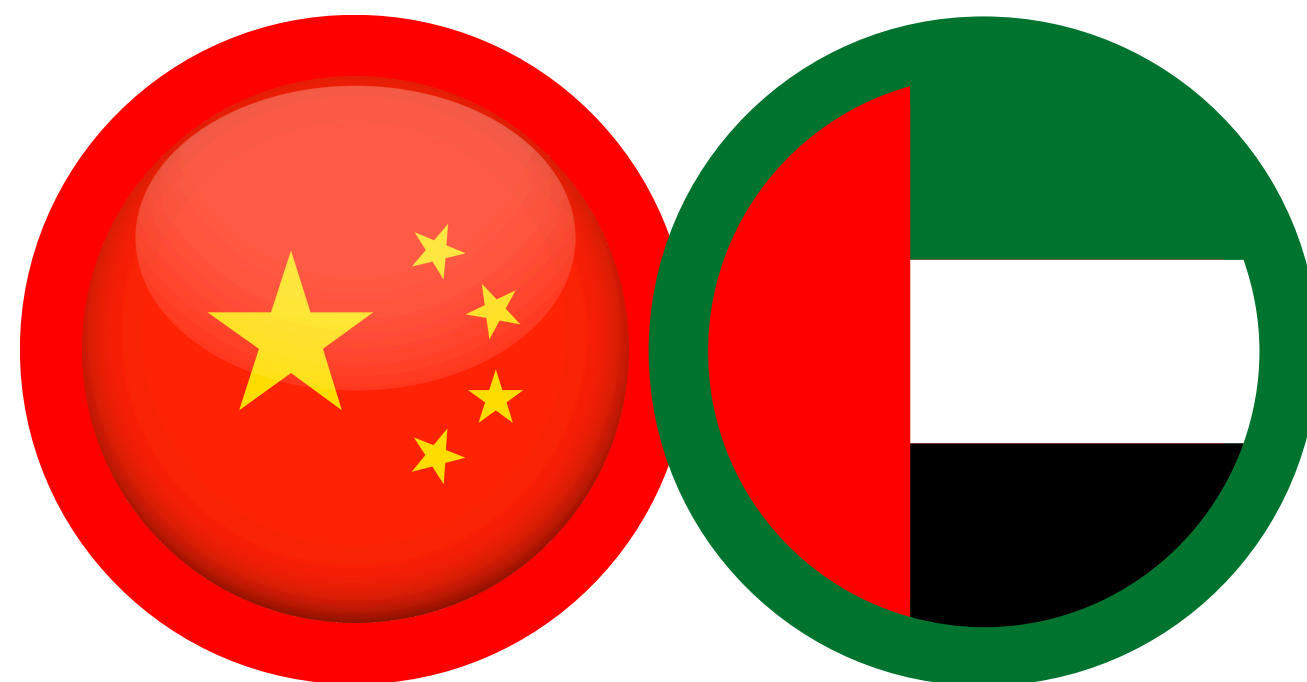


第二届中国阿联酋青少年羽毛球文化交 流营活动项目汇报

China-UAE Badminton Exchange Platform



PRESENTED BY :



2026年 5月 6日



汇报目的

Purpose of Briefing

-  Present the project's implementation foundation in the UAE
-  Introduce the development vision of the BICA platform
-  Seek guidance and support from the Consulate General
-  Explore future directions for cooperation

项目背景

Background

- China–UAE relations continue to deepen, with growing demand for people-to-people and cultural exchange
- Sports serve as an important bridge for strengthening mutual understanding between communities
- Demand for sports and cultural exchange is increasing among the Chinese and international communities in the UAE



在阿联酋的实践基础

Local Engagement in UAE

- Serving the Chinese and international communities in the UAE
- Organizing sports and cultural activities during festivals such as Chinese New Year and Mid-Autumn Festival
- Providing badminton training programs for youth and adults
- Hosting corporate and community engagement activities

阿联酋本地赛事交流及年度计划重点项目介绍

Local Engagement in UAE

2023



We Met Opening Ceremony



China Sea Restaurant Badminton International Tournament



Huawei UAE Badminton Tournament

阿联酋本地赛事交流及年度计划重点项目介绍

Local Engagement in UAE

2024



**Mini Mon Badminton
Tournament**



Badminton Family Festival



We Met Season Tournament



UAE School Games

阿联酋本地赛事交流及年度计划重点项目介绍

Local Engagement in UAE

2025



**We Met Team
Tournament**



**Chinese New Year &
Women's Day Events**



**Armenia Badminton
Training**



**We Met Junior
Internal Challenge**

阿联酋本地赛事交流及年度计划重点项目介绍

Local Engagement in UAE

2025



阿联酋本地赛事交流及年度计划重点项目介绍

Local Engagement in UAE

2026



Chinese New Year Carnival



We Met Game Station

青少年发展与体育教育

Youth Development

- Establishing a structured youth training system
- Promoting healthy lifestyles and teamwork values
- Exploring connections with sports and educational resources in China
- Supporting long-term athlete development pathways

青少年发展与体育教育

Youth Development

Age: 3-7

WE MET MINI SHUTTLERS CLUB



ABOUT THE PROGRAM

Starting at age 3, our programs grow with you, focusing on physical literacy, fun, and competitive play. Stay active at every stage of life!

- Schedule:** Flexible to fit your family's routine
- Session Duration:** 45-90 minutes
- Program:** Fun games, activities, and physical literacy to develop early movement and coordination skills combined with some level of badminton specific activities
- Events:** Informal and playful events throughout the year
- Camps:** Available during Summer, Winter, and Spring breaks
- Promotions:** Enjoy early bird offers, sibling discounts, and exclusive savings for members



"FROM TODDLERS TO ADULTS
— THERE'S A PROGRAM FOR YOU!"



Age: 7+

Beginner level

WE MET FOUNDATION CLUB



ABOUT THE PROGRAM

This Program is perfect for new players stepping into badminton. It covers all essential skills, providing a strong foundation in techniques and movements needed to play badminton and have fun.

- Schedule:** Flexible, tailored to your convenience
- Session Duration:** 90-120 minutes
- Program:** Wemet Passport Pathway – Develop essential badminton skills through foundation club curriculum
- Events:** Exclusive internal tournaments and challenges
- Camps:** Summer, Winter, and Spring camps available for intensive learning
- Promotions:** Take advantage of our early bird specials, sibling discounts, and member-only savings



"UNLOCK YOUR BADMINTON JOURNEY WITH THE WEMET FOUNDATION PASSPORT!"



- The whole pathway may take up to 24 sessions in order to build the foundation right
- The pathway can end quicker if athlete want to learn it all as an introductory course within 8 sessions

Age: 9+

Intermediate level

WE MET MASTERY CLUB



ABOUT THE PROGRAM

Designed for intermediate players, the Mastery Club offers a focused, long-term training approach to grow and perfect your skills before joining the NextGen Elite Club.

- Schedule:** Fixed schedule
- Session Duration:** 90-120 minutes
- Program:** Customized program, private training
- Events:** Exclusive internal tournaments, Friendly matches, and National tournaments
- Camps:** Summer, Winter, and Spring camps available for intensive learning
- Promotions:** Take advantage of our early bird specials, sibling discounts, and member-only savings



"MASTERY CLUB:
THE PATH TO EXCELLENCE!"



Talented, selected players aiming for high-level competition

WE MET NEXTGEN ELITE CLUB



ABOUT THE PROGRAM

Serious about badminton? Our NextGen Elite Program is designed for athletes aiming to make badminton their career. Train like a pro, play like a champion!

- Schedule:** Fully customized for peak performance
- Session Duration:** 60-180 minutes
- Program:** Periodized training, with private and group sessions tailored to elevate skills
- Events:** Participate in internal, national, and international tournaments
- Camps:** Intensive Summer, Winter, and Spring camps, plus joint camps in Denmark, India, and China
- Promotions:** Term plan discount – Save when you pay for the full term. Explore sponsorship opportunities for top performers



"YOUR PATH TO PROFESSIONAL BADMINTON STARTS HERE!"



BICA国际羽毛球交流联盟

Badminton International Club Alliance

To systematically promote international sports exchange, we initiated the establishment of the BICA platform.



ABOUT BICA

BICA CONNECTS

BADMINTON INTERNATIONAL CLUB ALLIANCE

BICA国际羽毛球交流联盟

Badminton International Club Alliance

Using badminton as a bridge to connect participants and organizations from different countries, building a long-term and sustainable exchange platform.



A global badminton exchange platform | 13

平台核心结构

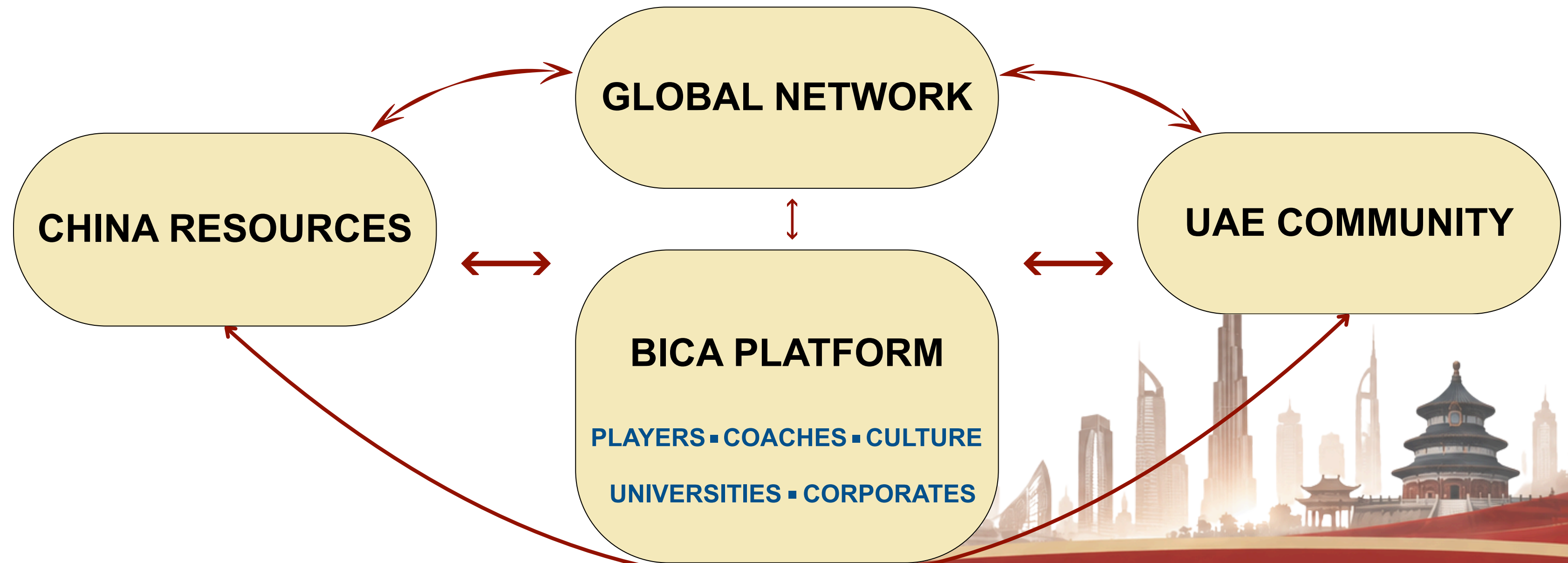
Core Structure

- Students (Youth / Adults)
- Coaches (Professional Resources)
- Culture (Exchange Activities)
- Universities (Educational Collaboration)



BICA国际羽毛球交流联盟架构

BICA Structural Framework



对华交流实践，第一届中阿青少年羽毛球交流活动夏令营

Exchange with China

- Organizing training camp opportunities for students in China
- Connecting with sports universities and institutions in China
- Integrating sports with cultural experiences
- Promoting deeper understanding of China and its culture



Connecting through sports and culture | 16

即将到来的关键里程碑活动

Upcoming Key Milestone Event

- Platform Phase Exchange Activity — BICA Shanghai High-Performance Summer Training Camp, China
- Strengthening China-UAE engagement — Invited as a unit member of the 2nd Sports & Education Integration Committee of the Chinese Badminton Association, and recognized as a Shanghai Elite Training Base for Competitive Sports Reserve Talents
- Small-scale international high-performance friendly matches involving teams from the UAE, Shanghai, Japan, Taiwan, and other regions



即将到来的关键里程碑活动

Upcoming Key Milestone Event

DEVELOPMENT

ELITE

WHY THIS CAMP?

DISCIPLINE, CHANGE OF HABITS

TECHNICAL, TACTICAL GROWTH

POSITIVE MEMORIES OF A TRIP

CHANCE TO TRAIN UNDER GUIDANCE OF WORLD CHAMPION

DIFFERENT TRAINING CULTURE EXPOSURE

DEVELOPMENT

ELITE

CAMP MANAGEMENT

All the players will be educated about safety rules, and the Staffs will monitor the participants' activities throughout their journey.

DEVELOPMENT

ELITE

CHINA PRICE

FEE: AED 6000 + VAT

INCLUDE: ACCOMMODATION, FOOD, TRANSPORT, TOUR, CAMP COORDINATOR

EXCLUDE: FLIGHT, VISA

NOTE: FOR FLIGHT TICKET & VISA, WE CAN ASSIST THE PARENTS OR STUDENTS DURING THE PROCESS.

DEVELOPMENT

ELITE

VISA GUIDELINE

CHINA VISA

VISA: 3 - 9 WORKING DAYS

PROCESSING TIME: 30 DAYS

STAY DURATION: AROUND 350 AED

FLIGHT VISA

NOTE: WE MET IS OFFERING ASSISTANCE WITH THE VISA PROCESSING / FLIGHT TICKET BOOKING IF NEEDED.

DEVELOPMENT

ELITE

CHINA CAMP

BOKUAN BADMINTON CLUB (ELITE TRAINING) WITH CAI YUN

BOKUAN BADMINTON CLUB IS A HIGH-PERFORMANCE TRAINING CENTER DEDICATED TO DEVELOPING COMPETITIVE BADMINTON PLAYERS THROUGH A STRUCTURED AND PROFESSIONAL PROGRAM. LED BY HEAD COACH CAI YUN, A FORMER WORLD CHAMPION, THE CLUB PROVIDES ELITE-LEVEL TRAINING FOCUSED ON DISCIPLINE, TECHNIQUE, AND MATCH PLAY. ATHLETES TRAINING HERE ARE ON A PATHWAY TOWARD SELECTION FOR THE CHINA NATIONAL TEAM, AND THE PROGRAM INCLUDES REGULAR MOCK MATCHES TO SIMULATE REAL COMPETITION AND PREPARE PLAYERS FOR HIGH-LEVEL SELECTION TRIALS. FOR SUMMER CAMP PARTICIPANTS, IT OFFERS A RARE OPPORTUNITY TO EXPERIENCE CHINA'S ADVANCED BADMINTON SYSTEM AND TRAIN IN A TRULY COMPETITIVE ENVIRONMENT.

BADMINTON COURT (28 COURTS)

ACCOMODATION & SUPPORTING FACILITIES (GYM, DORMITORY)

2025 上海博宽体育杯

DEVELOPMENT

ELITE

CHINA TOUR

SHANGHAI PEARL TOWER

ORIENTAL PEARL TOWER IS ONE OF SHANGHAI'S MOST ICONIC LANDMARKS. STANDING AT 468 METERS TALL, ITS DISTINCTIVE DESIGN FEATURES A SERIES OF PINK SPHERES, MAKING IT A SYMBOL OF THE CITY'S MODERN SKYLINE. VISITORS CAN ENJOY BREATHTAKING PANORAMIC VIEWS FROM ITS OBSERVATION DECKS, INCLUDING A GLASS-FLOOR EXPERIENCE, WHILE ALSO EXPLORING A MUSEUM AND OTHER ATTRACTIONS WITHIN THE TOWER. IT IS A MUST-VISIT DESTINATION THAT OFFERS A UNIQUE BLEND OF ARCHITECTURE, CULTURE, AND UNFORGETTABLE CITY VIEWS.

HUANGPU RIVER

HUANGPU RIVER IS THE MAIN RIVER FLOWING THROUGH SHANGHAI, DIVIDING THE CITY INTO THE HISTORIC PUXI AREA AND THE MODERN PUDONG DISTRICT. STRETCHING ABOUT 113 KILOMETERS, IT OFFERS SOME OF THE MOST ICONIC VIEWS OF THE CITY'S SKYLINE, INCLUDING FAMOUS LANDMARKS ALONG ITS BANKS. THE RIVER IS A POPULAR SPOT FOR SIGHTSEEING CRUISES, ESPECIALLY AT NIGHT WHEN THE CITY LIGHTS CREATE A STUNNING ATMOSPHERE, MAKING IT A MUST-VISIT ATTRACTION FOR VISITORS TO SHANGHAI.

DEVELOPMENT

ELITE

CHINA CAMP

22 JULY - 4 AUG

2 WEEKS

CAI YUN

TRAIN UNDER OLYMPIC GOLD MEDALIST & 4 TIMES WORLD CHAMPIONS

SHANGHAI TOURIST SPOTS

SOCIAL

DEVELOPMENT

ELITE

BiCA Projects

2 COUNTRIES

2 WEEKS EACH

1 ELITE EXPERIENCE

CHINA

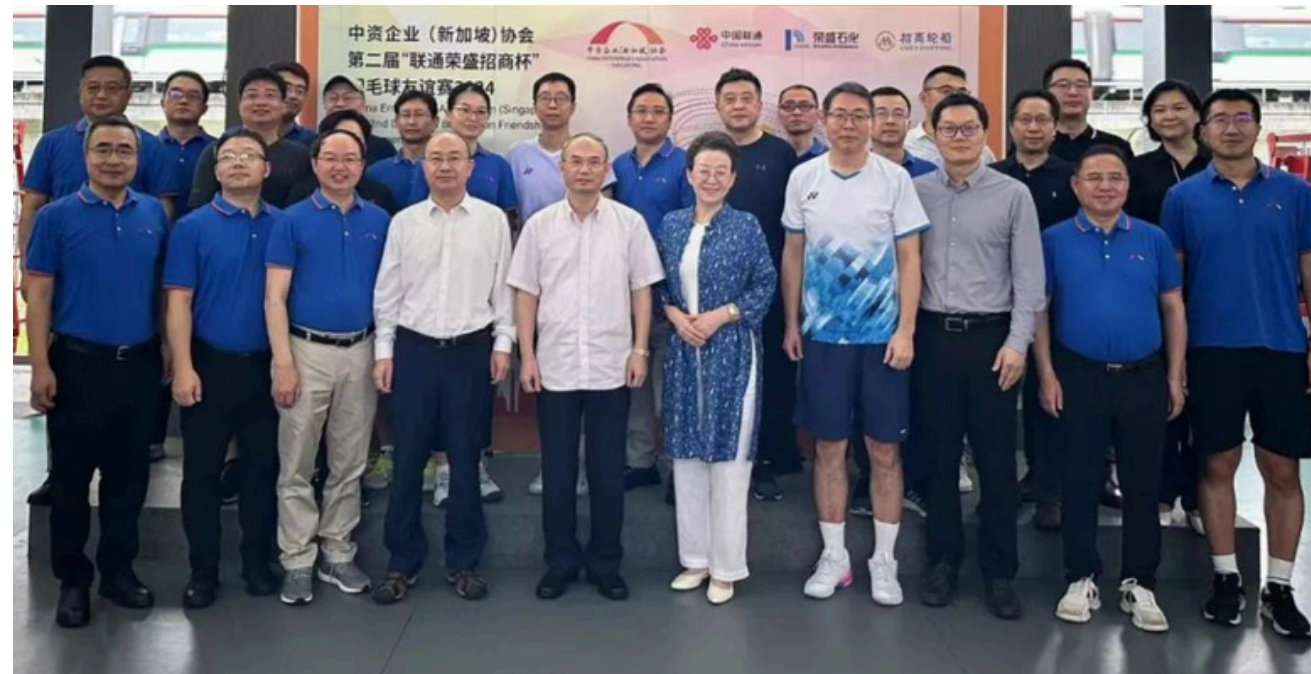
A milestone event of the platform | 18

申请指导与支持

Request for Guidance

Under a compliant framework, we hope to receive:

- Guidance on the development direction of the platform
- Support in connecting with resources in China
- Advice and guidance for exchange activities



申请指导与支持

Request for Guidance

2nd China-UAE Youth Badminton Cultural Exchange Camp

Camp Duration: 22 July 2026 – 4 August 2026

Initiated by: BICA Platform

Organizer:

WE MET Badminton Club, UAE

Supporting Organizations:

- Consulate General of China in Dubai
- Confucius Institute at University of Dubai
- UAE Badminton Federation
- Dubai Sports Council
- Shanghai Bokuan Youth Badminton Club



Recognition of Events



第二届中国阿联酋青少年羽毛球文化交流营

2ND CHINA-UAE YOUTH BADMINTON CULTURAL EXCHANGE CAMP

发起平台：
BICA

承办单位：
WE MET SPORT CLUBS & FACILITIES MANAGEMENT LLC

支持单位：



معهد كونفوشيوس في جامعة دبي
Confucius Institute at University of Dubai
迪拜大学孔子学院



UAE
BADMINTON
FEDERATION
اتحاد الإمارات
العربية المتحدة
للريشة الطائرة



مجلس دبي الرياضي
DUBAI
SPORTS COUNCIL

交流营时间：2026年7月22日-8月4日

项目意义

Significance

Supporting the sharing of China's story

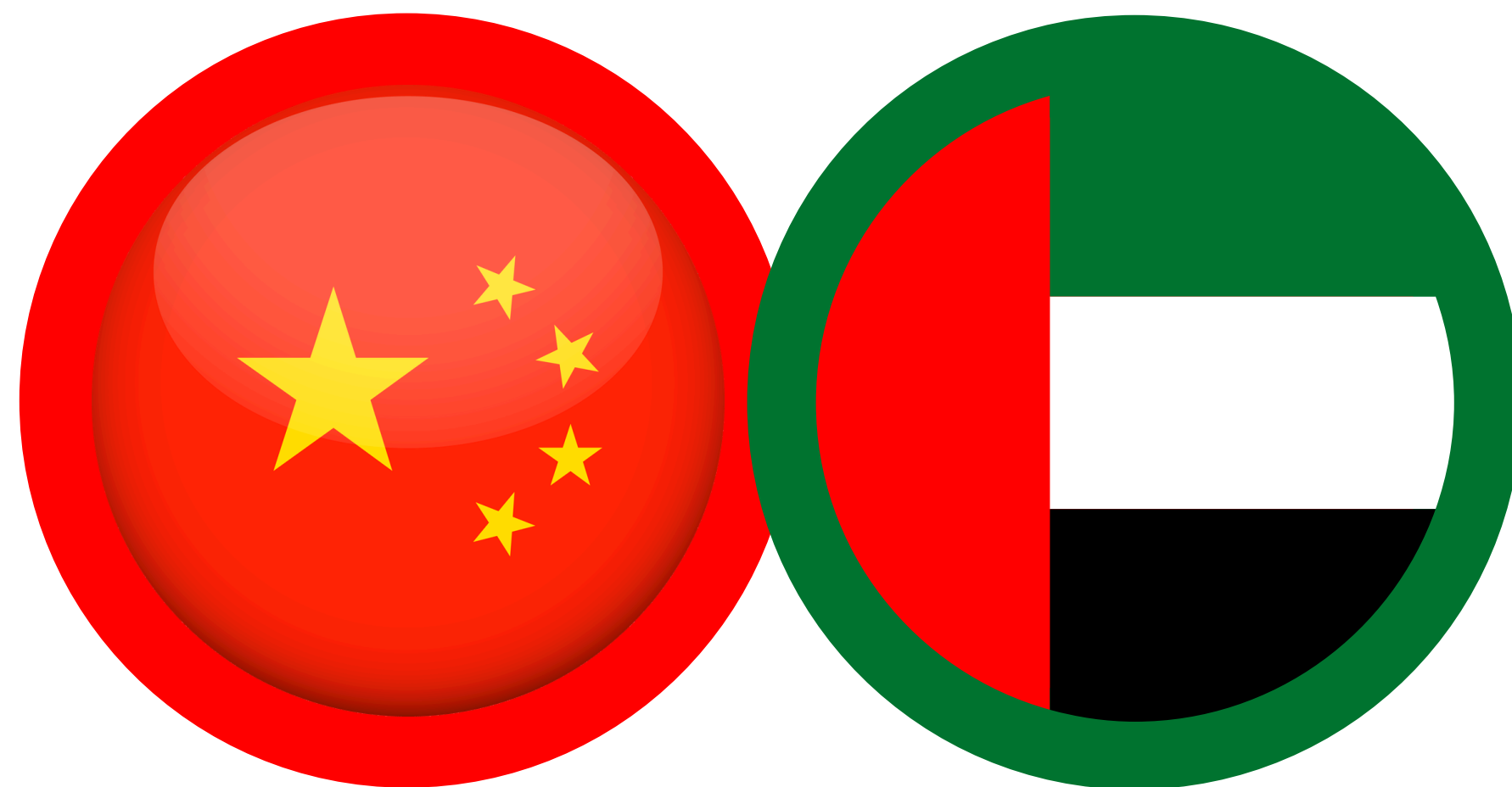
Promoting people-to-people exchange between China and the UAE

Enhancing cultural understanding

Supporting youth development

以体育为桥 共促中阿友好

Connecting People Through Badminton



在总领馆指导下稳步推进

Steadily advancing under the guidance of the Consulate General

