



COMITÉ
INTERNATIONAL
OLYMPIQUE

2009 Congress

Theme 2 - The Olympic Games

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The development within the Olympic Movement in the past 25 years has been extraordinary...





SEOUL 1998

**Participating
NOCs: 159**

**Participating
athletes: 8,465**

**Number of media:
11,300**

**Number of
volunteers: 27,000**

BEIJING 2008

Record number of participating NOCs: 204

Record number of women athletes: 4,746

Record number of NOCs awarded medals: 89

Record number of media: 21,600

Record number of doping tests: 5,000



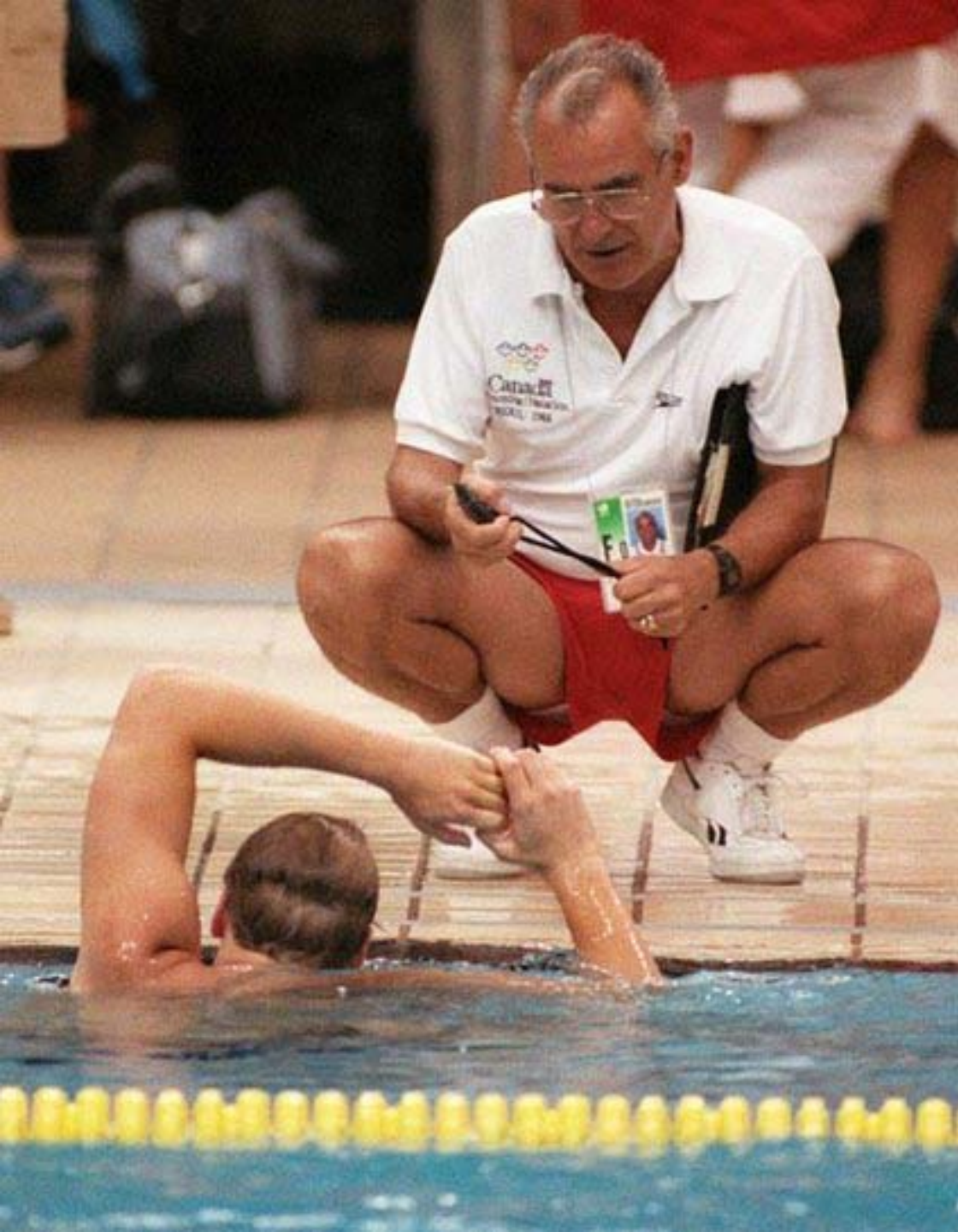
Record number of total athletes: 10,708

Record number of WRs: 40

Record number of Heads of State attending the Opening Ceremony

Record amount of live broadcast coverage: 5,000 hrs

Record number of OCOG volunteers: 70,000



In 1988:

- **Most NOCs had a small administration**
- **NOCs received little financial support from the Olympic Movement or from government**
- **Both summer and winter editions in the same year**
- **Little technology support**
- **Activity within the NOCs between Games was minimal**
- **Programmes for sports development and coach education hardly existed** ⁵



Today, the need for well-educated, well-equipped and experienced NOC staff has increased significantly...



The need to prepare teams for the different Olympic sports as well as other multi-sport events has increased...

The need for talent programmes for young athletes and the education of coaches is a must...





The work and cooperation between the NOCs and WADA is critical in the fight against doping...

Promoting women in sports and education at all levels...





The work for operating Olympic Museums, Olympic Day Run as well as other Olympic-related meetings both nationally and internationally...

The work and cooperation with the media...





The work with the support teams around the athletes including parents, partners and friends...



To participate in the Olympic Games is a dream for all athletes in the world...

Athletes from more countries are now winning medals across more sports..





Universal participation is no longer a struggle with the addition of quota places in sports like athletics and swimming...



OLYMPIC SOLIDARITY





How can we ensure more athletes live the Olympic dream without increasing the overall number?

Strong cooperation between the IFs and NOCs is needed on qualification rules...





The demands placed on a city to host the Games today is on the edge of being unrealistic...

Host Cities are taking the opportunity of the Games to build new infrastructure and make improvements to their facilities...





Host Cities must be made more accountable for the promises made during the bidding phase...



The logistical challenges for the NOCs continue to grow from Games to Games...

Logistical preparations are needed not only for the athletes...



The demand on services in the Olympic Villages is growing in order to provide the best possible environment for athletes...





Organising pre-Olympics training camps has become a common trend among many NOCs

The marketing rights for the NOCs are becoming increasingly important in order to fulfill these new obligations...



Official Partner 2008 - 2012





Our athletes are the role models for the next generation....

The promotion of the Olympic values such as friendship, respect and fair play must remain a high priority for all the NOCs to develop further...





