

**world
rowing**[®]

FISA



2025 Ordinary Congress

Shanghai, China
29 September 2025

1500

21. Strategic projects

Shanghai WRCh2025

Legacy initiatives



WRCH 2025
Shanghai Legacy
Initiatives

‘A hundred years ago, Shanghai became the birthplace of Chinese Rowing. At present, the city is advancing boldly towards the realization of a centennial dream in Rowing.’

Ms. XIE Dong, Vice Mayor of Shanghai, 2023.

(Achieve measurable growth in)

- ❖ **Popularity of, and engagement with Rowing** through relevant events, content and platforms
- ❖ **Numbers of people rowing** in a boat or on a machine, participation, club affiliations & licenses across age groups
- ❖ **Reach, Image & Revenues Rowing**

Spectator attendance and fan engagement at all WR events, across three disciplines

TV, digital, social media **viewership and engagement** with WR content/platforms

Presence of WR in key global hubs through events, permanent or recurring presence

Revenues from diversified sources through partnerships, investments and philanthropy, reinvested into the sport

Three Rowing disciplines are Olympic, thriving & generating increasing audience at Olympic Games

A **thriving Rowing eco-system** for all stakeholders, including institutional and private sector

Accessible, innovative and **forward-looking image** of WR and Rowing

Direct engagement of WR with Rowing participants through enhanced data, CRM & D2C platforms

Sustained WR Development efforts; MFs + 5 Confederations actively growing Rowing globally

Optimized calendar and attractive events across three disciplines, all year round

Sustainability, good governance and ethics at all levels of World Rowing

Modern WR governance, organization, offices, processes and tools

- (Achieve measurable growth in)
- ❖ **Popularity of, and engagement with Rowing** through relevant events, content and platforms
 - ❖ **Numbers of people rowing** in a boat or on a machine, participation, club affiliations & licenses across age groups
 - ❖ **Reach, Image & Revenues Rowing**

Spectator attendance and fan engagement at all WR events, across three disciplines

TV, digital, social media **viewership and engagement** with WR content/platforms

Presence of WR in key global hubs through events, permanent or recurring presence

Revenues from diversified sources through partnerships, investments and philanthropy, reinvested into the sport

Three Rowing disciplines are Olympic, thriving & generating increasing audience at Olympic Games

A thriving Rowing eco-system for all stakeholders, including institutional and private sector

Accessible, innovative and **forward-looking image** of WR and Rowing

Direct engagement of WR with Rowing participants through enhanced data, CRM & D2C platforms

Sustained WR Development efforts; MFs + 5 Confederations actively growing Rowing globally

Optimized calendar and attractive events across three disciplines, all year round

Sustainability, good governance and ethics at all levels of World Rowing

Modern WR governance, organization, offices, processes and tools

Shanghai Sprints



Planning:

Annual event

8 teams, 88 athletes

500m sprint, 2 lanes

M-W 1x and 2x, Mixed 2x and 8+

Knock-out format

Planning:

Embedded within SHRR*

Min 5 years / 5 editions

WRCH 2025 & SHRR LOC

First stop: 2026!

*Head of Shanghai River Regatta



Planning:

Financial support for athletes/teams*:

Travel & Full Board accommodation

Appearance Fees

Prize Money

MF Coordination & Support

Planning:

Qualification details and qualified teams
to be confirmed by 1 December 2025

World Rowing will reach out

Planning:

Mark your calendars:

End of September 2026 *



*26-27 September 2026 is preferred option, to be finalized by end of December 2025

An aerial night view of the Shanghai skyline, featuring numerous skyscrapers and illuminated buildings. The Huangpu River flows through the center, with a bridge crossing it. In the foreground, a large, modern building with a distinctive roof structure is highlighted, identified as the Shanghai House of Rowing. The overall scene is bathed in a cool blue light, with city lights providing a warm contrast.

Shanghai House of Rowing



Kicked off discussions for the *potential* * creation of
a permanent public showcase &
satellite **World Rowing** office
in Shanghai



*subject to further discussions and funding agreement with Shanghai Municipality / Administration of Sports

An aerial photograph of a city skyline at dusk. The sky is a deep blue, and the city lights are beginning to glow. In the foreground, a wide river flows through the city, with a bridge visible in the distance. The buildings are a mix of modern skyscrapers and older, more traditional structures. The overall atmosphere is serene and urban.

Another building block of the
WRCH 2025 Legacy, in line with
World Rowing Growth Strategy

Headline Objectives:

1. Showcasing Rowing to a public from China and abroad
2. Developing WR institutional, commercial, procurement & philanthropic relationships
3. Developing and overseeing Sport Development & Sustainability initiatives
4. Developing and overseeing WR events, including the Shanghai Sprints
5. Supporting WR Communications and public relations

Expected Project Timing:

Confirmation of location(s):

Dec 2025

Conclusion of negotiations

Jun 2026

Announcement at 1st edition WRSS

Sep 2026

Implementation

From Oct 2026