

11th Sino-German Symposium on Sport Development

**Sport Governance in China and Germany
Comparative Analyses of Asian and
European Sport Development**

November 5th – 7th, 2026

 **Deutsche
Sporthochschule Köln**
German Sport University Cologne
Institut für Europäische
Sportentwicklung und Freizeitforschung
Institute of European Sport Development
and Leisure Studies

The **11th Sino-German Symposium on Sport Development** focuses on **Sport governance in China and Germany: Comparative Analyses of Asian and European Sport Development**. Bringing together scholars and experts from China, Germany, and other countries, the symposium provides a forum for discussing current developments, institutional differences, and shared challenges in sport governance.

Sport is not only a field of physical activity, competition, and entertainment, but also an **important arena of social development, political decision-making, and international relations**. In Germany, sport governance has traditionally been shaped by federal structures, autonomous sport organizations, voluntary engagement, and cooperation between public authorities and organized sport. In China, the state has played a more central role in coordinating sport development, allocating resources, and pursuing national objectives. While these institutional traditions differ considerably, both countries face growing pressures to adapt their sport systems to changing social, political, and economic conditions.

Against this background, the symposium **examines how sport governance is evolving in China, Germany, and beyond**. Particular attention is given to international sport events, institutional reforms, democratization, digital transformation, the relationship between sport and urban development, athlete health, and local sport governance. Rather than treating national sport systems as fixed or opposing models, the symposium seeks to identify both distinctive approaches and common challenges, as well as opportunities for mutual learning and academic cooperation.

The symposium forms part of a **broader programme of international academic exchange at the German Sport University Cologne**. It is preceded on 4 November by the 7th Eurasian Sports Industry Conference, Sport Industry in a Turbulent World, jointly hosted by emlyon business school, Beijing Sport University, and the German Sport University Cologne. Together, the two events provide complementary perspectives on the transformation of sport, linking questions of sport industry development and management with broader debates on governance, institutions, and public policy.

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Venue

German Sport University Cologne
Building II, Senate Hall (ground floor)
Am Sportpark Müngersdorf 6
Cologne – Germany



Organized by



Wednesday, 4th November 2026

7th Eurasian Sports Industry Conference on “Sport Industry in a Turbulent World”

hosted by Emlyon Business School, Beijing Sport University, and Institute of European Sport Development and Leisure Studies, German Sport University Cologne, Germany

08:45	Opening and Welcome (Senate Hall, building II)
09:00-10:20	Session I: Health, Aging and Physical Activity
Challenge or Opportunity? Prospects for China's Sports Industry in Ageing Society (Fubaihui WANG – Beijing Sport University)	
Residential Thermal Context and Physical Activity in Older Chinese Adults (Shanshan LI & Huan FENG – Sichuan University)	
From Play to Health: What Digital Board Games Can Teach Us About Engagement in Sport and Physical Activity (Chenho CHAO – Eyon Business School Asia)	
10:45-12:15	Session II: Global Perspectives and Sport Industry Development
What did the 2026 FIFA World Cup tell us about sport in the 21st century? (Simon CHADWICK – Eyon Business School Asia)	
The German Sport System in Transition: Reform, Change or Disruption? (Jürgen MITTAG – German Sport University Cologne)	
China's Sports Industry Development: Trends and New Models (Shengxin LI – Beijing Sport University)	
14:00-16:30	Session III: Innovation and Governance in Sport: Marketing, Urban Transformation and Youth Development
The Transformation and Innovation of Sports Marketing Models (Shuhong XIAO – Beijing Sport University)	
From Construction to Activation: How Sport Shapes New Urban Scenes in China's Urban Regeneration (Xuewei LI – Beijing Sport University)	
Reconfiguring Youth Sport Governance in Times of Change: Evaluating the Implementation Effectiveness of China's Sport-Education Integration Policy (Juanhao YAN – Beijing Sport University)	
Navigating Athlete Support in German Elite Sport (Maximilian SELTMANN – German Sport University Cologne)	
16:45-17:00	Closing Remarks

Thursday 5th November 2026

Opening Ceremony of the Symposium and Honorary Award for Prof. Dr. Walter Tokarski

17:00	Welcome Speech
Univ.-Prof. Dr. Ansgar THIEL (President of GSU)	
Prof. Dr. Ronghui WANG (Vice President of BSU)	
Yong YU (Consul General, People's Republic of China)	
17:15	Laudations
Univ.-Prof. Dr. Ansgar THIEL (GSU)	
Univ.-Prof. Dr. Jürgen MITTAG (GSU)	
17:45	Round Table on Key Fields of Walter Tokarski's Oeuvre
Prof. Dr. Walter Tokarski	
Prof. Dr. Karen PETRY (GSU)	
Rui JIN (Euro-China Sport Development Association)	
Dr. Christoph FISCHER	
Chair: Univ.-Prof. Dr. Juergen MITTAG	
18:30	Get-Together and Reception

Friday 6th November 2026

11th Sino-German Symposium on Sport Development

Sport Governance in China and Germany: A Comparative Analysis of Asian and European Sport

09:00 – 09:15	Registration (<i>Senate Hall, building IG II</i>)
09:15 – 10:30	Panel 1: International Sport Events: Governance, Legacies and Future Development (Chair: M. Seltmann, L. Fiege)
09:15 – 09:35	Univ.-Prof. Dr. Jürgen MITTAG (GSU) Common Playing Field, Divergent Interests and the New Role of FIFA: The FIFA Football World Cup 2026
09:35 – 09:55	Prof. Dr. Shengxin LI (BSU) Promotion of Sport for All with Olympic Events: China's Practice and Lessons
09:55 – 10:15	Dr. Christoph FISCHER The World Games: From Historical Origins to Karlsruhe 2029 – Germany's Role, Sport Policy and Future Ambitions
10:15 – 10:30	<i>Discussion</i>
10:30 – 10:45	Coffee and Tea Break
10:45 – 12:25	Panel 2: Sport Governance in Transition: Institutions, Democratization and Networks (Chair: J. Mittag)
10:45 – 11:05	Yuanyan HUANG (Guangzhou College of Commerce) Structural Coordination between Elite Sport and Sport-for-All in University Sport Governance: A Sino-German Comparative Study
11:05 – 11:25	Lorenz FIEGE (GSU) Interactions between Institutional Characteristics and the Democratization of Sport Governance in Europe
11:25 – 11:45	Univ.-Prof. Dr. Holger PREUSS (Johannes Gutenberg University, Mainz) Transnational Academic Community Building in Sport Policy: Current Projects and Future Perspectives
11:45 – 12:00	<i>Discussion</i>
12:00 – 14:00	Lunch Break (Canteen of GSU)

14:00 – 15:40	Panel 3: Sport in Transformation: Changing Environments and Strategic Adaptation (Chair: T. Müller-Schoell)
14:00 – 14:20	Prof. Dr. Shuhong XIAO (BSU) The Synergistic Symbiosis Mechanism and Practical Pathways between the Sports Industry and Urban Development in the Context of Urban Renewal
14:20 – 14:40	Priv.-Doz. Dr. Christoph BERTLING (GSU) Digitalization as a Disruptive Force. New Communicative Divides in Sports Communication: A Theoretical and Empirical Analysis of Digital Disruptions in the German Sports Organization System
14:40 – 15:00	Dr. Kim SCHU (Johannes Gutenberg University in Mainz) Strategic Management in Times of Change - Insights from European Sport Governing Bodies
15:00 – 15:15	<i>Discussion</i>
15:15 – 16:00	Long Break for Coffee/Tea and Discussion
16:00 – 17:00	Panel 4: Sport, Health and Well-being Across the Life Course (Chair: Hanwei ZHANG)
16:00 – 16:20	Prof. Dr. Fubaihui WANG (BSU) Population Ageing, Healthy Life Expectancy, and the Multifaceted Value of Sport
16:20 – 16:50	Univ.- Prof. Dr. Astrid SCHUBRING & Hanwei ZHANG (GSU) Insights from a Review on End-of-career Transition and Athlete Health
16:50 – 17:00	<i>Discussion</i>

Saturday, 7th November 2026

11th Sino-German Symposium on Sport Development

Sport Governance in China and Germany: A Comparative Analysis of Asian and European Sport

09:00 – 10:40	Panel 5: Local Sport Governance: Community Development, Health and Social Inclusion (Chair: J. Mittag)
09:00 – 09:20	Prof. Dr. Shanshan LI & Huan FENG (Sichuan University) Governing Community Sport for Health in China and Germany
09:20 – 09:40	Dr. Till MÜLLER-SCHOELL (GSU) Good Practice for Active Lifestyles in Local Sports Policies – Governing the integration of marginalized groups in sports
09:40 – 10:00	Assoc. Prof. Dr. Xuewei LI (BSU) “Enjoying Themselves”: Everyday Spatiotemporal Characteristics and Dynamic Mechanisms of Community Sports in China’s County Towns
10:00 – 10:20	Achim STENGER (GSU) Local Sport Association in Germany’s Ruhr area
10:20 – 10:40	<i>Discussion</i>
10:40 – 11:00	Coffee and Tea Break
11:00 – 12:00	Panel 6: Emerging Perspectives on Sport Governance: Young Researchers’ Session (Chair: Danlin WU, with Q&A)
11:00 - 11:30	Juanhao YAN (BSU) Governing Sport–Education Integration in China: Provincial Configurations Associated with Student Physical Fitness
11:30-12:00	Huihan YE (GSU) Social Sustainability of SGBs: A Document Analysis of Organizational Strategies Supporting Women Coaches