

European Go Congress 2024

THE **GO GAME** MAIN EVENT



TOULOUSE





« The French Go Federation is delighted to welcome and organise the 2024 EGC in Toulouse. This, the «Pink City», is a location celebrated for its long history with aviation, and... with go!

As it happens, we'll be playing at ENAC, the French National School of Civil Aviation, a vast and modern campus that should be to the taste of all go players!

The Go Seigen Club in Toulouse will play a large part in the organisation of this event. One of the largest clubs in France, it expanded greatly after Fan Hui, a 2-dan professional from China, joined in 2000. We are very glad to have their support on board!

Our region, Occitanie, is bursting with beautiful places to visit. The city of Toulouse is already well worth a fortnight's visit, with its summer atmosphere, hundreds of bars and restaurants and remarkable places. Beyond the city, the Pyrenees (1h), the Mediterranean Sea (1h) and the Atlantic Ocean (2h30) are all well within reach.

We are preparing a great event and will be ready to receive over a thousand go fans.

And you, ready to join us? »

Jean-Yves Papazoglou,
EGC 2024 Director

Departure Zone



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The game of go and its values

Go is one of the most ancient strategy games in the world invented by the Chinese over 3000 years ago.

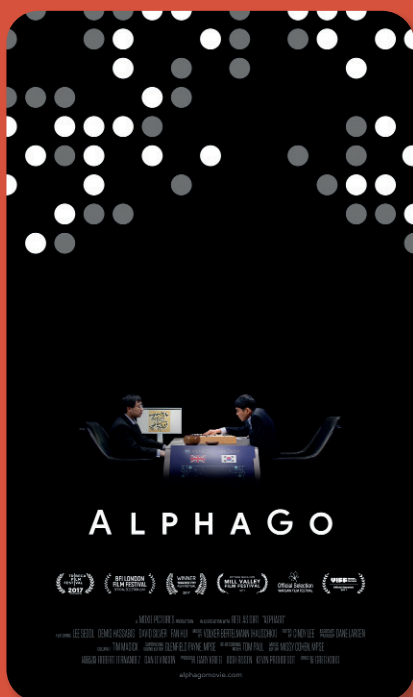
This strategy game is very popular in Asia (notably in China, South Korea and Japan), and is developing ever more popularity in Europe under the direction of the members of the European Go Federation (EGF) [ref 1].

The rules are very simple to learn (three minutes are enough). The objective of the two players is to share the area of the playing board by alternately placing playing stones. The winner is the player who is able to surround a larger area.

A game of go involves phases of negotiation, of handling the local and global situation, of sacrifice and exchange and a struggle with one's deepest emotions.



Japanese Woodblock Print



Poster of the documentary
AlphaGo

Go is often compared to a dialogue between two orators, a complex problem tackled by scientists, a musical piece of something or a martial art of self-control. As such, go embodies values of respect, engagement, patience, creativity, concentration, fighting spirit, wisdom and cooperation.

The game of go, long considered beyond the understanding of computers, contributed to the inception of Artificial Intelligence (AI). Most notably when, in 2016, an innovative AI program developed by Google Deepmind, succeeded in beating a world champion during a historic match in Korea to the amazement of many and under intense attention from the scientific community [ref 3].

Go has also long aided business leaders conceive a global and strategic view of their markets, while learning to keep in mind tactics of market share consolidation [ref 6] and [ref 7].



Every year, one of the member countries of the European Go Federation organises the European Go Congress, which draws around 800 to 1200 participants from around the world, including from Asia where the game enjoys even more popularity than chess does in Europe:

	2011	2016	2017	2018	2019
	Bordeaux	St-Petersburg	Oberhof	Pisa	Bruxelles
Attendees	~1000	~700	~1100	~1200	~850
(Players)	(841)	(601)	(921)	(999)	(773)

During the Annual General Meeting of the EGF, the Fédération Française de Go (FFG) [ref 2], represented by Jean-Yves Papazoglou, was chosen to host the 66th EGC in Toulouse in the summer of 2024.

The organisation of the EGC is supported by French players possessing extensive experience in the organisation of tournaments, camps and activities related to the game of go. During the Congress, other EGF volunteers will round out the organising team.

The organising team consists of:

Congress Director	Jean-Yves Papazoglou <i>Vice-President of the EGF</i>
Advisor	Chantal Gajdos <i>Vice-President of the FFG</i>
Finances	Thomas Dufour <i>President of the Club Go Seigen of Toulouse</i>
Communication	Camille Levêque <i>Head of Communication</i>
Website	Claude Brisson <i>President of the FFG</i>
Partnerships	Jean-Yves Papazoglou

The Go Seigen Club of Toulouse, one of the largest go clubs in France (80 – 100 players), will also lend its support to the organisation of the EGC.

Presentation of the 2024 EGC

The EGC takes place over two weeks (26th July – 10th August 2024) and consists of various tournaments, including the European Championship and Team Championship, as well as other cultural, sporting and tourist activities. The event is open to players of all ages and playing strengths. Events aimed specifically at young people and children will round out the schedule.

The most important tournaments will be broadcast online via the official EGF Twitch channel (~10,000 followers). Hundreds of spectators will watch the broadcasts live, especially players from Asia curious to follow the progress of European players in this game of Asian origin.

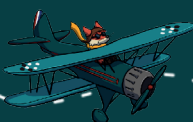


The ENAC Campus

For the 66th EGC in Toulouse, the participants will be hosted by ENAC, the French National Aviation School. Our aim is to draw between 1000 and 1500 people, approximately one third from Asia, one third from other EGF countries and the rest, of course, from France.



During the Congress, lectures will be held on the progress of Artificial Intelligence due to the influence of go, as well as seminars by professional players, who will commentate the games of the strongest players live, and teach courses on strategic and technical aspects of go.



4

Our Audience & Promotion Campaign



Our target audience is composed primarily of the Congress participants, but also includes the hundreds of spectators, go players themselves, who will follow the most significant competitions online.

We also aim to promote the game and its educational benefits to young people, as well as to business leaders and the general public. We will therefore seek to raise awareness about go during the 2024 EGC.

Further, we have worked according to the guiding principle of highlighting the aeronautical character of the EGC venue, as well as that of Toulouse, the European capital of aeronautics and space.



The ENAC logo

The proximity of the legendary Aéropostale runway at Montaudran led us to design an imaginary world inspired by Saint-Exupéry's book *The Little Prince*. This work is the most translated book in the world, after the Bible and the Quran. A little fox aviator dressed in the style of the Little Prince will be our Congress mascot.



Illustration © Le Petit Prince

The team wished to break out of the usual framework of promotional strategies for previous European Go Congresses, by creating a strong link with its conventional audience, but also to allow the curious, passersby, (future) new players and foreign players to discover both the game of go and the Occitan region.

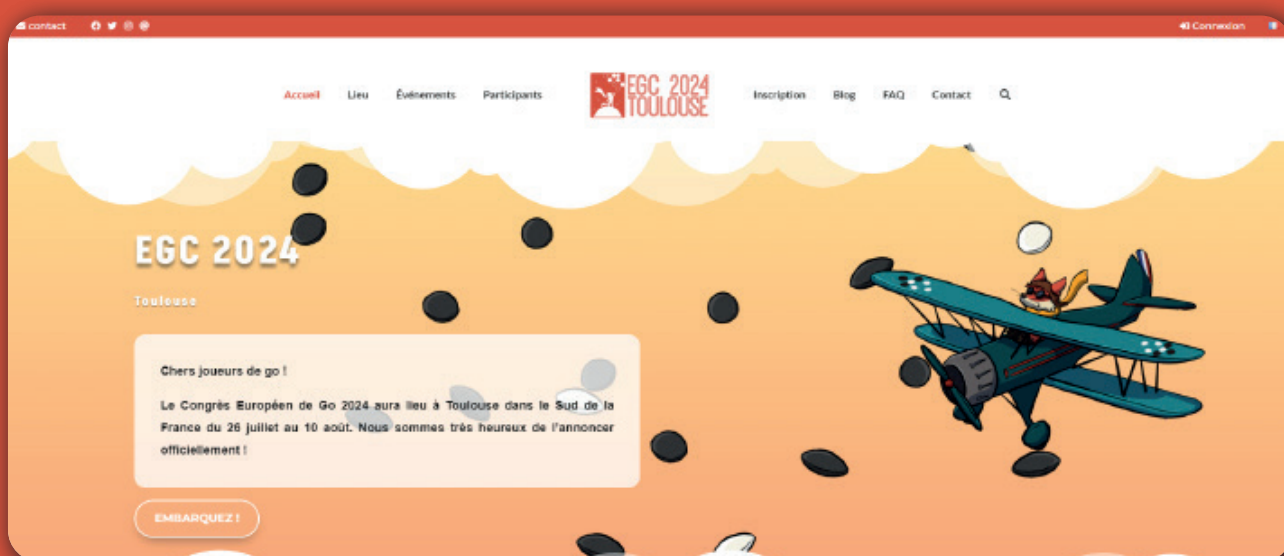


Illustration of Tenuki
EGC 2024 Mascot

A dynamic, colourful and flexible promotional strategy: each major event in the European go calendar will be the subject of an illustrated postcard to collect, to follow the journey of Tenuki (our mascot) and his aeroplane around the world. An invitation to all for a journey, and a strong visual identity that can stay in the memories of those who accept.



© Camille Lévêque



Screenshot of the EGC 2024 website



The website for the 2024 EGC has been online since the 2022 EGC, held in Romania. We used this opportunity to unveil the site, launch our communication campaign on social media (Facebook, Instagram) and to begin taking registrations: <https://egc2024.org>

Our attempts to begin our campaign early has already been a great success, the website saw 300 registrations within a month, and there are still two years to go! This is a record for EGC registrations, and promises a large-scale Congress.

The proceeds will be used to organise cultural and sporting events to promote Toulouse, its region and its gastronomy.



The website is currently available in French, English, Chinese, Japanese and Korean.

Excursions to the city and the Occitan region will be organised in partnership with a local tourism agency. We are exploring the possibility of organising visits to the Olympic Games in Paris during the two free days (without major competitions).



Visits to the Hall of Machines [ref 4] and the Aéropostale Museum [ref 5] will be possible at any time during the Congress, due to their proximity.



The total budget planned for the organisation of the event is €278,000. It will be apportioned as follows:

AREA	EXPENDITURE	REVENUE
Congress venue (ENAC) and use of premises	47 500 €	40 000€
Accommodations / Catering for volunteers and professional players	12 500 €	
Communication	31 000 €	
Organisation	39 000 €	
Tournaments (prizes, cash prizes)	36 000 €	
Volunteering (5 000 hours valued at €12/h)	60 000 €	60 000 €
Registration Fees		120 000 €
Sponsorships		46 000 €
Merchandise Sales		12 000 €
Contingency Provision	52 000 €	
Total	278 000 €	278 000 €

Financial donations can be made within the framework of rewards given below:

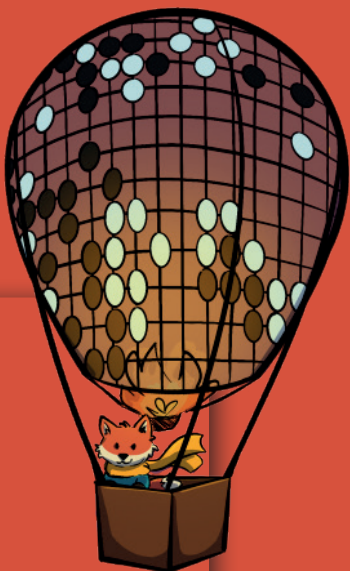
				
REWARDS	BRONZE	SILVER	GOLD	PLATINUM
	1 000 €	5 000 €	10 000 €	25 000 €
Name displayed on screen during live broadcasts on the EGF Twitch channel				
Name listed in promotional materials and on the EGC website				
VIP Dinner				
Name an event				
Invitation to a seminar on business strategy and go				
The title of Congress Partner				

For all partners: the opportunity to have their name listed on bags containing documents, promotional brochures, Congress guide and an invitation to free teaching sessions on go.

For all partners: the opportunity to promote recruitment opportunities relevant to the countless scientists, IT specialists and engineers among the go players of Europe.

Other non-financial donations are possible in the form of the purchase of equipment or the provision of skills:

- Go material
- Prizes, i.e. go books and games
- Reductions for participant accommodation and catering costs
- Support in promoting the event, the Rose City and the region
- Participation of musical groups
- Participation of local sports teams
- Prizes, i.e. regional products
- Participation of public or prominent figures



With the aim of sharing the values of go more widely

The 2018 EGC in Pisa, Italy
©European Go Federation



Playing material

- The game board, the goban, consists of a square made up of 19x19 lines. Beginners often start playing on smaller boards.
- Black and white playing pieces, called stones
- A clock, to restrict the playing time allotted to each player.



The aim of the game

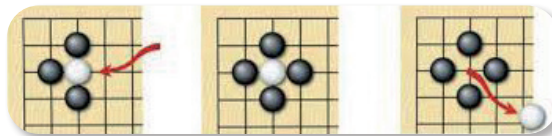
The two players place stones one-by-one in turn, aiming to control a majority of the board by creating territories surrounded by their own stones.

At the end of the game, we count

- One point per empty point surrounded by our stones
- One point per stone captured from the enemy

The capture rule

To capture a stone or a group of stones, you have to occupy all the points adjacent to the enemy's stone or group: Here the white stone only has one adjacent point left, and it's Black's turn to play...



... and the white stone is captured and removed from the board immediately, it becomes Black's prisoner.



Handicap

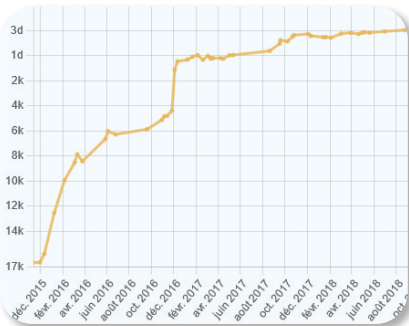
Games between players of different levels are made possible, interesting and fair due to a simple handicap system. The weaker player is allowed to place some stones on the board before the game starts. One level of difference is considered to be worth one stone of handicap. So, for example, between a 10-kyu player and a 5-kyu player, the handicap will be five stones.

Discover online go

Many players use the internet to learn and play go, for example the French Go Federation website : <http://jeudego.org>

There are many websites and online servers where you can find resources to learn go and start playing.

It's possible to face players from all over the world at any time of the day or night, as well as play against the computer, join go schools and participate in tournaments.



Playing strength around the world

Players are given a rating based on their results in tournaments. The French Go Federation maintains a leaderboard of the official ratings.

In France, ratings begin at 30-kyu for beginners, to 1-kyu for skilled players, then range from 1-dan to 8-dan for the strongest players.



In Asia, after having reached this level it is possible to become a professional player by passing an incredibly competitive qualification tournament. Those who succeed become 1-dan professional players. By competing in international competitions, it is possible for professional players to rise through the rankings and reach the level of 9-dan professional, the highest rank in go.



In Europe, a professional system was introduced in 2014 and the EGF has since awarded eight players with professional status. Tanguy le Calvé became the seventh player to gain professional rank in Europe.

The French team were the overall winners of the European Team Championship in 2019, 2020 and 2021, and Benjamin Dréan-Guénaïzia 7d claimed the European Championship in 2022.





The game of go is one of the oldest continuously-played games in the world. It originated in China over 3000 years ago, and remains popular with players around the globe to this day.

Legend speaks of an Emperor Yao, who reigned 3000 years before the Common Era, who invented go as a teaching tool for his son, Dan Zhu. The game is first mentioned in written texts from the 6th Century BCE.

In ancient China, go was considered one of the four “sacred arts” expected to be mastered by all scholar-gentlemen, along with calligraphy, painting and the Chinese zither. It was a source of inspiration for countless poets and artists. Go was later introduced to Korea and Japan between the fifth and seventh Centuries.

In Japan, go was first a domain reserved for the aristocracy, until it spread to the populace across the country. The most skilled players were able to make a living from their art due to the teaching and patronage of the shoguns (military generals).

Go enjoyed a golden age in the seventeenth and eighteenth Centuries, as great developments were made in strategic theory.

In 1924, the Nihon Ki-in was founded, the Japanese Go Association. With it flowered a number of grand professional tournaments cove-

red in detail by major newspapers.

Numerous Westerners, naval personnel, missionaries and scientists became interested in go from the end of the 19th Century, but it was not until the 1970’s that it began to find wide popularity outside of Asia.

After having stagnated in China for centuries, and surviving the Cultural Revolution, go has undergone a spectacular renaissance since the 1980s, exploding in popularity.

The 1990s saw the emergence of numerous players of immense strength in Korea, notably Lee Chang Ho, considered one of the best players in history.

The world of go is steeped in legends, here is one illustrated how immersed one can become while playing it.

“A Chinese legend speaks of a woodsman who, while chopping wood in the forest, happened upon two immortal beings playing go in a clearing. Drawn to them, he put down his axe to watch the game proceed. When the game was complete, he went to pick back up his tool, only to find that the handle had sprouted roots and the blade had rusted. Returning to his village, he recognised no one. Two hundred years had passed while he had watched the immortals play.”

Like all strategy games, go contributes to the development of vital skills, especially in children, such as concentration, self-confidence and patience. Since the principle of the game is based on the sharing of territory, it can also teach respect for other people.

Enjoyment

The simplicity of its rules, along with the great richness of the game, its strategy and endless tactical possibilities, mean that go is a source of passionate enjoyment for players of all ages.



Competition

Go is a confrontation between two players; the spirit of competition is always present. French players face each other every week of the year in numerous competitions both at home and abroad. Go develops skills of analysis and concentration in both children and adults. More generally, the game is considered a useful tool of personal development



Society

Although go is primarily an activity for two people, respect and mutual conviviality are present in every game played. As well as an event for competition, tournaments are always an occasion for players to meet and make friends.



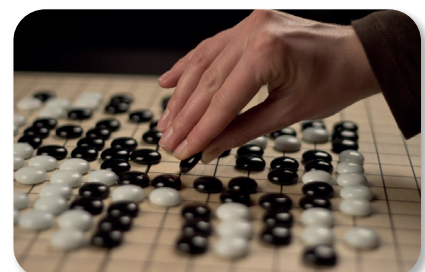
Culture

Go helps us understand Eastern thinking. In particular, it is inspired by the precepts of The Art of War by Sun Tzu, the legendary Chinese philosopher and military strategist. The game provides us with a link to players and to cultures entirely different to our own.



Philosophy

Its simple and universal rules mean that go is considered relevant in the simulation of negotiations, as well as to political strategy and business management.



Appendix 4: Go in France and in Europe



A little history...

Go entered the Western world in 1889 due to the writings of Oskar Korschelt, a German engineers and doctor who encountered the game in Japan and saw in it a potential competitor to chess. 1969 saw the creation of the first club in France, founded by Lim Yoo Jong.

The French Go Federation - FFG [ref 2]

The FFG was founded in 1978 and is now one of the largest and most active federations in Europe, it notably organizes the Paris International Tournament, a major date in the circuit of European competitions who consistently attracts over 100 players each year.



The FFG is composed of more than one hundred clubs, organized into nine regional leagues and one online league. It promotes the dissemination of the game to the largest audience possible, with a constant focus on openness.

Competition is also a core part of the Federation's activities, with over 50 national tournaments and numerous local events each year.

The FFG also facilitates the attendance of French players in major international tournaments, such as the World Amateur Go Competition, where the best French player each year has the opportunity to try their chances against the best amateur players in the world.

Teaching and Youth

The introduction of go to young people is one of the FFG's highest priorities. Dozens of teaching events have taken place for children in France, and this number is sure to increase in the future.



Illustration for the French youth team
© Camille Lévêque



The European Go Federation - EGF [ref 1]

The EGF was created in the 1950s with the principle aim of developing go in Europe.

The EGF is composed of 32 countries representing nearly the entirety of the European Union, as well as Israel, the United Kingdom, Turkey, Kazakhstan and Ukraine.

The Federation hosts numerous hundreds of active players at major competitions held across the continent.

Notably, the EGF introduced a professional system in 2014. To date, eight players have gained professional status under this system, proving their skills in a highly competitive qualification process.



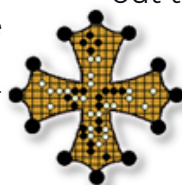
In 2003, the publication of the manga **Hikaru No Go**, as well as the development of online go, meant that the Federation was able to reach a large and passionate young audience.

The Go Seigen club of Toulouse

Created in 1981, this club welcomed a young Chinese professional prodigy in the 2000s: Fan Hui 2p, who contributed to its development.

In particular, emulating the Chinese model, he began a school for young players wanting to make quick progress. This school remains to this day.

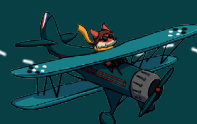
The club won the French Team Championship in 2003, 2004, 2005, 2007 and 2009.



The club also has branches in various school, as well as in high-tech companies, such as Thales, Airbus, CS, ONERA and CNES. Many companies nowadays seek out talents within the pool of go players.

Also, Jean Yves Papazoglou, Director of the 2024 EGC, is Treasurer of the Club Go Seigen de Toulouse, and since 2013 Vice President of the EGF.

It should be noted that the city of Toulouse is twinned with Chongqing in China [ref 8].
<https://clubgoseigen.jeudego.org>



Reference 1

European Go Federation (EGF)

<https://www.eurogofed.org/>

https://drive.google.com/file/d/0B09-RXg1BGRgTTInSkNncFlyMHNIZkdSd-WJGVktVSmpPU0ZF/view?usp=sharing&resourcekey=0-_c9BuGnk3T44hmqbl-jY4bA

Reference 2

French Go Federation (FFG)

Association loi 1901 n°W751056443 depuis 1981,
Agrément jeunesse et d'éducation populaire n°91-594 depuis 1991
Siret n°433484284 00024
Siège social : 99/103 rue de Sèvres, 75262 Paris cedex 06

<https://ffg.jeudego.org/>

Reference 3

Alpha Go - the movie (the epic battle of machine against human)

<https://youtu.be/WXuK6gekUIY>

Reference 4

Halle des machines

<https://www.halledelamachine.fr/en/1203-2/>

Reference 5

L'Envol des pionniers

<https://www.lenvol-des-pionniers.com/en/>

Reference 6

“Le manager joueur de go”

<https://www.melchior.fr/note-de-lecture/le-manager-joueur-de-go>

Reference 7

Go et stratégie” avec Farid Ben Malek, ancien champion de france de go

<http://penserlechangeement.blogspot.com/2019/12/apm-22-go-et-strategie.html>

Reference 8

Ville jumelée avec Toulouse : Chongqing

<https://fr.wikipedia.org/wiki/Chongqing>



Organizing Committee



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THANK YOU!



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