



GUANGDONG OLYMPIC STADIUM

Athletes competing: **10,500**
 Country of origin of the athletes: **45**
 Olympic sports in competition: **28**
 Non-Olympic sports in competition: **14**
 Surface area of the Olympic Stadium: **300,000 sq. meters**
 Spectators: **80,012**
 Opening ceremony of the Games: **11/12/2010**
 Closing ceremony of the Games: **11/27/2010**

Asian Games
 (China)

CHINA HOSTED THE 16TH EDITION OF THE ASIAN GAMES BETWEEN NOVEMBER 12-27, 2010. IN THE CANTON STADIUM, ATHLETES COMPETING IN THE GAMES RAN ON A 23,000 SQUARE-METER TRACK INSTALLED BY MONDO.

AN INVALUABLE EVENT

The Asian Games were extremely lucrative to China. December 2, 2010, during the international convention (Symposium of Guangzhou and Consulates and Chambers of Commerce of Asian Countries and Regions in Guangzhou), the Foreign Affairs Office of the City of Guangzhou informed the press of some very interesting figures. Due to the Games, in the first ten months of the year, 772 new investments by foreign businesses were made in the region, 14.1% more than the same period of the previous year. The foreign private capital invested in the period reached Euro 3,602 billion, 9.17% more than in the twelve months prior. These figures unequivocally demonstrate the economic impact of the event and how important it was for its organizers to ensure that every detail of the structure that would host the the Asian Games needed to be perfect.

STRICT CHOICES

The Asian Games included the participation of athletes numbering 10,500 from 45 different nations in 42 different sporting events. Given the number of athletes and nations participating, and the number of sports events being conducted, selecting the best suppliers for the Games was extremely important.

Each individual supplier was carefully scrutinized by the organizers using strict quality and reliability criteria. The track materials installed in the **Canton Stadium** were chosen with extreme care and the process began in 2006, when the venue of this event was officially introduced. "I began to follow this project as soon as I received the news that China was hosting the Asian Games," noted **David Lau**, director of Mondo China for the Sports sector. "Beating the local competition was an enormous challenge, but in the end, after a lengthy process, we were able to close an important supply deal June 26, 2009, when the organizers of the Games chose one of our products **Super X**, for the running tracks in the Canton Stadium."

IDEAS INTO ACTIONS



The work to construct the tracks in the Guangdong Olympic Stadium began a very short time later: "We began September 29, 2009," explains David Lau. "The first two specialized installers came from Italy and worked with three Chinese colleagues and 20 laborers. After about a month of work, the track was ready. We installed a 23,000 square meter track and we became the suppliers of an event of the caliber of the Asian Games for which we had never worked before. In short, we are more than satisfied with the results obtained." The quality of the track made it possible for competing athletes to achieve their full potential and once again, Asian national and individual records were broken here. "Liu Xiang, who won the gold medal in the 110 meter hurdles race at the Athens Olympics and was world champion in Osaka, seemed to particularly comfortable during the race," David Lau remarked. "The Chinese athlete had injured himself at the last Olympics in Beijing and was no longer competing. It was his first international competition after Beijing, and the results were seen around the world."



