

International Cycling Union

Globalization in Cycling

and

Development Strategies for Peripheral Countries



July 2012

Union Cycliste Internationale



Understanding the context

From Europe's historic hub to development on five continents

Cycling was born with the industrial revolution in 19th Century Europe as:

- An aristocratic /bourgeois sport
- Then a popular sport (mass bicycle production lead to reduced prices)
- And a means of transportation available to women and men alike

Dates

1868 : 1st short competition : 1200m at Parc Saint-Cloud, Paris

1869 : 1st long competition : 123km between Paris and Rouen

1896 : Cycling becomes a part of the modern Olympics in Athens

1900 : UCI is founded in Paris



Globalization... where it began

A few dates illustrate the slow spread of cycling worldwide:

1887 First Oceanian velodrome built in Melbourne (AUS)

1893 First World Championships (Track) held in Chicago (USA)

1913 First African participation in Tour de France : Ali Neffati (TUN)

1926 First Asian on the Tour de France : Kisso Kawamuro (JPN)

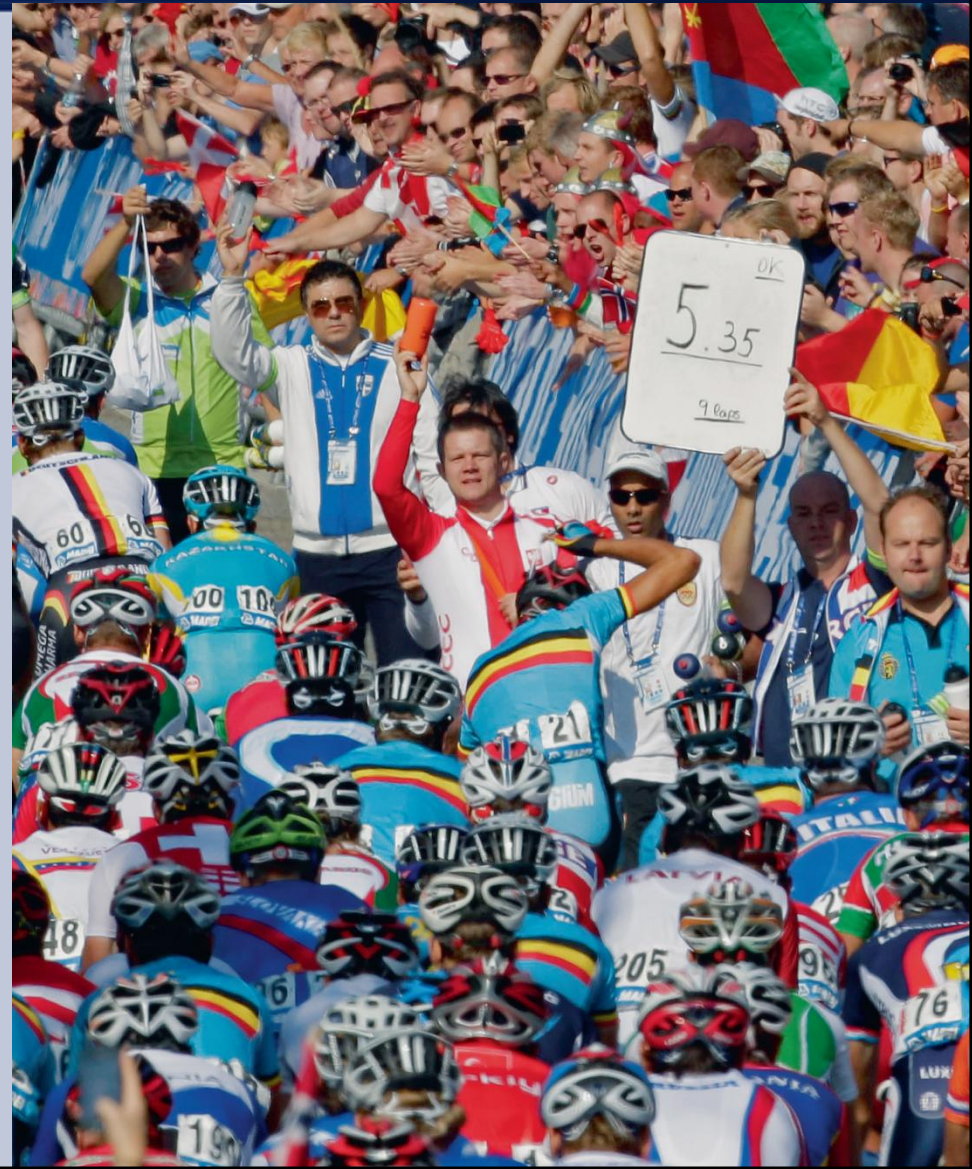
1981 First American on Tour de France : Jonathan Boyer (USA)



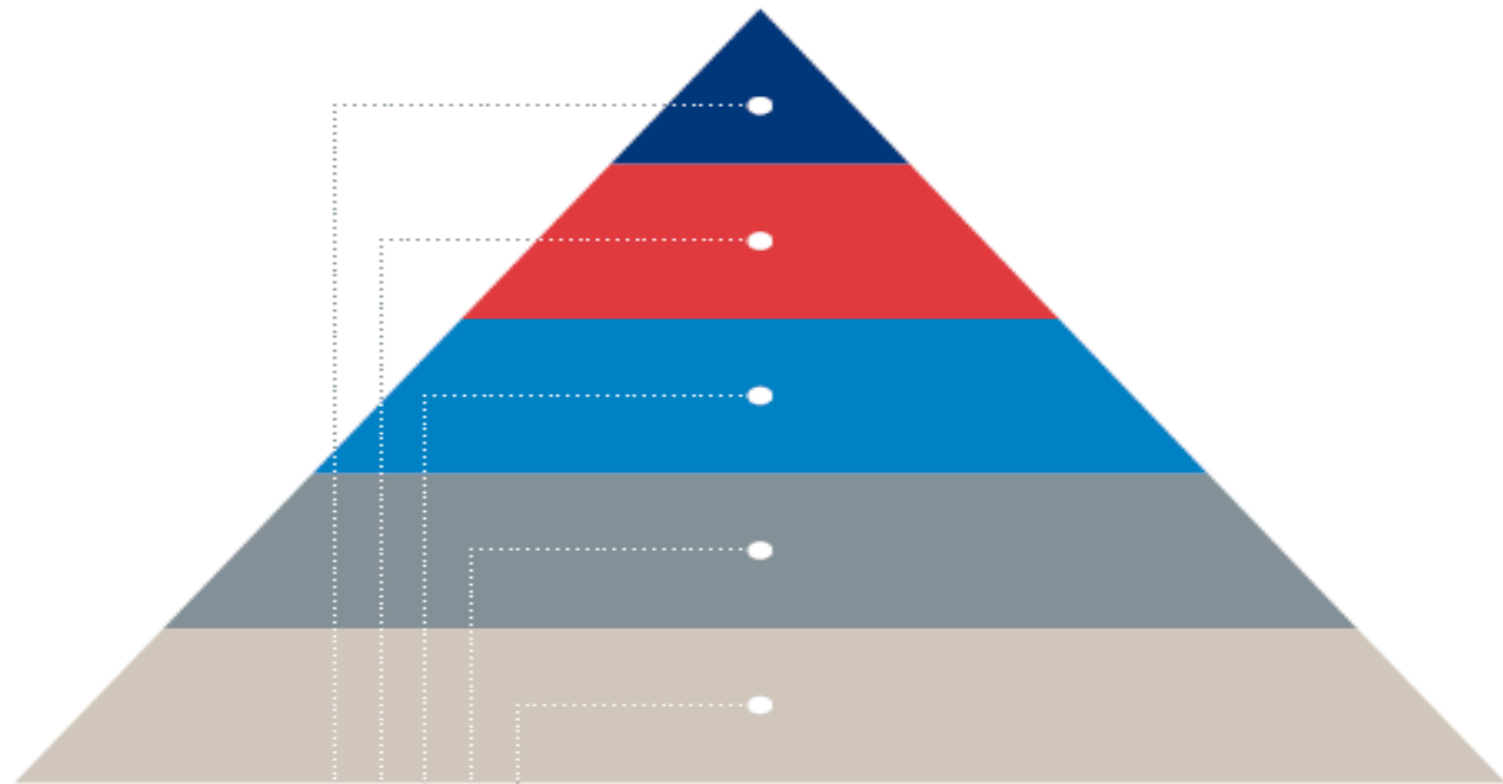
Cycling as it stands today:

The UCI represents the interests of :

- 5 Continental Confederations
- 178 National Federations
- Around 1200 professional riders
- Around 600'000 licensed riders
- Several million sporting cyclists
- Around two billion bicycle users



2 billion cyclists.



- BIKE AS A MEANS OF TRANSPORT
- GOLDEN BIKE + VÉLOTHON
(LEISURE, MASS PARTICIPATION EVENTS)
- UCI WORLD CYCLING TOUR - UWCT
(COMPÉTITIONS AMATEURS)
- ELITE CYCLING
- PROFESSIONAL CYCLING



Universality – a priority for the UCI

Reinforcement of regional and global development via:

- UCI Continental Circuits (launched 2005) which build up quality and quantity of teams and races on each continent
- UCI WorldTour attributes at least one WorldTour event to each continent, acting as a highly visible worldwide showcase
- Specific development initiatives for strengthening Olympic disciplines via the World Cycling Centre (raising the quality of coaching, training, athlete development etc on all 5 continents)





Growth of UCI Continental Circuits

In 2005, UCI launched a new concept on 4 continents

3 final classifications individual, by nation, by team

Most federations apply for at least on UCI race and or one UCI team

Progression between 2005 and 2012

13 races UCI AsiaTour =>30

19 races UCI AmericaTour =>26

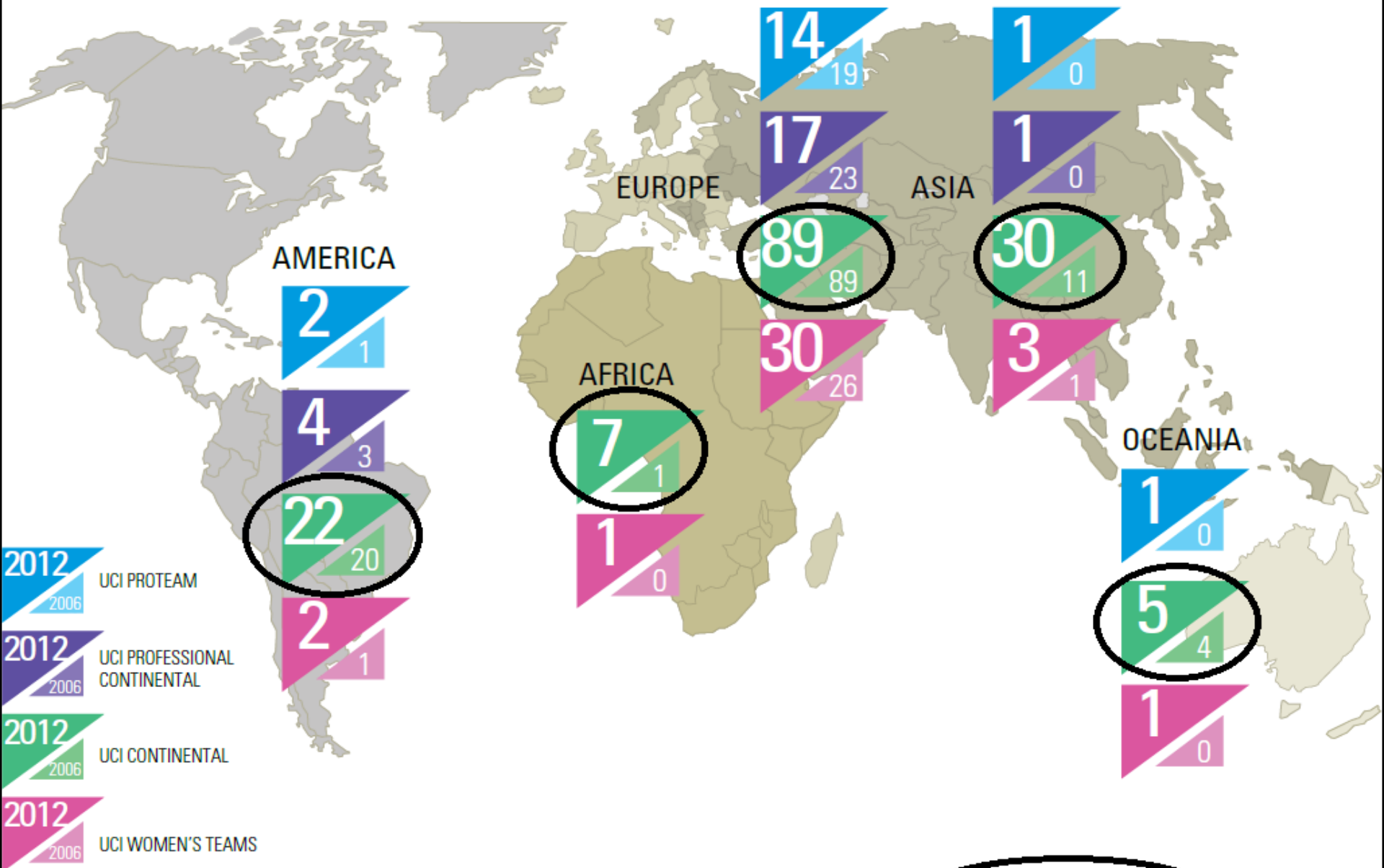
96 teams UCI EuropeTour =>106

2 teams UCI AfricaTour =>7

2 teams UCI OceaniaTour =>5



UCI Teams: a new record



The UCI registered 230 teams for 2012: 18 UCI Pro Teams, 22 UCI Professional Continental Teams, 153 UCI Continental Teams and 37 UCI Women's Teams. Six years ago, 199 teams were registered. Excellent progress has been made in Asia and Africa.



UCI WorldTour - global "first division"

- Brings together the best teams and best events
- Covers four continents
- Means at least one flagship event on four continents
- Equally attractive to spectators, sponsors and the media
- High exposure spurs interest in regions hosting events, can act as a catalyst to behavioural change (example of bicycle use in Beijing)
- For riders, provides international profile opening up new markets/opportunities

In 2012

27 competitions

18 Teams qualify (based on sporting, ethical, financial criteria)



UCI WorldTour – increasingly universal

ProTour launched (2005) => UCI WorldTour (2009)

2005 : 1 continent - Europe

2008 : 2 continents - Oceania +Europe (Tour Down Under)

2010 : 3 continents - America +Oceania +Europe (GP Québec & GP Montréal)

2011 : 4 continents Asia + America +Oceania +Europe (Tour of Beijing)

Tools : Global Cycling Promotion promotes cycling and the development of events especially in BRIC countries



Worldwide interest in new markets

1st Tour of Beijing (2011)
event broadcast on:

- Eurosport (Europe)
- Universal Sport (USA)
- SBS (Oceania)
- Mnet/Supersport (Africa)
- &
- ESPN Star-Sports, Beijing TV & CCTV (Asia)

5 continents and 50 million viewers





Track Cycling today – steps forward

- 2011 : Additional wooden covered track is built in South Africa (there is Olympic velodrome facilities in every continent)
- 2011 : UCI Track Cycling World Cup awarded to : Astana (KAZ)
- 2012 : Launch of an Asian Track Cycling Cup « Track Club ACC Cup » in Teheran (IRN)
- 2013 : UCI Track Cycling World Championships awarded to Minsk (BLR)
- 2014 : UCI Track Cycling World Championships awarded to Cali (COL).



Raising Mountains in MTB

Growth at all levels as illustrated by figures in 2011:

- 57 countries hosted a UCI Mountain Bike event
- 47 countries participated in the UCI World Championships
- « Marathon Series » was launched for mass participation

- 1997 : 1st UCI World Cup event in Africa (RSA)
- 1998 : 1st UCI World Cup event in Asia (JPN)
- 2000 : 1st UCI World Cup in Latin America (MEX)
- 2012 : Asian Confederation approved launch of the Tour of Nepal MTB



The growth of BMX

2011 in figures – fastest growing discipline:

- 26 countries organized an UCI BMX event
- 39 countries participated in UCI World Championships

Became UCI discipline in 1996, huge rise in popularity in peripheral /semi-peripheral countries:

1998 : 1st time in Oceania; Melbourne, AUS

2000 : 1st time in Latin America; Cordoba, ARG

2008 : 1st time in Asia; Taiyuan, CHN

2010 : 1st time in Africa; Pietermaritzburg, RSA





World Cycling Centre

Creation in 2002 to stimulate and support regional development:

- Certified Olympic Training Centre
- Open to women and men, all countries, all disciplines

WCC plans to develop a network of regional centres to:

- Promote excellence in cycling
- Act as the link between National Federations and the WCC
- Based on the model operating already in Potchefstroom (RSA)



WCC: athletes from 118 nations

OBJECTIVE
A BASE OF
1000 ATHLETES
WORLDWIDE





Making a difference

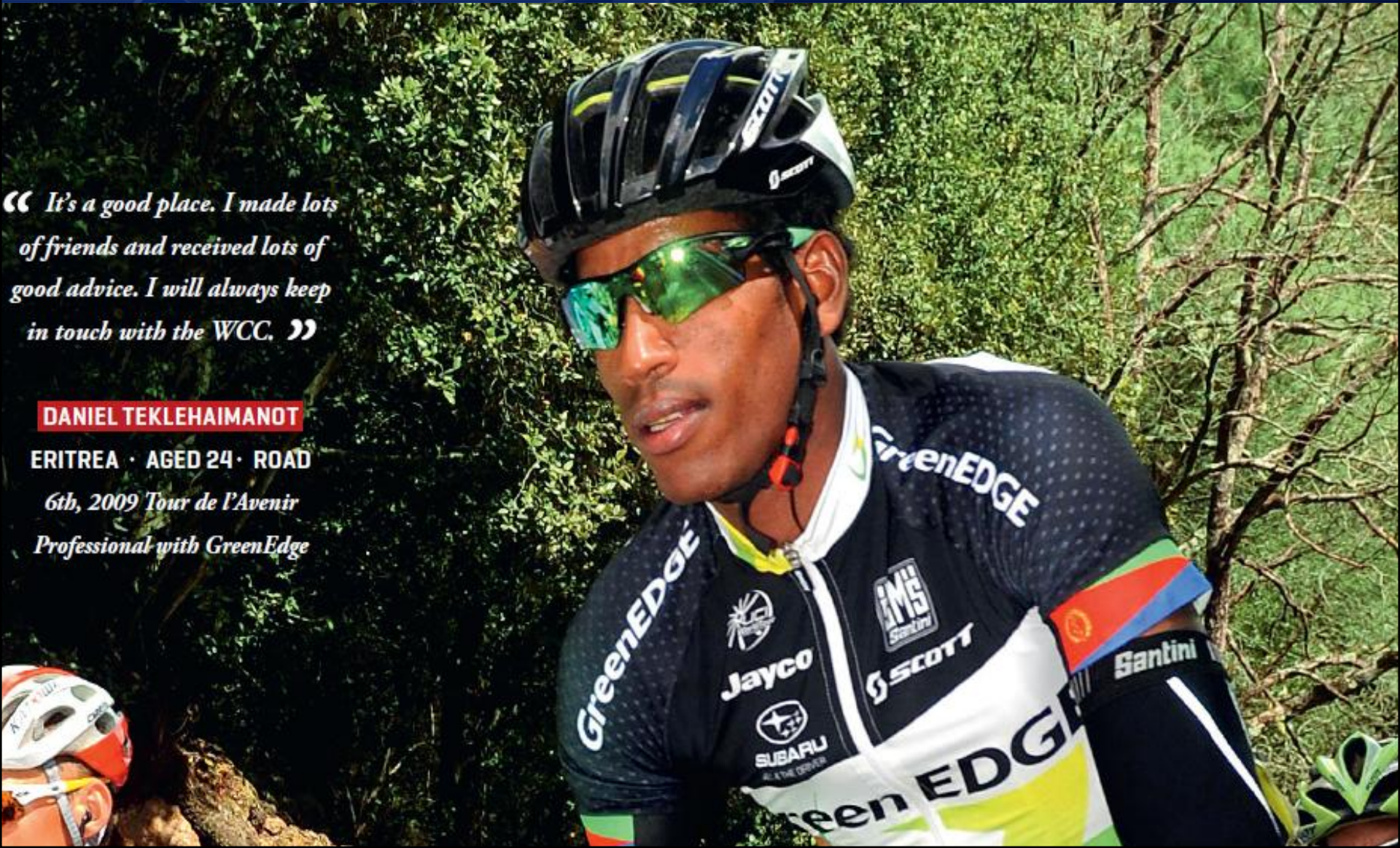
“ It’s a good place. I made lots of friends and received lots of good advice. I will always keep in touch with the WCC. ”

DANIEL TEKLEHAIMANOT

ERITREA · AGED 24 · ROAD

6th, 2009 Tour de l’Avenir

Professional with GreenEdge





Teaching the cycling profession

WCC provides education and certification to:

- Coaches
- Sports directors
- Rider agents

At-event training (Tour de l'Avenir) for :

- Commissaires
- Regulators
- Radio Tour announcers
- Information motorbike officials
- Drivers etc



Other UCI initiatives

Playing a proactive role in 2011

Coach training:

- In Panama (12 countries represented)
- In Serbia (12 countries represented)
- In Thailand (7 countries represented)

Training for Commissaires etc.

- « UCI ProTeam Solidarity » : UCI WorldTour teams give bicycles to countries including : Thailand, Ouzbekistan, Guatemala, Peru, Azerbaijan, Mongolia, Turkmenistan, Eritrea, Cuba, Latvia, Bolivia, Rwanda, Seychelles, East Timor...
- « UCI Bikes Support for the World » : UCI gives bikes to countries including Vietnam, Afghanistan, South Africa, Cuba, Bolivia...



UCI's Olympic Values

"As a values-based sports organisation, we can't change the world on our own. But we can — and we do — help to make it a better place," Jacques Rogge





Millennium Development Goals (UN)

Among the MDGs, cycling can effectively contribute to:

"Eradicate extreme poverty and hunger":

By supporting sports equipment all around the world for health, fitness and social activities.

"Promote gender equity and empower women":

By supporting women's cycling

"Ensure environmental sustainability":

By promoting UCI reCycling's "green" label and developing new regulations.

"Global partnership for development" :

By supporting the WCC and working with National Federations on courses for coaches and athletes.



Thank you

