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2018 Season's Greetings

Dear Skating Friends,

On behalf of the International Skating Union and the Council, I would like to wish you a wonderful Holiday Season and a New Year filled with happiness, prosperity and joyous ice skating moments!

We have much to look forward to in 2018. In just a few weeks, the Republic of Korea will enthusiastically welcome the world for the Olympic Winter Games. The best Skaters will live their dream in PyeongChang and inspire many children and adults around the world with their amazing performances. Together with the IOC and the Organizing Committee, the ISU has worked hard to ensure a very successful edition of the Games.

It is also the time of the year to reflect on what has passed and to look ahead to the opportunities to come. As ISU Council, we hope to innovate and evolve the ISU and its Members. Besides running the ongoing day to day operations in a good way, we are making progress regarding Development, Marketing, Promotion & Digitalization and Good Governance. There are many projects in the pipeline, however it does take time to realize these new initiatives. We are confident that more results and benefits will be visible soon.

Development

A number of projects have seen the light of day through the ISU Development Program. While continuing to support scholarships and traditional projects and competitions, we are focusing on new areas including the education of coaches and officials by establishing education pathways and an e-learning platform. Other projects incorporate providing support for ISU Members to improve their administration (e.g., running competitions), encouraging new

ISU Members to participate in Development activities and campaigns such as Pure as Ice. The new Development Section on the ISU website will be helpful to Members. For a preview, click [here](#).

Marketing, Promotion & Digitalization

The ISU is implementing a "fan-centric" digital strategy. The new website has been launched, and we are increasing (innovative) content for fans and showcasing the Athletes and their stories. Furthermore, we are working on new deals with commercial and media partners to further promote ISU sports. In this regard, the partnership with Audi for the Audi ISU World Cup Short Track Speed Skating and the recently signed new contracts with IMG, TV Asahi and Fuji TV have been good examples.

Good Governance

In the light of respecting sustainable development and with regard for the environment, we are implementing recommendations for the ISU and its events that include such initiatives as reducing the use of paper and creating legacy programs. On a different note, the Olympic movement, including the ISU, has faced very complicated matters undermining the principles of integrity, health, and safety. We believe strongly that we all must do our utmost to protect these vital principles to ensure fair play in sport.

Together we can further develop and promote our beautiful and exciting sports worldwide across all levels and disciplines. In this respect, I would like to thank all ISU Members, ISU Office Holders and Staff, Skaters, Officials and ISU Partners for all their efforts and passion over the past year. Let us keep inspiring everybody with ice skating in 2018.

*My warmest thoughts and best wishes for the
Holiday Season and a Happy New Year!*

Jan Dijkema
ISU PRESIDENT

