



WAKO KICKBOXING

WORLD ASSOCIATION
OF KICKBOXING ORGANIZATIONS



INTERNATIONAL
OLYMPIC
COMMITTEE

WAKO 40 YEARS

"Full contact karate" was the new sport invented in America 1974, and that was the cornerstone of the sport later named **KICKBOXING**.



WAKO (World Association of Kickboxing Organizations) started its activity as the authentic Kickboxing Federation in the World in 1977.

In 2017, WAKO celebrated anniversary of 40 years of its history.

KICKBOXING Today

Kickboxing is a modern contact fighting sport created on the basis of many traditional combat sports and martial arts.



Kickboxing is a unique Western response to many Eastern martial arts.

WAKO foster, develop, promote and regulate the participation, competition and officiating of the sport Kickboxing worldwide.

WAKO provides National Organizations with appropriate guidance and clearly defined and detailed rules, while empowering athletes, coaches and officials so they can perform at their best.

WAKO kickboxing organization today counts on 128 affiliated nations in the 5 continents, which are officially recognized by either their National Olympic Committees or by their relevant Government Sports Authorities.

WAKO President is Prof. Dr. Borislav Pelević (Serbia).

WAKO

Core Values



FUTURE GOALS

1. IOC (International Olympic Committee) recognition as the highest international sport authority for Kickboxing sport and its disciplines.

2. Continental recognitions

WAKO's Continental Divisions are inspired to increase recognition in their own continents.

WAKO Asia is recognized by its Olympic Council of Asia.

3. Further recognition by various International sports organizations and participation in relevant tournaments and games.

The main goal is full inclusion in program of The World Games.

WAKO IS OFFICIALLY RECOGNIZED BY AND MEMBER OF:

GAISF - former SportAccord
Global Association of International Sports Federations

OCA
Olympic Council of Asia

WADA
World Anti-Doping Agency

IWGA
International World Games Association

PEACE and SPORT

CIFP
International Fair Play Organization

AIMS
Alliance of International Recognized Members of Sport

IWG
International Working Group of Women in Sport

FISU
International University Sports Federation

FICS
International Federation of Sports Chiropractics



7 KICKBOXING Disciplines

TATAMI disciplines

- POINT FIGHTING
- LIGHT CONTACT
- KICK LIGHT
- MUSICAL FORMS



RING disciplines

- FULL CONTACT
- LOW KICK
- K-1 RULES



BETTER ENVIRONMENT

Social Responsibility

WAKO is helping people in need. We were engaged in the **P&S Live Together project** in the Za'atary refugee camp for Syrians in Jordan.

Our engagement was to develop coaches to conduct simple and educative kickboxing training for kids and self-defense programme for women.

WAKO power as a tool to create a better world, a simple hope and a little smile.

WAKO cares!



*WAKO Vice President
Espen Lund with
P&S representatives
in Jordan refugee camp*

WAKO Contributing To Charity

"Let's learn to share and help, let's nurture and work for children", said WAKO President Borislav Pelevic during Irish Open Cup 2017 after handling a 29.000 € check to an ISPCC Ireland organization for the Prevention of Cruelty to Children.

"The best thing about Irish Open Cup is that we do this for child charity projects, especially to ISPCC that I am very passionate about. The donations we do are significant, from 2015 was near 70.000 €", said Roy Baker, WAKO Vice President.



Campaign - WAKO Women Against Cancer



Since 2016, WAKO is engaged in a promotional prevention campaign against breast cancer to support clinical researches of the Italian Foundation **FONDAZIONE IEO-CCM**. On WAKO tournaments we inform and donate.

Not only collecting supporting funds (more than 3000 € until now) but WAKO also has an intensive campaign in Social media supporting the good life habits and health prevention.

#WhiteCard Campaign



*WAKO Ambassador for Peace
Zsolt Moradi*



*WAKO officials with
Joel Bouzou, P&S President and
Mike Joyce, IOC Representative
in White Card Campaign*

Fair Play

Cooperation with **International Fair Play Association** to strengthen our culture, to ensure transparency, precision, respect, correctness and equal opportunities.

*Fair Play and Mr. Jeno Kamuti, President,
at Irish Open Kickboxing Cup 2016*



WAKO Program For Children With Special Needs



WAKO Slovenia conducted a special program to train disabled kids
"We are also WAKO" approved by the highest profession authorities.
With specially licensed trainers, kids come to the gym every day and get free kickboxing training.
The programme is also established in Spain and Norway as well.

WAKO in "HE FOR SHE" Campaign

WAKO had a HeForShe campaign during the World Championships in Budapest. The WAKO Women committee distributed information leaflets and collecting signatures to build gender equality through sport.



BETTER ENVIRONMENT

WAKO Focus On Women:

By signing **The Brighton Plus Helsinki Declaration** on Women and Sport, WAKO has adopted the principles of gender equality in the sport at all levels. Our strategy is to ensure engagement of women in all part of our organization.



WAKO President Borislav Pelevic signing The Brighton Plus Helsinki Declaration with Kristina Thuree, IWG representative

Athletes Corner

WAKO's **Learn&Share** project during The World Championships in Budapest 2017 was a success.

Over 1400 athletes from 60 countries experienced the new invention inspired by the IOC **Learn&Share**.

The objective is educate, engage and influence athletes to play an active role in their communities, to be aware of their own career and to adopt and to live by the Olympic values.

Partners were CIFP, IOC ACP, Hungarian NADO, Academy, Peace and Sport, WAKO Committees.



WAKO EDUCATION

E-Learning

Constant educational process.

WAKO has launched E-learning modules which ensures knowledge

how **to prevent match fixing, illegal betting and manipulation in sports.**

WAKO Rules e-learning program: one can learn the rules in a highly visual and simple way, designed for people with little to no English knowledge, for referees, coaches, athletes, fans, parents, for anyone who wishes to test knowledge of the rules in Kickboxing.



WAKO Coach Seminars

115 coaches from 37 countries attended the Coaching seminar in Skopje 2017. Focus was on Anti Doping awareness, First Aid and WAKO Academy.



WAKO Medical Seminars

WAKO European Championships Slovenia 2016.

WAKO Athlete Seminars

Spain, Norway, Finland, Brazil, Turkey, Argentina, South Africa.



KICKBOXING POPULARITY

Our concepts show quality and attract media as well as audience whether it is World Championships, professional fight nights or at finals during World Games 2017.



WAKO kickboxing at The World Games final night: Orbita hall full of audience



World Championships in Belgrade 2015, 10.000 spectators at Final night

Fighting exchanges, Continents collide



Serbia vs. USA Kickboxing match, town Jagodina, Serbia 2016, 12.000 spectators at open space

HIGH PARTICIPATION At The Tournaments



*World Championships 2015
Belgrade Opening ceremony*

*World Championships 2017
Budapest Opening ceremony*



*WAKO ASIA
Championships 2017*

*Austrian Classic
World Cup 2016*



WAKO MEDIA Coverage



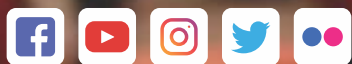
Mandatory streaming concepts at all WAKO Championships and Cups, National Media represented at the Championships, International Media present at the main events, active Social media: Facebook, Instagram, You tube, Twitter and Flickr with hundreds of thousands of the followers and Meltwater as the Media tracker and monitoring.

STREAMING CONCEPTS

National media

International media

Social media



Media tracker agreement:
Meltwater

#ONEWAKO

#ONECHAMPION

www.wakoweb.com



WAKO International Scene

WAKO KICKBOXING is one of 15 martial art and combat sports members of SportAccord to participate in SPORTACCORD WORLD COMBAT GAMES.

WAKO KICKBOXING participated in IWGA The World Games in Wroclaw 2017 as an invitational sport.

WAKO KICKBOXING will participate at the next EUSA Combat Games 2019.



2010年北京世界武术搏击运动会
SPORT ACCORD WORLD COMBAT GAMES 2010 BEIJING



SPORTACCORD WORLD
COMBAT GAMES



THE WORLD GAMES
WROCLAW 2017



SUMMARY

WAKO



As the World Kickboxing governing body, we are taking our responsibility to develop our sport in all 5 Continents.

On behalf of millions of practitioners worldwide our objective is to get recognized by the International Olympic Committee, develop along with the Olympic movement in line with the Olympic Charter. When we reach this goal, we will raise the bar even more to further inclusion within the Olympic movement.





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