

OPENING SPEECH THE INTERNATIONAL SCIENCE CONFERENCE "SPORTS IN THE CONTEXT OF THE INDUSTRIAL REVOLUTION 4.0"

**Assoc.Prof.PhD. Nguyen Van Phuc
Committee Party secretary, Rector, Bac Ninh Sport University**

First of all, on behalf of the leaders of Bac Ninh Sports University and the Organizing Committee of the International Scientific Conference "Physical Education and Sports in the context of the Industrial Revolution 4.0", I would like to warmly welcome and thank the delegates, distinguished guests, national and international scientists for attending the Conference.

Ladies and gentlemen!

We are living in a period of rapid, strong and unexpected development of science and technology. In particular, the appearance of the "Fourth Industrial Revolution" has created great opportunities for the development of countries in the world and in the region, but it also poses serious challenges to the human existence and development in each nation; the period in which cultural exchange, cooperation to coexist and develop in a peaceful world is a main trend. Mixing in the common flow, physical education and sports will also develop in that trend.

As we all know, Physical Education and Sports is a field with many human values. In the current context, we need to promote the good functions and values of sports to foster human resources in order to meet the requirements and challenges of the Fourth Industrial Revolution. Physical Education and Sports not only contribute positively to health care, physical fitness development, and fostering the will of people of each nation, but is also a bridge connecting cultures of nations in the world. Physical Education and Sports bring us closer to each other, help us understand each other; acquire and accrue physical culture, share experiences, knowledge and methods to develop and improve people's physical fitness.

Your presence at this Conference is a living proof for that.

Ladies and gentlemen!

Over the past years, science and technology in physical education and sports in our country has been making new development steps, contributing positively to the economic, cultural and social development. In particular, Bac Ninh Sports University has been focusing on researching human, living conditions of people of different ethnic groups, in the countryside, in the mountainous areas, in cities, in the industrial zones, the physical education and sports activities for people with disabilities, especially children nationwide. Many research projects have had positive results initially, contributing to improving health, physical fitness and improving the quality of life of the people.

We are also very aware that, in order to develop in the current context, Bac Ninh Sports University needs to strengthen and expand international cooperation relations on training, scientific research and sports technology transfer.

The Scientific Conference "Physical Education and Sports in the context of the Industrial Revolution 4.0" not only is an opportunity for us to exchange and share information about new research results in the field of physical education and sports but also an opportunity for us to discuss the fields and issues of sports science that we can cooperate, and coordinate in researching.

The conference attracted the participation of more than 250 scientists from more than 100 units from 9 countries and territories, especially, the participation of 48 scientists from countries and territories: Russian Federation, China, Taiwan, USA, Thailand, Laos, Cambodia, South Korea and Vietnam. This is the clearest evidence of your interest in the development of Vietnam's Physical Education and Sports in the context of the industrial revolution 4.0.

The scientific reports and issues discussed at the Conference focus on the main groups: Physical Education and Sports Management and Mass Sports, Physical Education; Sports Training; Physical Education and Sports Biomedicine; Physical Education and Sports Psychology; Physical Education and Sports Economy; Physical Education and Sports Entertainment and Information Technology in Sports field. These are practical contents, which have high value in improving the effectiveness of physical education and sports activities.

On this occasion, I would like to wish all delegates, distinguished guests, scientists health and happiness to continue to be more successful in research activities, implementation and application of scientific achievements, contributing to improving the quality of human life.

Wish the conference a success!