emphasized that civilizations enrich through exchanges and mutual learning, driving progress and global peace.

### Enhancing Friendship: Promoting Unity Through Sports

During the challenging period of the COVID-19 pandemic, China continued to host numerous international sports events, invigorating global sports and restoring confidence in a turbulent world. Events such as the Beijing Winter Olympics showcased the unifying power of sports. Moments like Chinese and American curling athletes exchanging gifts and Gu Ailing comforting French athlete Tess Ledeux demonstrated the core Olympic values of unity and friendship.

China's international sports cooperation has become more frequent and meaningful. Hosting the Winter Olympics strengthened ties with ice and snow sports nations, while the BRICS Games enhanced cooperation with Brazil, Russia, India, and South Africa. The Military World Games introduced Wuhan to the global stage, promoting peace and understanding through sports.

"Together" has become a key theme in international sports efforts. The addition of "together" to the Olympic motto "Faster, Higher, Stronger" reflects the world's need for unity in addressing global challenges. Sports bridge divides, uniting people of different races, regions, cultures, and ideologies toward a shared future.

### Fair Competition: Promoting Governance Through Sports

Fair competition is a fundamental principle of modern sports, where athletes, regardless of race, religion, or wealth, adhere to the same rules. Pierre de Coubertin, founder of the modern Olympic Movement, saw the Olympic ideals as guiding real-world challenges. The values of fair play and respect in sports can inform political, economic, and social governance.

In the evolving global sports governance landscape, China plays a significant role. The success of the 2008 Beijing Olympics marked a shift in the Olympic Movement from a predominantly Western cultural perspective to a more diverse and inclusive approach. China's active participation in international sports, hosting major events, and increasing its representation in sports organizations enhances its influence and voice in global sports affairs.

China's sports development model—emphasizing public welfare, societal impact, and cultural integration—offers profound global significance. It highlights sports not only as elite competition but also as a catalyst for societal progress, peace, and cultural

exchange. Through sports, China fosters equitable partnerships, promotes fair play, and builds a community with a shared future, contributing to global harmony and development.

## Conclusion

Epoch-defining theories often arise from the pressing needs of their times. Xi Jinping's important discourses on sports are emblematic of this principle, emerging from practical experiences and then shaping further practice. These discourses introduce a suite of new concepts, ideas, and strategies, profoundly revealing the fundamental laws governing both contemporary Chinese sports development and the broader trajectory of global sports. They not only chart a course for the advancement of China's sports sector but also offer valuable insights and experiences for the international sports community.

Xi Jinping's discourses are intrinsically linked to the strategic objective of making sports a hallmark of the great rejuvenation of the Chinese nation. They underscore the multifaceted roles of sports: enhancing public health, fulfilling aspirations for a better life, fostering comprehensive human development, driving economic and social progress, and showcasing national cultural soft power. The development philosophy articulated in these discourses emphasizes a people-centered approach, focusing on meeting fitness needs, promoting holistic human development, and implementing national strategies for mass fitness. This framework guides the coordinated growth of mass sports, competitive sports, and the sports industry, creating a systematic and comprehensive theoretical model.

On a theoretical level, Xi Jinping's important discourses provide profound analysis and directional guidance for sports development. Practically, they propose forward-looking measures that align with China's unique developmental context. Through a blend of rigorous theoretical design and practical guidance, China's sports sector has achieved notable domestic success and gained international acclaim, contributing valuable experience and wisdom to the global sports arena.

In conclusion, Xi Jinping's discourses on sports not only reflect the evolving needs of contemporary society but also offer a blueprint for integrating sports into broader societal and global frameworks, enhancing both national and international sports landscapes.

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