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# UIPM SECRETARY GENERAL'S OUTLOOK: MORE THAN A SPORT



**By Shiny Fang, UIPM Secretary General**

## **ENTER OUR WORLD**

We are no longer just guardians of a sport.

We are architects of a global sports ecosystem.

Pentathlon remains the heart of everything we do, but our future lies in building a connected world around it – one where Pentathlon is the epicentre, surrounded by thrilling disciplines that speak to new generations of athletes, fans and partners.

This evolution is not about dilution. It is about creation. It is about building value, attracting resources and telling stories that invite people not just to watch, but to **join our movement**.

The blueprint for that future is already in motion.

# Our Connected World Of Challenge



One Spirit Many Arenas

At the centre of our ecosystem stands Modern Pentathlon: a sport defined by versatility, resilience and complete athleticism. Around this core, we have developed a coherent and complementary world of challenges – each with its own identity, yet united by **one spirit**.

Some disciplines are built for **speed and thrills**. Laser Run, Obstacle Sprint and Swimming deliver instant excitement and accessibility, capturing attention through intensity, pace and spectacle.

Others focus on **strategy and the mind**. Fencing and Laser Shooting reward precision, control and decision-making under pressure – values that have always defined our sport.

We also embrace **endurance and adventure**. Biathle, Triathle, OCR Endurance and Obstacle Laser Run appeal to athletes and communities drawn to outdoor challenge, resilience and exploration.

Together, these arenas do more than coexist. They connect. They allow athletes to enter our world through different doors, fans to discover new formats, and organisers to stage events that are dynamic, inclusive and relevant.

**One spirit, many arenas** – all reinforcing the same values.

**FROM DISCOVERY TO BELONGING**

## The Fan's Path

### DISCOVER

Through  
digital stories



### FOLLOW

Choosing heroes  
& nations



### PARTICIPATE

Joining local events



### BELONG

Global community  
member



## Foundations

### INSPIRING CONTENT

Athlete stories  
& narratives

### THRILLING EVENTS

Accessible,  
exciting formats

### GLOBAL COMMUNITY

Fans, clubs,  
connections

# From Discovery to Belonging

In today's sporting landscape, success is no longer measured only by participation numbers or medals. It is measured **by connection**.

The fan journey begins with **discovery** – often digital, often visual, driven by compelling stories and shareable moments. From there, people begin to **follow**: choosing athletes, teams and nations that resonate with them.

The next step is **participation**. This may be through local events, grassroots programmes or entry-level competitions that are accessible and welcoming. Finally comes **belonging** – becoming part of a global community bound by shared passion, values and experiences.

This journey does not happen by chance. It rests on three essential foundations: inspiring content that humanises our athletes, thrilling events that are easy to understand and exciting to attend,

and a global community that connects clubs, fans and federations across borders.

When these elements align, Pentathlon becomes more than a sport. It becomes an experience, a lifestyle, and a spirit that we carry and pass on.

## More Than A Sport

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UIPM Secretary General

*The  
Gateway*



UIPM -  
MORE  
THAN A  
SPORT

## Enter Our World

### BUILDING A SUSTAINABLE FUTURE

Our strategy is underpinned by a clear and sustainable cycle of growth.

We create compelling sport and powerful stories.

- That allows us to attract global audiences and partners.
- Which enables us to generate value and resources.
- And those resources are reinvested into development and innovation.



This flywheel is already turning. But momentum depends on collective effort. Growth is not automatic – it requires alignment, trust and shared ambition across our global community.

We have moved from preservation to creation. The question is no longer *if*, but **how fast**.

Our model is clear: compelling sport attracts resources, and resources build better sport. Now, we accelerate – together.

**This future is ours to build.**

