



RELATIONSHIP BETWEEN THE ATHLETES, THE CLUBS, FEDERATIONS AND THE NOCS

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After almost 20 years as a professional athlete, I deeply felt the close relationships of the athletes, clubs, federations and National Olympic Committees (NOCs). Athletes take these bodies as their carrier and subordinate units. Along with the International Olympic Committee (IOC) all countries have discussed and studied the facts to determine to which organisation athletes belong, and how to better coordinate the relationships between the athletes, clubs, federations and NOCs.

As a retired Chinese athlete, my point of view is that in China, athletes do not only belong to the Federation and the Chinese Olympic Committee, but also to the country as a whole. The reasons for this are:

- **The characteristics of the Chinese sport system**
Taking “the whole nation system” as the nucleus, the Chinese athletic management system has played an active role in promoting athletics in our country since 1949, regardless of government management functions and government investment in the scientific technological content of athletic training.
- **The roles and responsibilities of athletes to the entire Chinese society**
For historical reasons, famous athletes do not only represent sports competitiveness as individuals, but they are also idols for all of China's society. This was particularly true between the 1950s and 1980s.
- **The development of sports marketing in China**
Since Beijing won the bid for the 2008 Olympic Games, the sports industry has grown drastically. The sponsors of the Games, including many state-owned enterprises apart from multinational companies, have invested a large amount of labour, material and financial resources to support the Games, the fundamental objective being State support for non-profit purposes.

- **Communication has increased between athletes and sporting bodies**
Following the emergence of a market economy in China, and the globalisation of the economy, the Chinese government has strengthened and improved the quality of sports legislation with regard to the protection of athletes. It also strives to keep the dialogue open between the various sporting bodies and athletes in China.