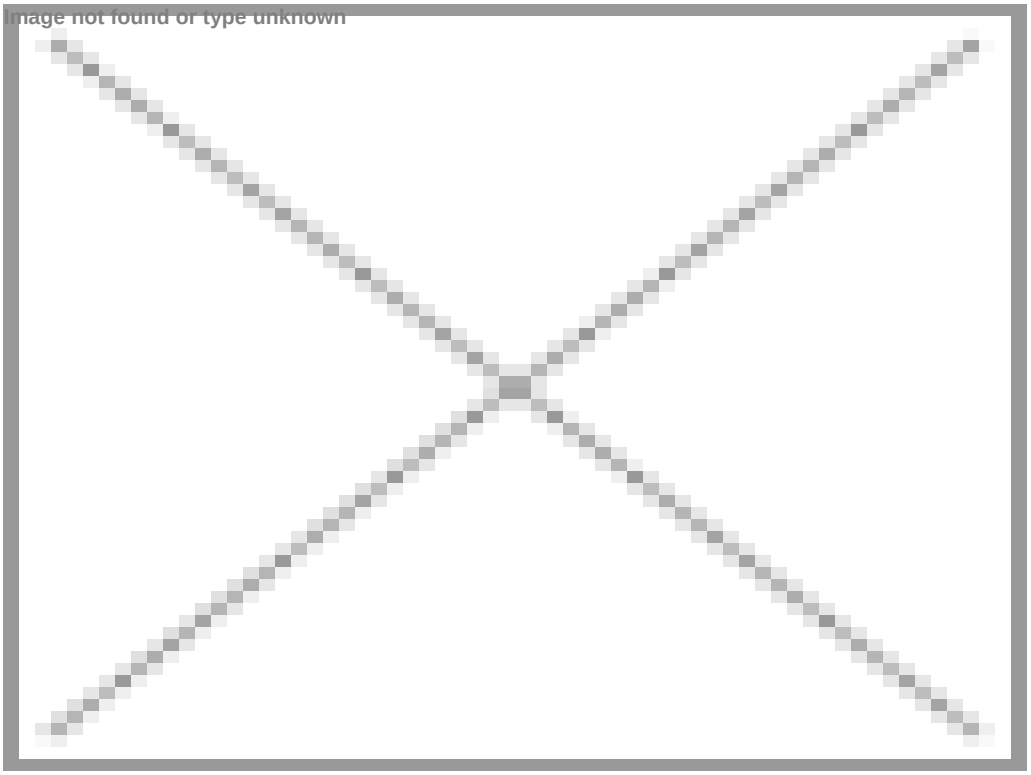
07 JUN 2023

UIPM SECRETARY GENERAL'S MESSAGE: HOW TO WIN THE RACE FOR SPORTING SURVIVAL



There are few days in the year when we have the opportunity to be in the same room as the people who are leading and managing other International Federations.

When we do, at times such as last week's General Assembly of the Association of Summer Olympic International Federations (ASOIF), we realise how much we all have in common.

All sports are **investing in innovation**, reshaping themselves in order to attract young people and to be accessible to as many athletes as possible.

All sports are competing to **engage more audiences** with compelling content while people's attention and spare time are getting shorter and shorter.

New sports certainly have a lot of advantages from how they are born, usually from an activity or concept that is already popular with young people.

Traditional Olympic sports, on the other hand, need to treasure their loyal fanbase with one hand, while using the other to creatively tempt and attract new fans.

The sports world has never been so competitive, and it is very fierce.

So how should we respond, as guardians of a sport introduced by Baron Pierre de Coubertin more than 11 decades ago? Should we quit, or take a back seat and let fate decide?

No, taking either of those options would be wrong – because Pentathlon is very well equipped to survive and thrive in this competitive arena.

It has **heritage and innovation**, as per the tagline you see in our email signatures.

We respect **tradition and history**, while embracing change and **global trends** that cannot be turned around.

By listening to young athletes and fans, we provide them with the elements and information they need to understand how tough it is to be a **complete athlete**.

We have an opportunity through Obstacle to make the sport more and more accessible, and keep **facilitating the entry path** for as many participants as possible.

Continued innovation enables our multi-sports to be presented at **multiple event levels**.

We have a flexible UIPM Sports Pyramid that enables continuous development via **multiple sports combinations** to suit all countries, cultures and demographics.

Fully integrating a **ready-made community** of Obstacle athletes and fans is only going to create more opportunities and potential.

We also know that we need to constantly act to:

- provide as much **assistance** as possible to current athletes, coaches and professionals.
- Enrich the pentathlon **industry** with its multi-sport advantages.
- Treasure the **volunteers and professionals** who work tirelessly for the sport and the Union.

- Act always in a spirit of **unity and solidarity**, open-mindedness and faith!