

## Slide 1:

### Introduction:

Dear Distinguished Guests,  
Dear EC Members,  
Dear Presidents and delegates of IJF member National Federations,

I would like to start by congratulating all of you for the achievements of the past years and for working hard together, like a united judo family. As highlights of my presentation, I would like to emphasize some important achievements of the International Judo Federation:

1. First is the Rio Olympic Games, which were a great success for our sport and consolidated our place as a top sport in the world.
2. Second is the inclusion of the Judo Mixed Team Event in the Olympic programme in Tokyo 2020, which is a tremendous success and will give our sport even more exposure and a higher status.
3. Finally, we are proud to announce the signing of a collaboration contract with CNN, which will give notoriety and high level advertising all over the world to IJF and judo. For details of this collaboration, we invited to the Congress Ms. Corinna Keller, one of the CNN Vice-Presidents, who will give you later a presentation with more details.



## Slide 2

As President of the International Judo Federation, ever since I started my first mandate, my main goal was to develop our sport, show the world the beauty and values of Judo and transform Judo as a modern leading sport on the international scene.

In the past years, I continued my strategy and focused on these objectives, through various means and measures.



## Slide 3

Following the Rio Olympic Games in 2016, we adjusted the rules to make judo more dynamic, more spectacular, entertaining and accessible for a wider audience. Changes were discussed and decided with representatives of all stakeholder categories, to make sure that the best decisions are taken.

Another objective was to achieve a higher media value and increase the popularity of Judo. We strived to make judo a more TV friendly product, easy to follow, that attracts more people to the sport, but also more TV viewers. Consequently, we gained more media exposure and more sponsors.



#### Slide 4

Through the implemented strategy, judo is today a recognized and worldwide influential sport, acknowledged as one of the fast-developing sports. Our reputation is growing and with repeated success, judo has become a strong pillar of the World Sports and Olympic Movement.



#### Slide 5

The complex IJF Calendar is an important part of the overall IJF strategy, it allows professional preparation for athletes and consolidates the image of judo in all corners of the world. The new calendar and World Ranking List emphasizes the value of IJF Events.



#### Slide 6

It was also my intention to create a World Judo Tour Brand, that our athletes and fans can refer to and which contains now 21 events!



#### Slide 7

Our main competition continues to be the World Championships. Organized yearly, except for the years of the Olympic Games, the last edition organized in 2015, in Astana, was one of the most successful, as you can see on the screen.



## Slide 8

Currently, for the Budapest Judo World Championships 2017, the numbers are even more encouraging, as you can see and it appears that we will have record-breaking numbers.

All World Championships until the Tokyo 2020 Olympic Games are secured and we look forward to thrilling events in Baku in 2018 and in Tokyo, in 2019.



**IJF Calendar**

**WORLD CHAMPIONSHIPS**

- Budapest 2017
- 794 participants
- 135 countries
- +150 broadcast countries
- 475 media accredited

**BUDAPEST WORLD JUDO CHAMPIONSHIPS BUDAPEST 2017**

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## Slide 9

To increase the appeal for and the importance of the competition, we will organize the World Masters at the end of the year and the circuit, giving the chance to top athletes to grab the top spot positions in their categories. After a successful edition in 2016 in Guadalajara, Mexico, the following three editions will be organized in St. Petersburg, Russia. In 2020, we will organize the Masters in May, so that it will be the concluding event of the Olympic qualification period, and possibly the location will be Tokyo.



**IJF Calendar**

**WORLD MASTERS**

- 2016 Guadalajara
- 2017-2018-2019 St. Petersburg
- New dates, to end the year and the circuit, as IJF World Tour Crown Event

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## Slide 10

The Grand Slam and Grand Prix competitions continue to run in a number of countries and for Grand Prix we have now four new locations: Cancun, Mexico; The Hague, Netherlands; Casablanca, Morocco and Tunis, Tunisia.



**IJF Calendar**

**GRAND SLAM**

- Paris
- Baku
- Yekaterinburg
- Abu Dhabi
- Tokyo

**GRAND PRIX**

- Dusseldorf
- Tbilisi
- Antalya
- Hohhot
- Zagreb
- Tashkent
- **Cancun**
- **The Hague**
- **Casablanca**
- **Tunis**

→ 4 new countries

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## Slide 11

With the establishment of the Junior and Cadet World Ranking List, events started to gain more notoriety and we have registered successful competitions in countries who hosted them.



**IJF Calendar**

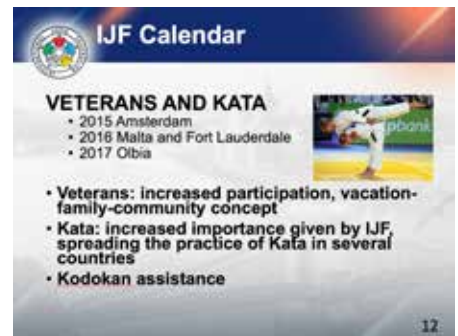
**JUNIORS AND CADETS**

- 2015 Abu Dhabi and Sarajevo
- 2017 Zagreb and Santiago de Chile
- DPR Korea project impossible to carry out as deemed too dangerous

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## Slide 12

The IJF remains dedicated to providing a professional competition background to all its communities, including the Veterans and Kata family. The World Championships for the two events will remain a joint event. The participants' number for both has increased in the past two years, becoming a community moment for families. IJF gives growing attention to Kata, and we have implemented also a wider program of spreading Kata in several countries of the world. I would like to extend my special thanks to the Kodokan for assisting us in this important task.



## Slide 13

IJF is equally supporting events of partner organizations, offering technical support as well where necessary, ensuring quality judo competitions.



## Slide 14

Rio 2016 was a successful edition of the Olympic Games for judo, with historical moments and a judo competition of high level, with good organization and a superb atmosphere. Overall, these were difficult Games, for many sports, but in general, for judo, they were successful and we benefited from a knowledgeable local team, with a lot of passion for our sport.



## Slide 15

Some statistics from the Rio Olympics:

**390 athletes**

**136 countries**

**26 countries with medals**

Judo also had two competitors from the Refugee Team and one supplemented quota for a Syrian athlete, receiving a lot of positive media attention. As in London, Judo was visited by a high number of dignitaries and royalties, as well as various prominent figures of sports.



## Slide 16

As we are heading towards the next Olympic Games, in Tokyo, in 2020, we are looking at a series of changes which will hopefully affect in a positive way all sports, including judo. There is a new partnership between the IOC, OCOG and the International Federations, where IFs are consulted more and have a bigger role in the preparations.

Japan is a judo nation, they are organizers of a very successful yearly Grand Slam and many knowledgeable people are involved in the preparations. So far, communication and timeliness of activities are excellent, and for the preparations, we are building on the experience and country's legendary judo roots.



**Olympic Games**

**TOKYO 2020**

- New IOC/OCOG/IF partnerships
- Very good collaboration and timeline
- Japan is a judo nation, organizers of a successful yearly Grand Slam, many knowledgeable people involved
- Priority issues addressed on time, very good forecast
- Building on experience and the country's legendary judo roots

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## Slide 17

In Tokyo 2020, we are committed to deliver a milestone event, in the historical venue of the re-constructed Budokan, where the first ever Olympic judo competition was also held and where we will have the World Championships in 2019.

Judo is coming back home with a different status in the Olympics and after 50 years, we will also be present with Teams competition, in addition to Individual events.



**Olympic Games**

**TOKYO 2020**

- Judo in Tokyo: historical venue - historical event
- Newly renovated Budokan, same location as Tokyo 1964
- Judo coming back home with a different status than ever in the Olympic Games
- After more than 50 years in the Olympics, Judo will be present with **Teams competition** in addition to Individual events

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## Slide 18

For the Olympic Games, IJF prepared a custom-made proposal of Mixed Team Event, which was among the few selected and approved, from over 60 applications. The introduction of this new event in the Judo competition of the Olympic Games will guarantee us more exposure and it showcases a more attractive format in the Olympic spirit, highlighting the judo values of friendship, respect and mutual aid. By becoming an official Olympic event, our sport is gaining new opportunities, for athletes and event organizers equally.



**Olympic Games**

**OLYMPIC TEAM EVENT**

- Mixed Team Event for the Olympic Games
- From over 60 applications, judo among the 6 selected
- More exposure, more attractive format in Olympic spirit
- Judo values of friendship, respect and mutual aid highlighted



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## Slide 19

There are several reasons behind our choice of mixed teams event. First, this event allows the composition of a maximum number of teams from the existing quota of athletes, and it was one of the IOC conditions not to request more athletes for the new proposed event. **As per the gender equity requirements of Agenda 2020**, there will be an equal quota of participation for men and women in the Olympic Judo competition, stimulating women's participation in Judo. I am confident that this format will also

encourage countries who have been focusing on men judo, to develop more women judo and thus contribute to the global development of our sport.



**Olympic Games**

**OLYMPIC TEAM EVENT**

- Mixed Teams
- Allowing composition of a maximum number of teams from existing quota of athletes
- As per gender equity requirements of Agenda 2020, equal quota for men and women
- Stimulation of women participation in Judo
- Contribute to development of women judo in countries specialized in men judo

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## Slide 20

When adjusting the existing rules to achieve the objectives mentioned before, we always took into account what is best for judo.



**CHAPTER 4**

**NEW RULES**

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## Slide 21

We want a more dynamic sport, but without losing its values and essence. The statistics so far are positive and after the World Championships our group of experts will sit down again to analyze the situation and decide which changes are to stay and if there are any other adjustments needed.



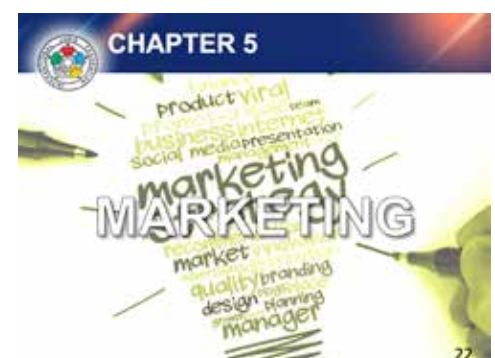
**New Rules**

- Judo becoming a simplified, more dynamic sport but NOT losing its values and core essence
- IJF Experts from all fields involved (sports, refereeing, education, coaching, media)
- Increasing non-judo profile TV audience and spectators
- Statistics show that judo is on the right path!

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## Slide 22

IJF is becoming more and more attractive for sponsors and partners from various fields and parts of the world.



**CHAPTER 5**

**MARKETING**

product viral  
business systems  
social media presentation  
market  
quality branding  
design planning  
manager

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### Slide 23

We have both continued partnerships and new partners as well. The increased media value of IJF events brings multiple benefits for sponsors and partners. I would like to thank them on this occasion for all their support and great collaboration.



**Marketing**

- IJF becoming more and more attractive for sponsors and partners
- Increased media value of IJF events

**IJF SPONSORS & PARTNERS**

- International Judo Fund
- SOCAR
- OTP
- Dalkia
- Taishan
- Todini
- Sat&Co

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### Slide 24

Having a strong and correct supplier policy means accepting in IJF competitions only official products, and thus protecting fair-play and giving equal conditions to all athletes. We continued our official suppliers strategy and at this moment, we have Taishan as main tatami and judogi supplier, with more exposure and marketing space, engaged in a long-term fruitful and excellent partnership.



**Marketing**

**MAIN IJF SUPPLIER: TAISHAN**

**IJF SUPPLIERS TATAMI**

- Agglorex
- BSW
- GreenHill
- Hayakawa
- Norit
- Trocelan

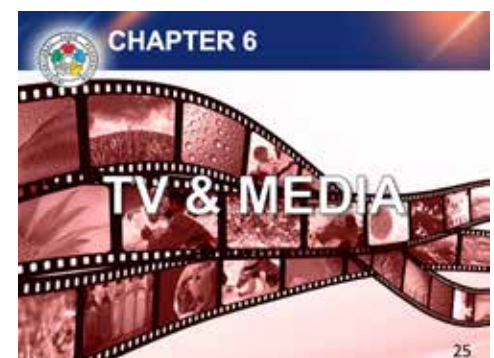
**IJF SUPPLIERS JUDO GI**

- Adidas
- Kappa
- Hiko
- Danho
- Deedo
- Easimo
- SF-JAM Noris
- Fighting Films
- Kustekum
- Mizuno
- Matsuru
- Toyo

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### Slide 25

In present days, TV presence is vital for all sports.



**CHAPTER 6**

**TV & MEDIA**

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### Slide 26

Judo has been developing as a TV product and currently we have a good image and represent a trustworthy broadcast material. A standard, well-defined set-up of each event type as well as regular events keep TV partners interested in judo. The increasing number of competitors, the growth of several athletes into role models and famous sports stars are factors which contribute to judo becoming a recognized sport from TV point of view as well.



**TV & Media**

**JUDO GROWTH & STATUS (1)**

- Well-defined setup of each event type
- Regular and continuous TV presence
- Increased number of competitions and competitors
- World-famous stars



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## Slide 27

At the end of last year IJF signed a historic, global partnership with Hakuhoodo DY. We are working together to make judo even more popular and present on the TV screens.

Recently, IJF also signed an agreement with CNN, who will promote our sport in a modern, professional way, all over the world, increasing our reputation and spreading information about and around judo.

**TV & Media**

**JUDO GROWTH & STATUS (2)**

- Judo offering an attractive TV product → increased interest of broadcasters
- Historic, global partnership with Hakuhoodo DY

**JUDO ON CNN**

- New agreement
- Judo promotion in a modern and professional way
- All over the world
- Information about and around judo

Hakuhoodo DY media partners

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## Slide 28

We are striving to make judo a global media presence and our communications team behind are implementing a series of activities. IJF is publishing over 250 articles per year and we have more than 130 press releases. During the events, we have a TV Team carefully monitoring and directing the broadcast, producing various videos, interviews and compilations offered to the media around the world, gaining recognition for the quality of our content.

**TV & Media**

**JUDO AS GLOBAL MEDIA PRESENCE**

- 250 articles/year
- 135 Press releases/year sent to more than 4000 contacts
- Photos
- Media relations and Press conferences
- Internet and Social Media
- Hashtag policy
- Survey of publications
- Social media follow up
- Promotion of upcoming events
- Broadcast introduction video
- Collaboration with local TV broadcaster
- 10 + cameras per event
- Interviews with selected medalists
- News
- 20 minutes highlights

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## Slide 29

In 2016, judo was broadcasted in more than 160 countries, with more than 4,000 hours of broadcast and more than 200 countries taking news, minutes and highlights. In Rio, our sport was classified as prime event.

**TV & Media**

**TV PRESENCE**

- 160 Countries in 2016
- Rio 2016: Judo Prime Event Limitation, Final block mandatory broadcast
- > 600 million TV audiences reached in 2016
- > 4,000 hours
- > 9 billion Event Impressions
- > 22 million views on YouTube (2016)

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## Slide 30

From TV distribution point of view, our future targets are to increase the number of broadcasters and the popularity of judo, increase the media value for sponsors and attract more sponsorship, as well as consolidate the IJF and World Judo Tour brand, creating a universal judo culture.

**TV & Media**

**TV PRESENCE - FUTURE TARGETS**

- Grow popularity
- Attract more sponsors
- Consolidate the brand
- Create a universal judo culture

**Digital media**

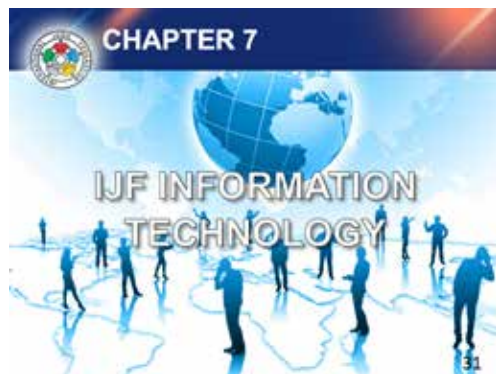
- nearly 1 million fans on social media!

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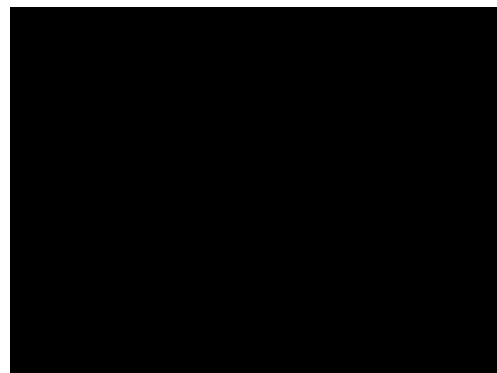
### Slide 31

In today's world, in order to be connected and recognized out there, IT is of crucial importance. IJF is doing its best to ensure a state of the art IT platform for the use and benefit of the international judo community as well as for the use of media and fans following our sport.



### Slide 32

One of the main IT tools of the IJF is judobase, which we are using for a number of tasks, from registration to competitions to analysis of fights and data gathering. A short video will show the multiple use of this tool developed by our team.



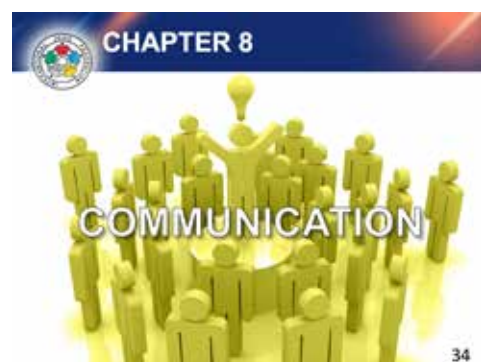
### Slide 33

IJF is offering high quality live streaming from all IJF World Tour events to viewers worldwide with professional production and exciting commentary. All contest videos are available after the event at the IJF website and we are witnessing an increased interest of the public in these services. In the future, we intend to increase the quality of the streaming to 4K.



### Slide 34

It is not enough to do things right. We need to communicate with our judo family, with our fans and media, to spread information and increase notoriety of our sport.



### Slide 35

For this purpose, we are using various tools, like the IJF website updated daily with fresh news and equipped with sections that help the work of National Federations but also media and the general public. We are proud to have 1 million visitors and over 220 countries reached, the new website design and format being modern, exciting and useful at the same time.

**COMMUNICATION**

**WEBSITE**

- Main source of information about IJF and Judo Family
- News articles and information are published on daily basis



**NEW WEBSITE**

- Launched in September 2016
- New administration, new structure
- Full interaction with other IJF platforms
- Since September 2016:
  - 1 million visitors
  - 7.5 million page views
  - 221 countries and territories reached

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### Slide 36

The IJF is one of the most active and popular International Federations on social media, with regular and exciting activity on Facebook, Instagram, Twitter, YouTube etc. Our fans are close to 1 million, which places us in Top 5 of all International Federations. Our Judo for the World series, as well as the #AskVizer Twitter sessions are popular products, which create trends and increase the number of our followers.

**COMMUNICATION**

**SOCIAL MEDIA**

- Facebook 738,833  
*Facebook.com/ijudo*
- Instagram 91,176  
*Instagram.com/judogallery*
- Twitter 44,912  
*Twitter.com/intjudofed*
- YouTube 95,812
- Periscope 1,083




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### Slide 37

I believe we have a good team in the administration of the IJF and an excellent collaboration at all levels, between the various offices: Presidential, General Secretariat, Financial. Under the leadership of the IJF Executive Committee, our teams deliver a good activity in the service of athletes and all National Federations equally.

**CHAPTER 9**



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### Slide 38

The Presidential Office currently has 7 employees, covering a large amount of administrative, communication, marketing and financial tasks. The IJF Competition Team deploys from 50 to 80 people per competition, according to the extent of the event.

**IJF TEAM**

- **Presidential Office 7 persons**
- **Administrative, Communication, Marketing and Financial Tasks**
- **Competition Team**
  - Working in partnership with the local organizing committee the IJF send between 50-80 people per event. This includes Commissioners, Referees and Staff from the following departments/sectors...

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### Slide 39

IJF works in close partnership with its member federations, but also with various external organizations, like IOC, ASOIF etc.



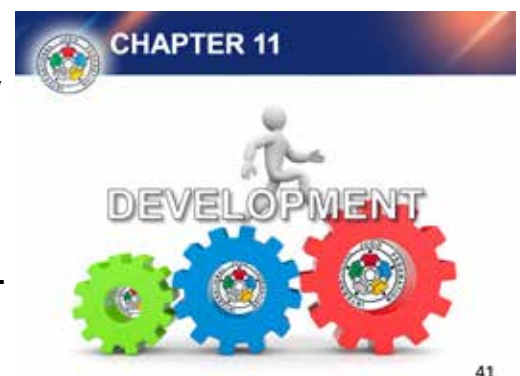
### Slide 40

One of the most important IJF partners for development activities is Olympic Solidarity. The partnership between IJF and CISM / USIP is intended to extend the diplomatic, sports and professional collaboration as well as the professional reconversion of athletes. In a partnership with UNHCR, IJF is offering judo programs in refugee camps of South Africa, Turkey and Zambia as per the [recommendations of Agenda 2020](#). For our Judo in Schools programs, IJF has tripartite agreements with National Federations, but also the Ministries of Sports and Education to give a legal framework and continuity for these programs. We are also collaborating with IBSA and Deaf Sports, to offer the best conditions for the sport to people with disabilities [following Agenda 2020](#). Recently, IJF also signed an MoU with the International School Sports Federation, mostly referring to cooperation on events and education projects.



### Slide 41

With regards to development, the IJF has taken a few very important steps: donation of equipment to National Federations, financial donations, support for participation at events, especially for athletes with perspectives, deployment of IJF experts and coaches to different countries to coach and raise the level of judo knowledge but also establishing the IJF Training Centers in Hungary, Mexico and Uzbekistan.



## Slide 42

The total amount of donations registered in 2016 and 2017 is 4.428.932,9 USD, which is a record number for any International Federation. Furthermore, 91 countries benefited of support in these years.



### Development

IJF DONATIONS

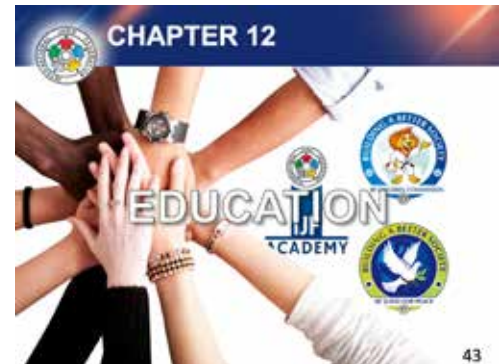
	2016	2017
• Equipment	913.973,51 USD	694.155 USD
• Financial	535.582,18 USD	695.486 USD
• Participation to events		
• IJF experts	292.952,95 USD	100.101 USD
• Judo for Children and in Schools	336.975,40 USD	278.560 USD
	366.975,40 USD	278.560 USD

→ Total amount in 2016 and 2017: **4.428.932,9 USD**  
→ Total countries in 2016 and 2017: **91**

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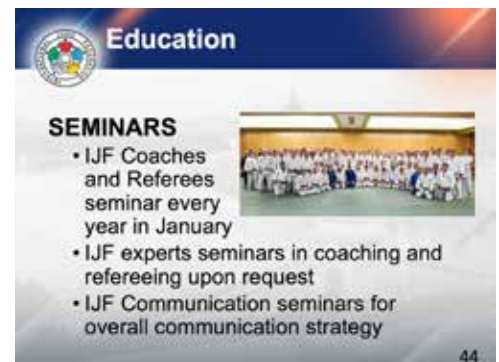
## Slide 43

However, judo can be developed not only with material support, but also with a diversity of programs and through education, which is one of the core missions of judo and of the IJF.



## Slide 44

We are organizing every year various seminars for sports and refereeing, also upon request of the National Federations. The most important one is the IJF Coaches and Refereeing Seminar, held every January, which is a compass for all technical people involved in our sport.



### Education

#### SEMINARS

- IJF Coaches and Referees seminar every year in January
- IJF experts seminars in coaching and refereeing upon request
- IJF Communication seminars for overall communication strategy

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## Slide 45

One of our most important education projects is the IJF Academy, a program running from 2013 and which ensures a high level, quality education, both theoretical and practical, for all judo coaches. Started four years ago, the IJF Academy had an excellent progress and very good results. One third of our members are using the courses of the Academy, some countries even organizing their own national courses or teaming up with other countries for regional courses. The current number of graduates is over 400 and we had over 1200 registered students from more than 70 countries.



### Education


#### IJF ACADEMY

- Program running since 2013
- Level 1 and 2 working
- Level 3 and Management module to be included
- Over 70 countries and +1200 enrolled
- +500 graduates

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## Slide 46

When we think about the future, we think about children and grassroots. IJF is keen on ensuring proper judo education to the young generation, but also on helping young children becoming better citizens through judo. For this we created Judo for Children and Judo in Schools programs, where IJF helps National Federations to implement for a given period and in a given number of schools judo trainings. These projects are a means for a federation to actively contribute to and liaise with society and for children to get familiar with the judo values and principles which will serve them for life **in accordance with the Olympic values and principles and the recommendations of Agenda 2020.**



**Education**

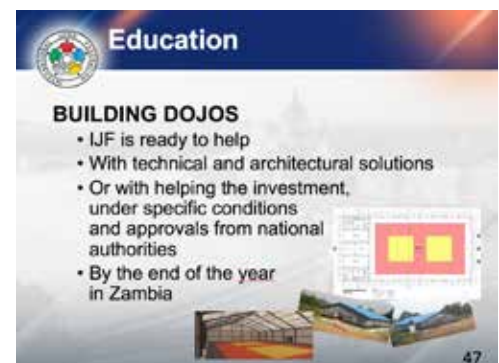
**JUDO FOR CHILDREN & JUDO IN SCHOOLS**

- +50 countries implemented programs in past 2 years
- Increasing number of judokas
- Diversification of federation activity
- Bringing judo values to society
- Increasing notoriety of judo

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## Slide 47

Many countries are struggling with a lack of national dojo. IJF is ready to help these countries either with technical and architectural solutions or with helping the investment, under specific conditions and approvals from national authorities. By the end of the year we are planning to finish the construction of the dojo in Zambia, in the Olympic Youth Development Center and we hope that this will contribute significantly to the development of judo in Zambia and the entire region.



**Education**

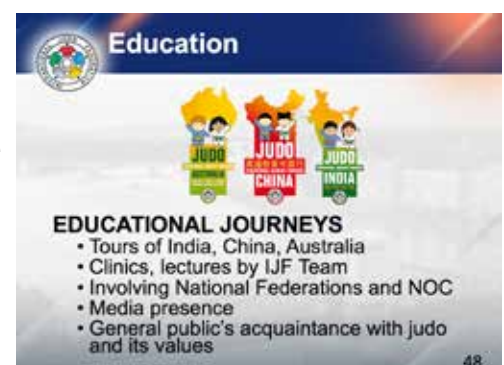
**BUILDING DOJOS**

- IJF is ready to help
- With technical and architectural solutions
- Or with helping the investment, under specific conditions and approvals from national authorities
- By the end of the year in Zambia

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## Slide 48

We continued the series of Judo Education Journeys and after two successful editions in China, IJF also visited India and Australia, aiming to spread the judo values outside the existing judo communities.



**Education**


**EDUCATIONAL JOURNEYS**

- Tours of India, China, Australia
- Clinics, lectures by IJF Team
- Involving National Federations and NOC
- Media presence
- General public's acquaintance with judo and its values

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## Slide 49

You all know the World Judo Day project, which we are celebrating every year, on the birthday of Prof. Jigoro Kano. This activity is growing in popularity every year and last year we had 200 projects from over 60 countries registered. The theme in 2017 will be Courage.



**Education**

**WORLD JUDO DAY**  
October 28th 2017

**WORLD JUDO DAY**

- Every year organized on October 28<sup>th</sup>, the birth date of Jigoro Kano
- Themes
  - 2015: UNITY
  - 2016: JUDO FOR THE WORLD
  - 2017 will be Courage
- In 2016, more than 200 projects in over 60 countries

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## Slide 50

One of the most popular IJF projects, with a lot of exposure in the media and social media is the Judo for the World short films' series which was created to show the world the values of our sport and promote it as a tool for peace, for personal and social development, but most of all as a path in life. The diversity and the universality of our sport speak for themselves, and I invite you to watch a trailer of this in the conclusion of my presentation.



**Education**

**JUDO FOR THE WORLD**

- One of the most popular IJF projects
- Exposure in media and social media
- Tool for peace, personal and social development

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## Slide 51

I would like to thank all the athletes, coaches, referees, National Federations, Continental Unions, EC Members, staff, collaborators, sponsors, media and associated partners for their support and contribution to our success.



## Slide 52

It is my pleasure to remind you that you are invited to attend two of our special events around the World Championships: the IJF Exhibition entitled 'A celebration of art and culture', with the official opening tomorrow at 2 o'clock, at the Hungarian Sciences Academy, followed by a surprise inauguration of a judo statue, in the park in front of the Academy and Sofitel.



**A CELEBRATION OF ART AND CULTURE**

- OFFICIAL OPENING
- INAUGURATION OF JUDO STATUE
- August 26th, 2017 at Hungarian Sciences Academy, Széchenyi István tér

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**Slide 53**

The other event is the IJF 65th Anniversary Gala to take place at the Opera, on August 27 at 7 o'clock. I remind you that this is a black tie event and I look forward to seeing you there!



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**Slide 54**

Thank you once again and I wish you a successful World Championship in Budapest!



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**Slide 55**

Judo for the World Video

