



Challenge Yourself
#ReachYourExcellence

Taiwan Excellence Marathon Team Stands Ready for the BMW BERLIN-MARATHON 2018

Smart, innovative technologies from Taiwan to be presented at BERLIN VITAL, the concomitant trade fair at the Berlin Marathon

Munich, August 14, 2018 – “Get ready, set, go!” – the Taiwan Excellence Marathon Team, comprising 8 German and 12 Taiwanese runners, will take part in the 2018 BMW BERLIN-MARATHON, September 16. Taiwan Excellence, an initiative of Taiwan’s Bureau of Foreign Trade and Taiwanese External Trade Development Council (**TAITRA**), is supporting the BERLIN MARATHON again this year as an official partner. Prior to the race, Taiwan Excellence will display smart, innovative technologies from Taiwan at its stand at BERLIN VITAL, September 13-15.

This year’s Taiwan Excellence Marathon Team is made up of some truly creative runners. To promote Taiwan as an ICT powerhouse, some runners will carry VR gaming backpacks; while others will promote Taiwan’s fruit varieties. Our German runners are longstanding supporters of Taiwanese brands, and are integral members of the team to promote Taiwan Excellence.

The Taiwan Excellence Marathon Team invited German sports enthusiasts to apply for a spot on the team. Approximately 335 applications were received during the two-week application process.

“We are overwhelmed by the interest and number of people who applied to join the Taiwan Excellence Marathon Team,” stated TAITRA President and CEO Walter M. S. Yeh. “The select applicants will represent Taiwan Excellence during the race, while the international team represents variety, just like Taiwan Excellence’s distinguished products.”

Visitors to the sport, health and lifestyle trade fair BERLIN VITAL, will find the Taiwan Excellence pavilion at Stand 7.001. Fair visitors will be introduced to Taiwan’s best smart technology and innovations in areas such as gaming, lifestyle, healthcare and sport – innovations that have been honored with the Taiwan Excellence Award. Visitors can pose for a souvenir photo at the stand and place themselves right in the marathon action. There will also be an opportunity to send various postcards with motivational messages to family and friends.

In marking the BMW BERLIN-MARATHON and to become a part of the greater Taiwan Excellence team, visitors can secure their own pair of #ReachYourExcellence shoelaces. The #ReachYourExcellence shoelaces are a recurring element and symbol of the campaign that serves as an incentive to boost the runners’ self-motivation. The Taiwan Excellence red represents enthusiasm, wholehearted commitment and absolute determination. The shoelaces are there to remind runners of their goals, and motivate them during their training and throughout the marathon.



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The last day of BERLIN VITAL – Saturday, September 15 – will see the 20-strong Taiwan Excellence Marathon Team formally introduced at an exclusive gathering, where they will accept questions. On the Sunday of the marathon, a cheer team will cheer on the runners as they run underneath the Taiwan Excellence arch at the 40-kilometer mark.

The German runners are supported by online coach Piet Könnicke from Potsdam. He offers the runners helpful training tips and is accompanying them in their marathon preparation. Moreover, he has created an individual training program for each runner.

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