

Hvordan kan Beijing2022 gi muligheter for norsk næringsliv?

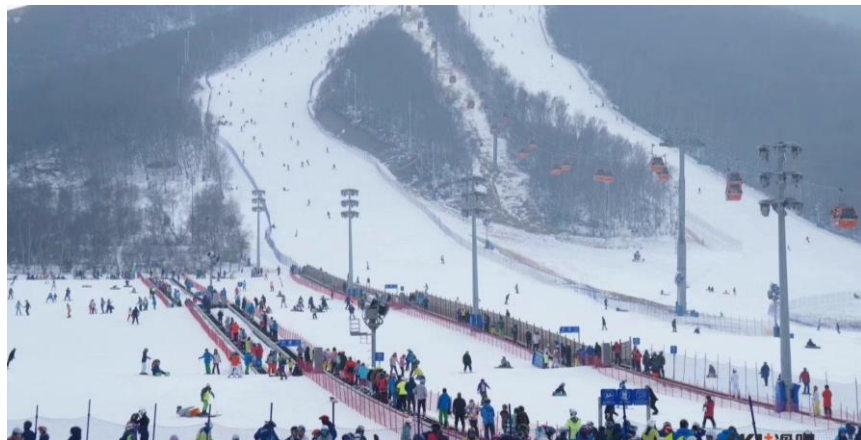


Chinese Government
committed to encourage
300 million to
participate in ice and snow
sports by 2030



BEIJING 2022™

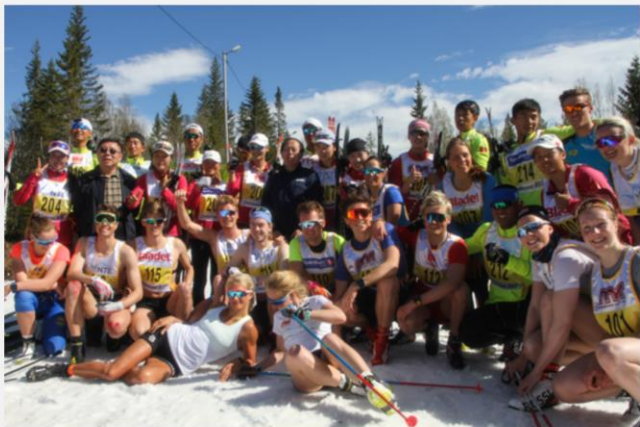




Sports agreement between China and Norway signed in 2017

Interesse for Trøndelag

Etter én dag i Oslo reiste delegasjonen videre til Trøndelag. På programmet stod besøk på Meråker Videregående Skole, Granåsen, Olympiatoppen Midt-Norge o Heimdal Videregående Skole. Kineserne har fått med seg at Trøndelag står sterkt vinteridrettene og de ønsker å lære av dem. Herunder blant annet hvordan Trøndelag jobber kontinuerlig for å forbedre samspeillet mellom idrettslag, skole, trenere, ledere, Olympiatoppen og forskning.



Stafettkonkurranse mellom Norge og Kina i Trondheim. Foto: Linda Jacobsen



Kina vil lære av Norges skiferdigheter



Kina ser til Norge for lære mer om vinteridrett. Foto: Linda Jacobsen

Av: Ellen Kessel, 15. mai 2018



Kina satser stort på vinteridrett før OL på hjemmebane i 2022 og har bedt Norge om hjelp på veien.

Norway – Pioneering winter sports

- Our brand story

Great stories

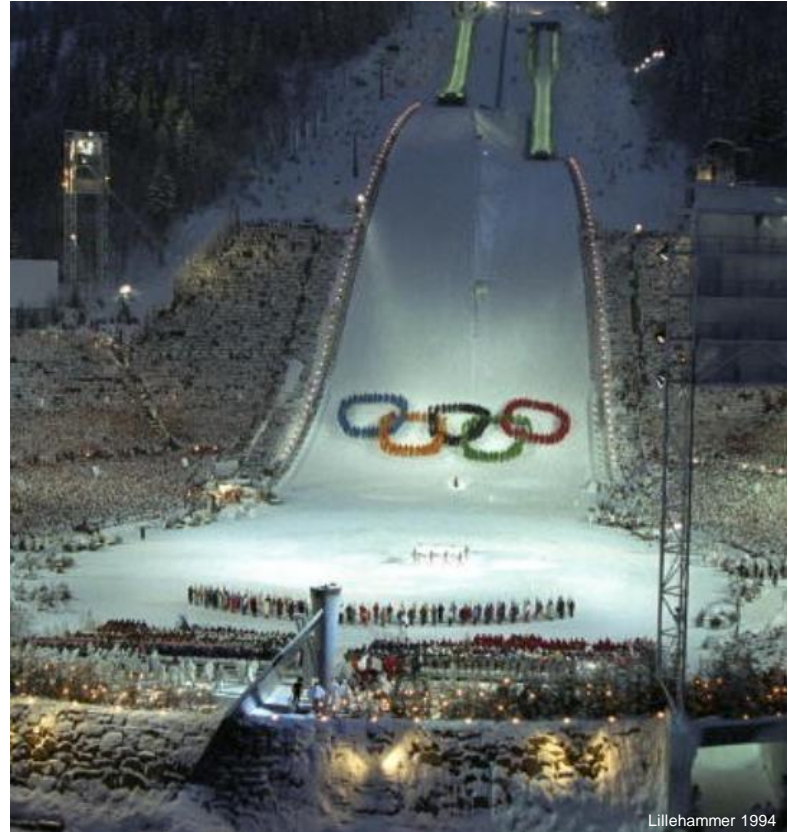
Norwegian national identity
builds on the stories and myths
of great skiing achievements

A long history of skiing pioneers

From the adventures of the great Norwegian polar explorers, skiing has always been at the heart of our culture



For centuries we have organized large winter sporting events



Competing successfully at the highest level



2018 平昌冬奥会
挪威问鼎金牌榜

2022,我们北京见!

Solutions

Value creation with sports

Sport & health-tech

We can offer products and services within sports-technology and health where everyone can participate – independent of physical conditions.



Training & competence

- We have world-class certified trainers, offering education for all levels – in Norway and in China



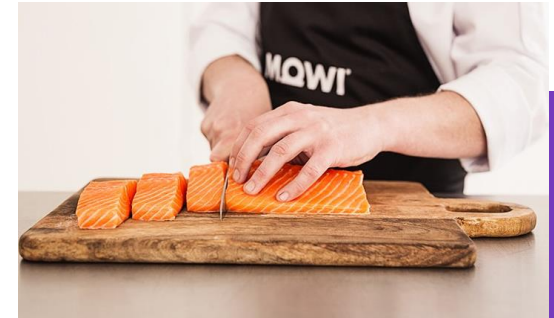
Smart, sustainable venues and winter destinations

Norwegian architects and the supplier industry develops world-class venues and resorts with nature and sustainability in mind



Foodstuffs and nutrition

With our arctic conditions and low use of antibiotics, our food is both tasty AND healthy



Scandinavian design & lifestyle

Norway embraces the Scandinavian design ethos, combining simplicity, form and function to create products that are made to last





Innovasjon
Norge