ASSOCIATION OF SPORT INSTITUTES IN ASIA

9th ASIA Congress and Annual General Meeting

11–13 November 2026

Taiwan Sports Training Center (TSTC), Kaohsiung, Taiwan

Elevating Elite Athletes: Insights from High-Performance Centers in Tech Care, Major Games Support Systems and Athlete Branding

Programme, speakers and abstracts

Programme

Tentative programme, version of 5 November 2026. Subject to change.

Wednesday 11 November 2026

15:00–16:00	ASIA ExCo Meeting
16:00–17:00	Member Registration
17:00–18:00	ASIA Annual Meeting
19:00–21:00	Welcome Dinner (Venue: Kaohsiung Marriott Hotel)

Thursday 12 November 2026, morning

08:30–09:00	Registration
09:00–09:05	Opening and Introduction
09:05–09:10	Welcome Remarks by the Host (TSTC Representative)
09:10–09:15	Opening Remarks by Dr. Takahiro Waku, Chair of ASIA
09:15–09:20	Remarks by Representative of the Ministry of Sports
09:20–09:25	Group Photo
09:25–09:30	Break
09:30–11:35	**Session 1: Beyond the Game: Sports Tech AI Applications and Medical Support in High-Performance Training Centers**
09:30–09:35	Introduction
09:35–09:55	Presentation #1: **Comprehensive Medical Supports of Elite Athletes in TSTC** Yin-Chou Lin, MD, PhD, *Director of the Comprehensive Sports Medicine Services and Support Team, Chang Gung Memorial Hospitals (Taiwan)*
09:55–10:05	Q&A
10:05–10:25	Presentation #2: **Data, Decisions, and AI: Building Integrated Sport Medicine and Sport Science Systems at HPSI** Scott Xu, *Sport and Exercise Medicine Consultant, Changi General Hospital (Singapore)*
10:25–10:35	Q&A
10:35–10:55	Presentation #3: **The Cloud Thinks, The Edge Acts: Computing for AI Sports Technology** Jenn-Jier James Lien, *Vice Dean, College of Electrical Engineering and Computer Science, National Cheng Kung University (Taiwan)*
10:55–11:05	Q&A
11:05–11:25	Presentation #4: **Artificial intelligence in sports science and medical support: Enhancing athlete performance and well-being at the National Sports Institute of Malaysia** Vellapandian Ponnusamy, *Chief Executive Officer, National Sports Institute of Malaysia (Malaysia)*
11:25–11:35	Q&A
11:35–12:00	**Networking Session: Data Analytics Exchange** *Data Management, AI Applications, and Reporting Tools and Software* Venue: 1G110 Reception Room. Break.

12:00–13:30	Lunch (Venue: TSTC cafeteria)

Thursday 12 November 2026, afternoon

13:30–15:00	Campus Tour
15:00–15:15	Break
15:15–18:05	**Session 2: Inside the Games: Athlete Support Systems at Major International Games**
15:15–15:20	Introduction
15:20–16:05	Keynote Speech: **Beyond the Field of Play: Integrated Athlete Support at Major International Sporting Events** Ji Young Kim, *Associate Research Fellow, Korea Institute of Sport Science (South Korea)*
16:05–16:20	Break
16:20–16:40	Presentation #5 Topic 1: **Familiar Support Away from Home: Taiwan's Games Support Bases** Jian-Yu Chen, *Director of Competitive Sports Department, Taiwan Sports Training Center (Taiwan)* Topic 2: **Behind the Performance: Taiwan's Nutrition and Food Support at Major International Games** Eddie PAN, *Chief of the Division of Dietetics/Sports Dietician, Taiwan Sports Training Center (Taiwan)*
16:40–17:00	Presentation #6: **Overview of JSC Support Base and the Concept of Total Conditioning** Junpei Sasadai, *Physiotherapist, Japan High Performance Sport Center, Japan Sport Council (Japan)*
17:00–17:20	Presentation #7: **National Academy of Sports (NAS) Student Services Digitization Initiative** Francis Carlos B. Diaz, *Executive Director III, National Academy of Sports (Philippines)*
17:20–17:35	Break
17:35–18:05	Keynote Panel Discussion Moderator: Anson Sat Panelists: International Speaker, Presenters #5–7

Friday 13 November 2026

09:00–11:30	**Session 3: Beyond the Podium: The Business of Sports Marketing and Athlete Branding**
09:00–09:05	Introduction
09:05–09:25	Presentation #8: **From Visibility to Support: Marketing in Practice at Taiwan's Taiwan Sports Training Center, 2025–2026** Chia-chia Chuang, *Deputy Chief Executive Officer, Taiwan Sports Training Center (Taiwan)*
09:25–09:35	Q&A
09:35–09:55	Presentation #9: **INSEP's Global Reach: Paris 2024 Partnership Strategies & beyond** Bâbak Amir-Tahmasseb, *Director of International Relations and Grand INSEP Network, National Institute for Sport, Expertise and Performance (France)*
09:55–10:05	Q&A
10:05–10:25	Presentation #10: **Beyond Sales: The Value of the 2026 FIFA World Cup to Sports Lottery – The Taiwan Experience** Por-Tai, Ted Lin, *President, Taiwan Sports Lottery Co., Ltd (Taiwan)*
10:25–10:35	Q&A
10:35–10:50	Break

10:50–11:10	Presentation #11: **TeamSG Campaign: One Team, One Dream, One of Us** Cindy Khaw, *Senior Manager, TeamSG Brand, Content & Events, Sport Excellence Singapore (Singapore)*
11:10–11:30	Q&A
11:30–11:40	**Closing Ceremony**
11:40–13:10	Lunch (Venue: TSTC cafeteria)
13:10–18:30	Kaohsiung City Exploration (optional): Lotus Pond Scenic Area, Love River Bay, Kaohsiung Music Center, and Pier 2 Art Center

Speakers and abstracts

Session 1: Beyond the Game: Sports Tech AI Applications and Medical Support in High-Performance Training Centers



PRESENTATION #1

Comprehensive Medical Supports of Elite Athletes in TSTC

Yin-Chou Lin, MD, PhD

Director of the Comprehensive Sports Medicine Services and Support Team, Chang Gung Memorial Hospitals (Taiwan)

The health and performance of elite athletes depend on timely, comprehensive, and multidisciplinary medical support throughout the training and competition cycle. The Taiwan Sports Training Center (TSTC) in Taiwan has established an integrated sports medicine system to support national team athletes preparing for major international competitions, including the Olympic Games and Asian Games. The system brings together sports medicine physicians, physical therapists, athletic trainers, nutritionists, psychologists, and other healthcare professionals to provide athlete-centered care.

Medical services include pre-participation screening, injury prevention, early diagnosis and treatment, rehabilitation, recovery and load management, nutrition and psychological support, and individualized return-to-play assessment. Close collaboration among the medical team, coaches, strength and conditioning staff, and sport scientists facilitates rapid clinical decision-making and continuous monitoring of athletes' health and training status. In addition, medication management and anti-doping education are incorporated into routine medical practice.

This integrated model demonstrates how coordinated sports medicine services can enhance athlete health, optimize performance, reduce injury-related time loss, and support long-term athletic development and career longevity.

Keywords: Sports Medicine, Injuries Prevention, Return to Play



PRESENTATION #2

Data, Decisions, and AI: Building Integrated Sport Medicine and Sport Science Systems at HPSI

Scott Xu

Sport and Exercise Medicine Consultant, Changi General Hospital (Singapore)

High-performance sport relies on timely, trustworthy data, yet medical and performance teams often operate from fragmented systems that hinder integrated decision-making. This talk reviews HPSI's current data landscape, its strengths and persistent challenges, before outlining a vision and roadmap for a more connected sport medicine and sport science ecosystem. It examines practical steps for building alignment among clinicians, scientists, coaches, and technical staff, whose buy-in is essential to any system change. Finally, it considers how data platforms and AI can be aligned to this shared vision, turning fragmented data into a coherent foundation for decisions.

Keywords: Sports Medicine Informatics, Data Integration, Artificial Intelligence in Sport Science



PRESENTATION #3

The Cloud Thinks, The Edge Acts: Computing for AI Sports Technology

Jenn-Jier James Lien

Vice Dean, College of Electrical Engineering and Computer Science, National Cheng Kung University (Taiwan)

We develop an AI Sports technology system. It integrates high-performance cloud computing with NAS storage for training and edge computing with a user interface for data analysis, enabling interaction with coaches, players, and audiences.

Keywords: Sports Technology, Data Center, Cloud & Edge Computing

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PRESENTATION #4

Artificial intelligence in sports science and medical support: Enhancing athlete performance and well-being at the National Sports Institute of Malaysia

Vellapandian Ponnusamy

Chief Executive Officer, National Sports Institute of Malaysia (Malaysia)

Artificial intelligence (AI) is increasingly transforming high-performance sport by enabling more efficient analysis, personalised training, early identification of performance and health risks, and evidence-based decision-making. At the National Sports Institute of Malaysia (ISN), the integration of sports science and sports medicine provides an important foundation for exploring how AI can support athletes throughout the high-performance pathway.

This presentation will discuss the potential and emerging applications of AI within ISN's integrated support ecosystem, particularly in athlete monitoring, performance analysis, injury risk management, rehabilitation, and health and well-being. It will also highlight the importance of integrating AI-driven insights with professional expertise from sports scientists, medical practitioners, coaches, and other performance support personnel. Beyond technological adoption, considerations related to data quality, athlete privacy, ethical use, human oversight, and organisational readiness are essential to ensure that AI contributes meaningfully to athlete development and long-term well-being.

The presentation will share ISN's perspectives and practical considerations in advancing AI-enabled sports science and medical support for high-performance athletes.

Keywords: Artificial Intelligence, Sports Science, Sports Medicine, High-Performance Training, Athlete Well-being

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Session 2: Inside the Games: Athlete Support Systems at Major International Games



KEYNOTE SPEECH

Beyond the Field of Play: Integrated Athlete Support at Major International Sporting Events

Ji Young Kim

Associate Research Fellow, Korea Institute of Sport Science (South Korea)

At major international sporting events, athlete support extends far beyond the field of play. It is grounded in long-term preparation, ongoing engagement with athletes and coaches, applied research, and the integration of expertise across physical conditioning, sport psychology, technical and video analysis, and performance data. This presentation explores how multidisciplinary support can evolve from discrete services into a coordinated system that follows athletes from preparation through competition. Drawing on experience from the Paris 2024 Olympic Games, it highlights how support structures established in regular training environments can be adapted into effective on-site services during the Games. It also reflects on Paralympic support, where integrated services were provided from the pre-Games camp through the competition period, emphasizing continuity of care and performance support across the full event pathway. By linking preparation, evidence, and field-based implementation, this presentation offers practical insights into designing and delivering athlete support systems that are responsive, continuous, and context-specific.

Keywords: Integrated Athlete Support, Multidisciplinary Support, On-site Performance Support, Major International Sporting Events

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PRESENTATION #5, TOPIC 1

Familiar Support Away from Home: Taiwan's Games Support Bases

Jian-Yu Chen

Director of Competitive Sports Department, Taiwan Sports Training Center (Taiwan)

This presentation shares Taiwan's experience in setting up athlete support bases at the Paris 2024 Olympic Games, the 2025 World University Games in Germany, and the Aichi-Nagoya 2026 Asian Games. Services grew from providing familiar Taiwanese meals to offering medical care, physiotherapy, physical training, and sports science support.

Using examples from these three events, the presentation explains how the team arranged locations, transport, and services to meet athlete needs and local conditions. It also shares experiences in working with different organisations and adjusting plans during the Games. These lessons offer practical ideas for planning athlete support at future international events.

Keywords: Athlete Support, Overseas Support Bases, Logistics Coordination

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PRESENTATION #5, TOPIC 2

Behind the Performance: Taiwan's Nutrition and Food Support at Major International Games

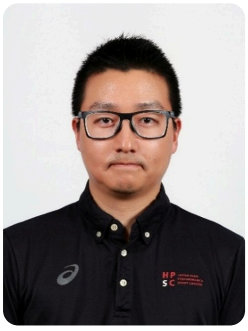
Eddie PAN

Chief of the Division of Dietetics/Sports Dietician, Taiwan Sports Training Center (Taiwan)

Since the 2017 Summer Universiade in Taipei, Taiwan has actively advanced specialized support for athletes at major comprehensive sports events, including tailored nutritional replenishment. The 2018 Jakarta-Palembang Asian Games marked the first time Taiwan dispatched dedicated chefs and sports nutritionists alongside athletes to the event venue, ensuring access to safe, familiar food and optimal nutritional intake. This initiative addressed long-standing challenges previously faced by Taiwanese athletes competing in unfamiliar environments, such as gastrointestinal discomfort, relying on instant noodles, or suffering late-competition fatigue. From the Hangzhou Asian Games and Paris Olympics to the Rhine-Ruhr World University Games and the Aichi-Nagoya Asian Games, every event offers a valuable opportunity to expand support based on athlete needs and refine past experience, empowering athletes to compete on the world stage with full confidence.

Keywords: Nutrition support, Food safety, Rapid Recovery, Familiar

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PRESENTATION #6

Overview of JSC Support Base and the Concept of Total Conditioning

Junpei Sasadai

Physiotherapist, Japan High Performance Sport Center, Japan Sport Council (Japan)

The Japan Sport Council (JSC) operates support bases at major international sporting events to provide comprehensive sports medicine and science support for elite athletes, including Olympic and Paralympic athletes. These bases offer a wide range of services, including training, physical conditioning, nutrition, psychological support, and video support.

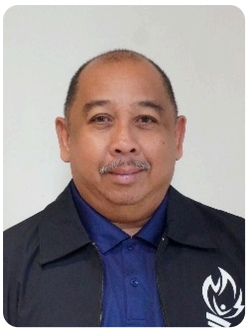
The concept of Total Conditioning is based on a "one-stop shop" approach, in which specialists from multiple disciplines collaborate to provide integrated and individualized support according to athletes' needs. This approach aims to optimize athletes' physical and psychological conditions and support their performance throughout training and competition.

At major international sporting events, JSC collaborates with the Japan Sports Agency, the Japanese Olympic Committee (JOC), and the Japanese Paralympic Committee (JPC) to coordinate athlete support services. Collaboration among professionals in sports medicine and science, together with coordinated healthcare support across various settings, is also an important element of athlete support.

This presentation will introduce JSC support bases and the concept of Total Conditioning, highlighting organizational and medical collaboration in supporting athletes at major international sporting events.

Keywords: Support Base, Total Conditioning, Medical Collaboration

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PRESENTATION #7

National Academy of Sports (NAS) Student Services Digitization Initiative

Francis Carlos B. Diaz

Executive Director III, National Academy of Sports (Philippines)

The National Academy of Sports (NAS) Student-Athlete Support Services Division (SASSD) has developed the SASS Digital Platform System, a centralized digital operations platform designed to streamline student-athlete identification, movement, health, residence, welfare, nutrition, and reporting. The system integrates RFID-enabled identification, paperless transactions, centralized student records, real-time dashboards, and role-based access across key service areas, including the clinic, physical therapy, GCAWS, cafeteria, and dormitory operations. By replacing fragmented and paper-based processes, the platform aims to reduce repetitive encoding, improve record accuracy, strengthen accountability, and provide timely operational information to authorized personnel. The system also supports searchable transaction histories, service follow-ups, and management reporting for data-informed planning and decision-making. Through a phased digitalization roadmap, NAS seeks to establish a connected, traceable, and responsive student-athlete support environment that enhances service delivery, safety, operational efficiency, and overall student-athlete welfare.

Keywords: Digitalization, Student-Athlete Welfare, Integrated Operations

Session 3: Beyond the Podium: The Business of Sports Marketing and Athlete Branding



PRESENTATION #8

From Visibility to Support: Marketing in Practice at Taiwan's Taiwan Sports Training Center, 2025–2026

Chia-chia Chuang

Deputy Chief Executive Officer, Taiwan Sports Training Center (Taiwan)

This presentation explores how the Taiwan Sports Training Center uses marketing to build public understanding of athlete development and turn attention into lasting support. It introduces two strategic themes: "Reaching Beyond the Center," which connects with wider audiences through cultural events and brand partnerships, and "Discovering the Center," which shares everyday training experiences and the expertise behind athletes' performances.

Examples include Megaport Festival, FamilyMart's nutrition-based meal collaboration, vision assessment services, Family Day, and youth mini baseball events. The presentation also traces the development of the Center's merchandise brand and its communication activities surrounding the 2026 Asian Games.

It concludes by examining how storytelling, media relations and corporate partnerships can generate practical resources for athletes, strengthen public engagement and build lasting organizational knowledge, while keeping athletes' preparation at the heart of every initiative.

Keywords: Sports Marketing, Brand Communication, Public Engagement, Corporate Partnerships, Athlete Development



PRESENTATION #9

INSEP's Global Reach: Paris 2024 Partnership Strategies & beyond

Bâbak Amir-Tahmasseb

Director of International Relations and Grand INSEP Network, National Institute for Sport, Expertise and Performance (France)

How did the Paris 2024 Olympic and Paralympic Games transform the way INSEP engages with the corporate world? In this presentation, we explore how the magic of a home Olympics catalyzed a structured, multi-tiered partnership strategy, attracting major global brands like Adidas, Danone, Visa, and Toyota, while pioneering impactful corporate philanthropy with partners like Konica Minolta and Bultex.

Beyond the medals and the excitement of 2024, the post-Games landscape demanded a strategic reinvention. Discover how INSEP moved beyond traditional visibility to build sustainable, bespoke alliances. By focusing on immersive brand experiences, and profound human connections with our champions and coaches, INSEP has redesigned its partnership architecture for the future. Join us as we look at how elite sports excellence and corporate innovation continue to shape mutually profitable, long-term collaborations.

Keywords: Legacy, Philanthropy, Experiential, Bespoke



PRESENTATION #10

Beyond Sales: The Value of the 2026 FIFA World Cup to Sports Lottery – The Taiwan Experience

Por-Tai, Ted Lin

President, Taiwan Sports Lottery Co., Ltd (Taiwan)

The FIFA World Cup is the premier football event globally, attracting millions of fans across Taiwan. This presentation explores how TSLC strategically positioned the tournament, engaged diverse target groups, and executed innovative marketing campaigns to maximize turnover, contributing ten percent of sales to the government for national sports development. Furthermore, it highlights the essential role of TSLC's retail partners, demonstrating how a sustainable win-win model could create broader economic and social value of the sports lottery.

Keywords: Sports lottery, FIFA World Cup



PRESENTATION #11

TeamSG Campaign: One Team, One Dream, One of Us

Cindy Khaw

Senior Manager, TeamSG Brand, Content & Events, Sport Excellence Singapore (Singapore)

Since 2024, "One Team, One Dream" has united Team Singapore athletes and Singaporeans through a shared sense of pride and purpose. In 2025, the campaign evolved with the introduction of "One of Us", bringing the nation even closer to TeamSG by positioning athletes not as distant heroes, but as reflections of the everyday Singaporean spirit. By highlighting that TeamSG athletes are our neighbours, classmates, friends and fellow Singaporeans, the campaign fostered a deeper emotional connection between the nation and its sporting representatives. The campaign's impact was recognised with Gold for Most Creative Out-of-Home at the MARKies Awards 2026 and Silver for Excellence in Purpose-Driven Community Engagement at the Marketing Excellence Awards 2026.

Keywords: Athletes profiling, Storytelling, National campaign

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