

TaijiFit and TaijiZen march together to popularize Tai Chi worldwide

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TaijiFit and Taiji Zen will jointly promote Tai Chi worldwide

Violet Li

Last June, when I first reported that Hollywood superstar [Jet Li](#) and Internet tycoon [Jack Ma's](#) joint venture [TaijiZen](#) started to train [Tai Chi](#) (Taiji) instructors, it created huge buzz and discussion in social media. I also got many inquiries on when TaijiZen would certify instructors outside China. After six months, TaijiZen just inked an agreement with the California-based TaijiFit that TaijiFit will represent TaijiZen to train students and instructors in the United States, Americas and Europe. This marked a new milestone in the long history of Tai Chi development.

Jet Li and Jack Ma co-founded [TaijiZen](#) on Sept. 10, 2011, a China-based international company, whose mission is to promote a healthy lifestyle globally. In December the same year, Jet Li representing TaijiZen signed a contract with Chinese Wushu Association to promote Tai Chi worldwide.

During my [interview](#) with Jet Li in August 2011, he emphasized the importance of health and happiness in life. According to him, Tai Chi is a way of living focusing on balancing every aspect of our life.

[TaijiZen](#)'s mission and focus begins with white-collar workers. Last August, TaijiZen completed the first batch of the instructor training program and they have continued with the effort. At Jack Ma's eCommerce company [Alibaba](#), 20,000 employees now take Tai Chi breaks during office hours to relax and rejuvenate.

TaijiZen, will start providing Tai Chi courses to the public in May at Xixi National Wetland Park in the city of Hangzhou in east China's Zhejiang province,. They have also been building a web portal offering online courses that will launch in August.

During the past weekend's entrepreneur summit sponsored by China's business leading magazine [Talents](#) in Beijing, China Jack Ma demonstrated Tai Chi in front of hundreds of top Chinese business leaders. You can see Jack Ma's Tai Chi performance via Talents' pre-meeting video here <http://zhuanti.talentsmag.com/2012Lifestyle/index.html>. During this meeting, Jet Li gave a speech and promoted the importance of Tai Chi for health. Some businesses pledged to sponsor corporate Tai Chi training programs.

David-Dorian Ross calls himself a Chi-vangelist and defines himself as an enthusiastic advocate of Tai Chi and a person who seeks to entice others to the joy of Tai Chi. This former international Tai Chi champion is also a marketing genius. He has been successfully utilizing multimedia to educate people about Tai Chi, [Qigong](#) (Chi Gong) and Fitness. He has produced award-winning videos for Tai Chi instruction. His creation of Tai Chi Minute provided free training to tens of thousand people on line. In 2010, he volunteered his time, knowledge and money to provide a 24-hour marathon of live streaming of World Tai Chi & Qigong Day celebration around the globe with moderate success. He then adopted live streaming technology and launched an online interactive show [Chi Chat](#). He was the recipient of Media Award presented by the 12th World Congress on Qigong & Traditional Chinese Medicine (TCM) in 2010 among other media awards. Last year, the national Public Broadcasting Service (PBS) produced a one-hour [Tai Chi](#) show *T'ai Chi for Health & Happiness with David-Dorian Ross*, which was aired by at least 36 stations.

David-Dorisan explains that TaijiFit™ is a special kind of movement experience that meets all your fitness needs. It is a simplified Tai Chi regimen. It is a system of self-defense, a moving [meditation](#), a shield against disease and a beautiful, groovy, hip and sensual dance! He has been hosting instructors certificate training sessions throughout the country.

With the new joint venture, David-Dorian said that TaijiFit will be targeted for gyms and senior centers and TaijiZen will be for corporations. In the official statement release by TaijiFit, it stated that "the synergy between our companies, we believe, will make us more visible, lend us credibility, will attract many new instructors and will aid us in helping our graduates get jobs teaching TaijiFit™ classes in many

more venues. In June, David-Dorian is going to China to learn the TaijiZen system and be filmed for TaijiZen products, which will be marketed worldwide.

David-Dorian declared their mission is to mainstream Tai Chi and Tai Chi Chuan throughout world culture and their 2020 Vision is 100 million new Tai Chi students worldwide, Tai Chi taught in every gym, Tai Chi in every Fortune 500 company wellness plan and Tai Chi in the Olympics.

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