

Nordic Ways International

The leading Sports Event Company in China within our fields

Event Calendar

Sep 2012 – Sep 2013

Sport Events for everyone...

No Matter

Who you are

Where you're from

What you're looking for

There's always one for you!

Welcome to Nordic Ways Events!



nordic ways

www.nordicways.com

Event schedule

| | Running | Cycling | Ski | Special |
|-------------------|---|--|---|--|
| Sep 2012 | | | | The 3 rd Beijing Minithlon(Sep 1) Vasa Orienteering(Sep 15-16) |
| Dec 2012-Jan 2013 | | | Tour De Ski China (Dec 28,2012-Jan 2,2013) | |
| Jan 2013 | | | Vasaloppet China(Jan 2) | |
| Apr 2013 | | Xuecheng International Cycling Challenge(Apr 13-14) | | |
| Jun 2013 | Vasa Cross Country Running(Jun 23) | | Summer Ski Sprint (Jun 15) | |
| Jul 2013 | Genghis Khan Grassland Extreme marathon(Jul 6) | Genghis Khan Grassland MTB Adventure(Jul 5-7) | | |
| Aug 2013 | | | | The 4 th Beijing Minithlon(Aug 31) |
| Sep 2013 | | Vatternrundan China | | |



Sep 2012, Minithlon

The 3rd Beijing Minithlon, Sep 1, 2012, Radisson Blu Hotel, Beijing

- The world's shortest Triathlon. Swimming 17.5m, cycling 288m and running 42.195m
- Category: Individuals, teams, family
- Race & Royal Garden BBQ Party
- Fun and exciting, everyone can participate
- Perfect for your team building or kick-off activity
- **Event website: <http://www.minithlon.net/>**



This event for everyone!





Sep 2012, Orienteering

Vasa Orienteering, Sep 15-16, 2012, Changchun



- A Swedish well-known sports, a popular sport where runners use a detailed map and a compass to find specific locations
- A test for both the body and the mind
- Every participant can enjoy two fine days of foot orienteering inside the Jingyuetan forest
- More than one age group, you can challenge yourself
- Event website: <http://www.nordicways.com/>



Dec 2012- Jan 2013, Skiing

China Tour De Ski, Dec 28, 2012-Jan 2, 2013, Xiwuqi, Inner Mongolia & Changchun

- An alternative to the European Tour de Ski
- World top ski event undertaken by CSA with official FIS points with Olympic Champions' joining
- At least 40 skiers of top the 100 in FIS points rank takes part
- Official FIS points competition with 100 skiers from over 15 countries taking part
- Top young ski athletes and master ski profiles go for a lifetime experience at the stages in northern winter China



In Xiwuqi, Inner Mongolia, 2011

Jan, 2013: Skiing

Vasaloppet China, Jan 2, 2013, Changchun

- Vasaloppet China: the biggest XC ski event in Asia. Held 10 times already
- A part of Changchun Snow, Ice & Tourism Festival
- Grand New Years Banquet
- Skiing for young and old, beginners and elites



Event website:
<http://www.vasaloppetchina.com/>



April 2013: Cycling

Xuecheng International Cycling Challenge, Apr 13-14, 2013, Xuecheng District, Zaozhuang city

- Xuecheng, the home area of Mozi (often also spelled as Mencius or Micius), the famous Chinese philosopher during the early Warring States Period (approx 400 BC)
- The intermediate station of Beijing-Shanghai high-speed rail, transportation is very convenient
- You will have the opportunity to experience the beauty of China's rural terraces



Event website:
<http://www.granfondochina.com>

June 2013: Skiing



Summer Ski Sprint, Jun 15, 2013, Yakeshi

- The Summer Ski Sprint does not only promote the traditional Nordic cross country skiing, but is also a new and fresh way of organizing a ski event which appeals to the public.
- This event is a successful platform of the exchange of Chinese and foreign skiers
- The competition between elite European skiers and the local Chinese elite was top-notch and afterwards hailed as a big success.
- Event website: <http://www.nordicways.com/>

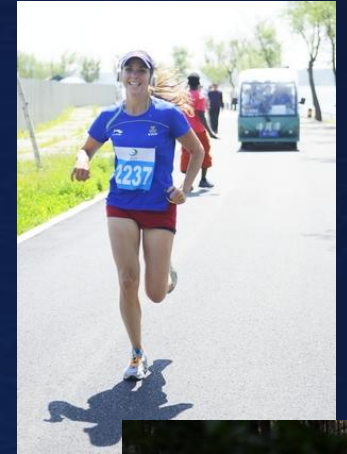
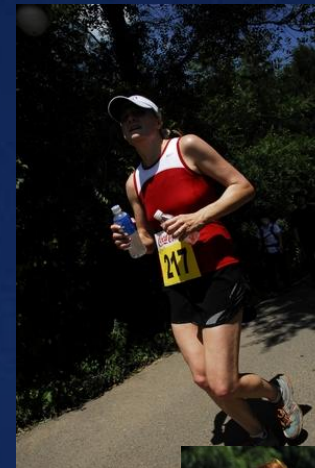




June 2013: running

Vasa Cross Country Running, Jun 23, 2013, Jingyuetan park, Changchun

- The largest classic Swedish cross country running event held in China in the forests around Moon Lake
- Held each year in a celebration of midsummer with performances, singing and dancing and great food
- "Sprint, run or walk" just as you like! Our motto is to provide a race for everyone no matter you are old or young, elites or amateurs
- Event website: <http://www.nordicways.com/>



Bringing the whole family to participate in our events



July 2013: Cycling

The 7th Genghis Kahn MTB Adventure, Jul 5-7, 2013, Xiwuqi, Inner Mongolia



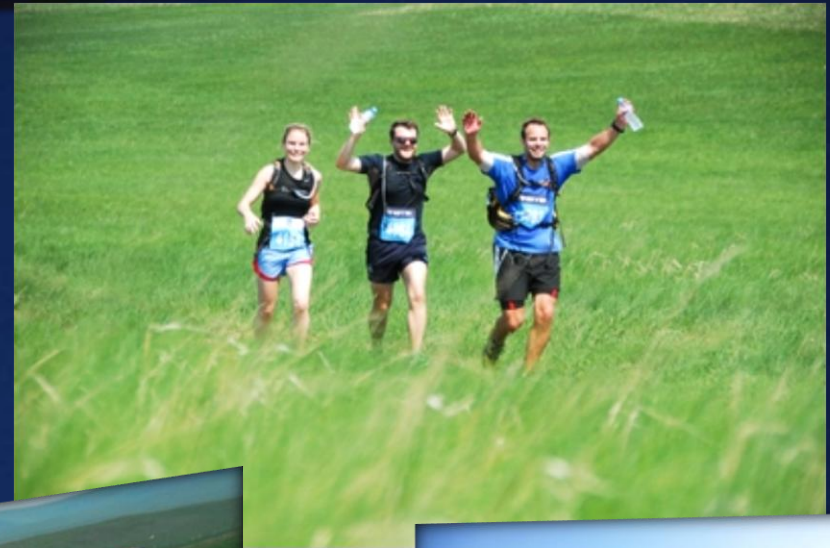
- A mountain bike competition in three stages for amateurs and recreational riders
- will cross the vast grasslands of Xiwuqi, tracing the prints of Genghis Khan
- You can also practice or go horse riding, and attend a Mongolian wrestling exhibition
- Delicious Mongolian lamb and other local delicacies
- Event website:
<http://www.genghiskhanmtbadventure.com>



July 2013: Running

The 6th Genghis Khan Grassland Extreme Marathon, Jul 6, 2013, Xiwuqi, Inner Mongolia

- This is unique in China in its setting on small packed sand and dirt trails across the grassplains around the Inner Mongolian town Xiwuqi
- An extraordinary running experience for everyone: top international runner, after-work hobby runner, young and old
- Event website:
<http://www.genghiskhanmtbadventure.com>



They had a great holiday in the grasslands



Aug 2013, Cycling

Vätternrundan China, Aug, 2013, Yanbian, Jilin Province

- Chinese version of Granfondo (the European long-distance endurance race)
- Stage 1: Granfondo Yanbian, 183KM
- Stage 2: Vätternrundan China, 155KM
- Visit the magnificent Heaven Lake on the top of Changbai Mountain
- Enjoy unique performances of local ethnic minorities, and experience on the customs and culture of Koreans in China
- Event website: <http://www.granfondochna.com>

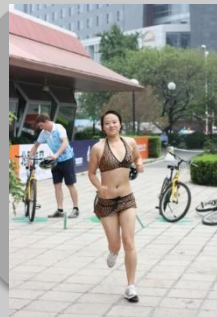




Aug 2013, Minithlon

The 4th Beijing Minithlon, Aug 31, 2013, Radisson Blu Hotel, Beijing

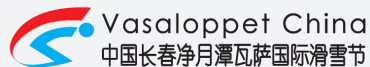
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About Us

Nordic Ways is a company dedicated to developing, producing and promoting brand sports events in China, focusing mainly on sports with strong traditions in the Nordic countries. With extensive sport management experience, cross-cultural expertise and long-term committed collaborations, we provide a wide range of tools for marketing, PR and teambuilding for our strategic and commercial partners.

Skiing:



Cycling:



Running:



Other:



About Us

MISSION STATEMENT

Our mission is to elevate and promote the awareness and benefits of a healthy lifestyle.

- We believe in healthy and active lifestyle with exercise as a natural part of daily life
- We believe that sports and exercise bring not only joy and excitement but benefit individuals in all aspects of life.
- We believe that participating in sports bring loads of fun, challenges, excitement, health and well being

PROMISES

- We deliver exciting and challenging sport events for elite and amateurs alike
- We offer a unique arena for companies and brands in the Chinese market
- We play a key role in the sport development and event industry in China
- We create a hub for exchange of ideas and competence
- We promote a healthy lifestyle through our events
- We provide possibilities for Cultural Exchange

VALUES

- Pioneering
- Committed
- Passionate
- Playful

Contact Us



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