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World Forum on Sport and Culture

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Global events serve to deepen ties

Hirokazu Matsuno
MINISTER OF EDUCATION, CULTURE, SPORTS,
SCIENCE AND TECHNOLOGY

The World Forum on Sport and Culture has opened.

I am very happy to welcome you to Japan from around the world in the afterglow of the excitement of the Rio 2016 Olympic and Paralympic Games, and to be able to hold discussions from the perspectives of sports, culture and business toward 2020, and the future beyond.

Japan is scheduled to host back-to-back international sporting events such as the Rugby World Cup 2019; Tokyo 2020 Olympic and Paralympic Games; and Kansai World Masters Games 2021. At the center of global attention, it is important for us to focus our eyes, and work on cultural and economic development, let alone on the development of sports. While trying to combine different fields such as sports, culture and business, I would like to make this forum constructive not only for the success of these international sports meets but also for the future beyond.

We have established the vision of this forum "to deepen bonds with Asia and the world by transforming the traditional Japanese value of 'accepting each other's differences and enhancing one another' into the strength to overcome the difficulties the world is facing." And to accomplish this vision, we will conduct discussions with a focus on three pillars: enhancement of human qualities; promotion of exchanges among people from around the world; and creation of new economies and cultures.

On Oct. 19, discussions mainly on culture are scheduled to take place in Kyoto, in collaboration with Kyoto Prefecture and the city of Kyoto. We are scheduled to deliver our cultural policy for the years ahead and demonstrate Japanese culture to the world.

From Oct. 20, moving the venues to Tokyo, we plan to have discussions on mainly sports and business. There will be discussions on the new potential and values of sports, bringing together



sports ministers from about 50 countries, as well as sessions on the Rugby World Cup 2019, and sessions to review the legacies created by the Olympic and Paralympic Games.

With the support of the World Economic Forum, known for the Davos annual conference, this forum is also scheduled to organize public-private sector workshops with business leaders from Japan and abroad to discuss issues the world will face in future, aimed at creating new business opportunities. By combining three fields, i.e., sports, culture and business, we would like to create new values from Japan for 2020 and beyond.

Under the slogan "All Together," the forum will be organized by relevant ministries and agencies, including the Ministry of Education, Culture, Sports, Science and Technology; Japan Sports Agency; and Agency for Cultural Affairs, working as one, in cooperation with Kyoto Prefecture and the city of Kyoto, and in collaboration with the private sector. I would like to make it a forum that will lead to a new era through discussions with participants from around the world.

Now, let's take the first step together toward a new era. "All Together!"

Blending sport, culture, economy

Major international sporting events bring together people from different cultural backgrounds, offering a chance for world peace and economic and cultural empowerment. Over the next several years Japan has an excellent opportunity to lead the world as it hosts major sporting events and cultural festivals.

The World Forum on Sport and Culture, to be held in Kyoto on Wednesday and Thursday and in Tokyo from Thursday through Saturday, will offer people both inside and outside Japan to discuss the importance of culture and sports. The forum expects to draw 4,000 people, including domestic and international government officials in charge of sports and culture, the heads of international promotional groups, top management of global companies, leading journalists and others.

In Tokyo, the Tokyo Organizing Committee of the Olympic and Paralympic Games President Yoshiro Mori, International Olympic Committee President Thomas Bach, International Paralympic Committee President Philip Craven, World Rugby Chairman Bill Beaumont and World Economic Forum (WEF) Founder and Executive Chairman Klaus Schwab will each deliver greetings or speeches. The forum will see sports ministers, Olympians and Paralympians and business executives discuss the social and economic contributions of sport.

The World Forum on Sport and Culture is being held as Japan is in the spotlight as a venue of major international sporting events, including the Rugby World Cup 2019, the Tokyo 2020 Olympic and Para-



World Forum on Sport and Culture

lympic Games and the Kansai World Masters Games 2021.

Government officials, including sports and culture ministers from about 50 countries, are scheduled to attend the forum, the scale of which is only rivaled by UNESCO's International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS).

"We hope the forum will heighten people's momentum both inside and outside Japan and more people from abroad will invest in and visit Japan," said Kumi Fujisawa, advisor to the Ministry of Education, Culture, Sports and Technology, as well as the head of the Office of World Forum on Sport and Culture. "Another thing we would like is to see the forum give people the excitement of feeling that 'something fun is going to happen' and help boost national confidence."

The ministry, the Agency for Cultural Affairs and the Sports Agency are the hosts of the forum, while Kyoto Prefec-

ture, the city of Kyoto, the Nippon Foundation and ETIC. (Entrepreneurial Training for Innovative Communities) are co-hosts. Additionally, the World Economic Forum supports the gathering.

The Kyoto part of the forum is mainly about culture, while the Tokyo event focuses on sport and business, as well as culture.

Cities hosting the Olympics and Paralympics often hold events related to sports and culture prior to the Games, but the World Forum on Sport and Culture "brings together sports, culture and business; such a comprehensive event is very rare in the world," said Yuichi Tokiwagi, a sports and culture ministry liaison officer and the director in charge of the forum.

In Kyoto, there will be a number of conferences on culture, with government officials of various countries participating, as well as various performances, including those by a tea ceremony master, a wheelchair group and a Japanese singing group.

There will also be artistic performances such as a wheelchair performance and a concert with mixture of Japanese and western instruments — taiko Japanese drums, shakuhachi, koto, violin, viola, contrabass and others — at Nijo Castle, a UNESCO World Heritage site.

Also, a Public-Private Workshop will be held in Tokyo, in which people representing culture, sports and business will discuss themes such as "Japanese pop culture: Beyond Cool Japan," "What Will Digital Technology Bring to Human Beings?" and "Can Good Health Generate Money?"

Kyoto, Japan's center of traditional culture, and Tokyo, the political and business capital that is the host of the 2020 Games, are the ideal venues to hold such an international sports and culture event at a time the world is looking forward to the Tokyo Olympics and Paralympics as well as other international sports events happening in Japan during the next four years, just a few months after the Rio de Janeiro Games.

"Having the two venues is important. If it's only Tokyo, the movement won't spread across Japan," Tokiwagi said.

The ministry is hoping to spark momentum throughout the nation. There will be a number of subsequent sports and cultural events that the ministry, as well as the culture and sports agencies, will endorse.

Clearly, the momentum began with Tokyo's winning the bid to host the 2020 Games in September 2013. Former minister Hakubun Shimomura wasted no time in maintaining the momentum, speaking to professor Schwab from the WEF about holding an international forum on sports and culture.

In 2014, the Japanese government decided to hold the forum and the ministry set up the Office of World Forum on Sport and Culture in May 2015, Tokiwagi said.

The significance of the partnership with the WEF is its ability to send messages to the world. Japan can overcome language barriers and send strong messages to the world by having the support from the WEF, which is the organizer of the annual international business confer-



Top: ROHM Theatre Kyoto is the main venue of the Kyoto edition of the World Forum on Sport and Culture; Bottom: Roppongi Hills serves as the main venue of the Tokyo edition. ROHM THEATRE KYOTO, MORI BUILDING

ence known as Davos, inviting many world-renowned politicians, business people and other influential people as speakers, panelists and attendees.

The WEF can also invite such people to the World Forum on Sport and Culture. Of the 4,000 expected visitors, some 300 or 400 are so-called Young Global Leaders and Global CEOs, who already have strong connections to the WEF.

Needless to say, the forum itself has an economic impact as many business and government executives from all over the world will visit Kyoto and Tokyo, spending money on airfare, hotels and shopping. The event has attracted other big events near the forum venues, such as Innovative City Forum, Culture Vision

Tokyo, Roppongi Art Night 2016, Tokyo "Suki" Festival (SukiFes) in Ueno Cultural Park, and Co-Creating Future For 2020 and Beyond. These are also cooperation events, and their synergetic effects cannot be ignored.

But Fujisawa and Tokiwagi believe the forum is just the beginning of a greater momentum luring more visitors and investment from overseas.

"The measurement of success is not just how many visitors there are or how many visitors are satisfied with the forum. It's how the forum will stimulate the art and sports industries," Tokiwagi said.

"We would like people to see how this event will lead to the next big movement," Fujisawa said.

ISTOCK

World Forum on Sport and Culture

Forum demonstrates strong commitment

Ryohei Miyata
COMMISSIONER FOR CULTURAL AFFAIRS

It is splendid to see the start of the World Forum on Sport and Culture. This event will kick off a series of activities, such as the 2020 Olympics and Paralympics in Tokyo, to promote culture, and also serve as a strong declaration of our commitment, inside and outside of Japan, to invigorate the country through cultural activities. I look forward to seeing this movement of cultural programs spread throughout our nation.

The Cultural Session held in Kyoto on Oct. 19, titled "Building the Future through Cultural and Artistic Resources - Shine On, Japan," will welcome intellectuals and eminent people who work at the forefront of their fields around the world, to discuss promoting the diverse and fascinating culture of Japan within the country and internationally, as well as the question of Japan's cultural legacy, among other topics. A special exhibition ART BRUT (planning:



Social Welfare Organization Glow, Borderless Art Museum NO-MA, Social Welfare Corporation AISEIKAI) will be held at the venue. Participants will also have the opportunity to enjoy live performances by GENESIS of entertainment, a wheelchair dance group, the

Kyoto Seibo Gakuin Elementary School Choir and Momoiro Clover Z. So, we have a colorful and very rich program waiting for us.

In Tokyo, on the other hand, a cultural session, titled "Inspiration for the Future: Arts and Disability," is scheduled for Oct. 21, and will focus on social inclusion through culture and art. Panelists will discuss how we can build a society where anybody, regardless of whether they are disabled, can participate in the creation and appreciation of culture and art in various settings, which will lead to further development of the field. With intellectuals from Japan and abroad, a discussion will be held on the artistic activities of the disabled and vulnerable population, as well as how we should get involved with them. An exhibit titled "First Steps toward Art, Design and Disability" and screenings accessible to anyone are planned. I hope this session and related events will help to promote a new aspect, a "new way of life."

Developing culture is a large task that cannot be tackled by the Agency for Cultural Affairs alone. I hope to take measures to grow more interest by private corporations and people at large in developing culture and art. The development of culture makes people happier and revitalizes the economy at the same time. I would like to ask all Japanese citizens to take part in telling the specific story of how culture and economy come together.

This forum, or the tide created by it to promote culture, is a great opportunity to discover hidden cultural and artistic assets in various regions of Japan, and support their growth. I also think it is important to find new gifted people, and also enjoy exciting collaborations never seen before by such talents to create a new trend.

Finally, I would like to express my utmost appreciation to the many supporters of this forum, including various municipalities and the countless public corporations.



A blend of traditional and modern culture on display

Japanese culture is traditional and modern, cool and serious.

That's the basic message that the Agency for Cultural Affairs would like the 4,000 visitors to the World Forum on Sports and Culture from more than 50 countries to take home.

"We would like to show the world not only traditional culture, but also modern culture by using technology. We want them to know Japan has very wide-ranging culture," said Tadakazu Miki, director, Office for Press and Information at the Agency for Cultural Affairs.

The forum runs through Thursday in Kyoto and from Thursday to Saturday in Tokyo. Discussions on culture's contribution to society and artistic performances will be held throughout the forum, with Kyoto being the center of cultural activities.

"Kyoto can show a wide range of Japanese culture. It has new and old elements of Japanese culture that are not separate. Together, the old and new can be very interesting and Kyoto can send such a message to the world," Miki said.

The first event of the forum is the Kyoto Opening at 10 a.m., Wednesday, and will feature speeches by Education, Culture, Sports, Science and Technology Minister Hirokazu Matsuno, Kyoto Gov. Keiji Yamada, Kyoto Mayor Daisaku Kadokawa and Kyoto Chamber of Commerce and Industry Chairman Yoshio Tateisi, who is also the honorary chairman of Omron Corp.

That is followed by the Cultural General Meeting, in which a variety of prominent figures from Japan and abroad with expertise in culture and art, including Genshitsu Sen, Grand Master XV, Urasenke Tradition of Tea and UNESCO goodwill ambassador, and Shinya Yamanaka, director, Center for iPS Cell Research and Application, Kyoto University, will make speeches.

The "Declaration" will also be announced from Kyoto, creating opportunities for the promotion of culture toward 2020 and issuing a message to the world that Japan is establishing a nation based on culture and the arts.

The Olympics and Paralympics are not only sporting events, but they are also supposed to be cultural events. The Olympic Charter stipulates as follows: "Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles."

The charter also stipulates, "It is recommended that National Olympic Committees include in their activities the promotion of culture and arts in the fields of sport and Olympism."

After the general meeting, a cultural session, titled "Building the Future through Cultural and Artistic Resources - Shine On, Japan," will be held as a kickoff event to generate national momentum in the run-up to the cultural programs. Meeting participants will debate and share ideas on the specific planning and implementation of these cultural programs, as well as on their expected cultural legacy.

The cultural session participants include Agency for Cultural Affairs Commissioner Ryohei Miyata, kyogen (comic theater) actor Ipppei Shigeyama and Francis Gabet, director of the Olympic Foundation for Culture and Heritage.

Besides the discussion, the cultural session also includes some performances such as a choreographed wheelchair performance and songs by the idol group Momoiro Clover Z.

Also on the same day, three world-renowned Crystal Awardees — film producer Anant Singh, singer Angelique Kidjo and painter/poet/philosopher/author Tan Swie Hian — will deliver speeches in the main hall of Taizo-in at the Myoshinji Temple complex, the largest Zen temple in Japan. There will also be discussions on the topics of cultural exchanges between Japan and the world.

The World Economic Forum presents Crystal Awards to artists and cultural figures in the international community for their contributions to cultural exchanges and world peace.

Other cultural sessions in Kyoto include discussions on how to develop an effective system of archiving to collect, preserve, and make cultural resources available for public viewing, how to spark cultural innovation and how it can impact economic activities.

The venues of cultural sessions are at culturally valuable structures such as the Museum of Kyoto Annex Hall, which is registered as an Important Cultural Property, and the Kyu-Butokuden, also an Important Cultural Property, of the Kyoto City Budo Center.

After the serious discussions, forum participants will enjoy evening artistic performances at Nijo Castle, a UNESCO World Heritage site.

The main event at the castle will be a concert with a mixture of Japanese and Western instruments — koto, taiko drums, shakuhachi, violin, viola, cello and contrabass, making for a wonderful East meets West fusion. Other performances



Top: Nijo Castle, a UNESCO World Heritage site and one of the venues for a cultural event for the World Forum on Sport and Culture; Bottom: The Museum of Kyoto, is another venue. AGENCY OF CULTURAL AFFAIRS

include rikka flower arrangement by Senko Ikenobou, a kemari (ancient Japanese football) demonstration and Japanese court music.

In Tokyo, a cultural session (symposium), titled "Inspiration for the Future: Arts and Disability," will discuss art by people with disabilities, while such artwork will also be showcased at the National Art Center, Tokyo.

There will also be performances by cutting-edge creators that contain great contrasts of the modern and traditional. "The Land of the Rising Sun" is one such artistic performance illustrating how Japan's strength, resilience and kindness for others transcend from ancient times to the future. It is directed by Amon Miyamoto.

Also, kyogen actor Hiroshi Nomura and contemporary artist Mansai Sugimoto will present "Divine Dance Sambaso Kami Hisomi Iki."

"The forum should be an opportunity for Kyoto, Tokyo, the state and other prefectures to unify, create the momentum to

increase cultural and sports activities and send a message to the world that culture and sports unify the world," Miki added.

To that end, the agency is conducting various cultural programs, especially in light of the fact that the International Olympic Committee recommended Japan hold cultural events in line with the Olympic Charter.

Besides the World Forum on Sport and Culture, the agency is the main organizer of the Japan Media Arts Festival 20th Anniversary Exhibition in October and November and other events. The agency also supports cultural events organized by local governments and the private sector, such as the Yokohama Otomatsuri (sound festival), which runs through November, Setouchi Triennale 2016, which was held in spring and summer and is being held through November on islands in the Seto Inland Sea, and other events.

"I am sure the World Forum on Sport and Culture will trigger a nationwide movement to activate Japanese culture and arts," Miki said.



World Forum on Sport and Culture

Sports have the power to connect people

Daichi Suzuki
COMMISSIONER OF THE JAPAN SPORTS
AGENCY

Three sports sessions are scheduled for Tokyo on the "Appeal of Rugby, Power of the Rugby World Cup," "The Legacies Created by the Olympics and Paralympics" and "Sports Ministers' Meeting."

Among them, at the Sports Ministers' Meeting, we plan to have discussions with the ministers from each country about "Sport for Tomorrow" as the main subject. This is aimed at improving the sports environment toward the future and changing society through sports, based on the discussions on sports at many international venues, including the UNESCO World Sport Ministers Conference.

On this occasion, we plan to set up three sessions: "Sports for Develop-



ment and Peace," "Sports for All" and "Sports Integrity Protection," which are the keys for "Sport for Tomorrow." As the host country of large-scale

international sporting events, such as the Rugby World Cup 2019 and the Tokyo 2020 Olympic and Paralympic Games, Japan will take the initiative through these sessions in exchanging opinions and information among sports ministers from each country. I hope this forum will lead to further international discussions on sports.

In addition, as the first Asian host country of the Rugby World Cup, and as the first country to do so without a tradition of rugby, we plan to have discussions on the dissemination of the appeal of rugby to those countries where the sport has not yet become popular, as seen in Asia; and on the potential social and economic developments, domestically and internationally, that could be brought about by hosting the Rugby World Cup during the "Appeal of Rugby, Power of the Rugby World Cup" session.

Furthermore, at the session, "The

Legacies Created by the Olympics and Paralympics," we plan to have discussions among people involved, including athletes, on what legacies have been brought about by the Olympic and Paralympic Games; and what kind of actions we should take to continue their success.

One of the great qualities of sports is the power to connect people to people beyond ethnic distinctions; national borders; genders; presence or absence of disabilities; and language barriers. In resolving a wide range of issues facing the world such as conflicts and poverty, the potential of sports has become more highly valued in recent years.

I am confident that all the participants at this forum, including sports ministers and people involved in sports, believe in the power of sports to connect the world and future, and make changes there through sports.



Event Schedule in Tokyo, Oct 20

9:00	
10:00	
11:00	
12:00	
13:00	
14:00	Sport Session
15:00	
16:00	Tokyo Opening/Keynote Address/Panel Discussion by Minister and Business Leaders
17:00	Cultural Event
18:00	Official Dinner
19:00	
20:00	
21:00	
22:00	

Event Schedule in Tokyo, Oct 21

9:00		
10:00	Public-Private Workshop	
11:00		Sport Session
12:00		
13:00		Lunch
14:00	Cultural Session	Sports Ministers' Meeting
15:00		
16:00		
17:00		
18:00		
19:00	Youth Program	Cultural Event
20:00		
21:00		
22:00		

An excellent opportunity to kick-start industry growth

The Japanese sports industry now has a great opportunity to become a growing industry.

Worldwide attention will be on Japan as many athletes and sports fans will visit the host country of the Rugby World Cup 2019, the Tokyo 2020 Olympic and Paralympic Games and the Kansai World Masters Games in 2021.

With these events approaching, Japan will host the World Forum on Sport and Culture from Wednesday through Saturday, in which governmental officials and business people related to sports and culture from more than 50 countries will participate in discussions on how sports can contribute to world peace and prosperity.

"Now that the Rio de Janeiro Games are finished, Tokyo is at the center of international attention. The World Forum on Sport and Culture is a very good opportunity to promote the Rugby World Cup 2019, the first ever to be held in Asia,

and the Tokyo Olympics and Paralympics," said Manabu Nago, deputy director, Olympic and Paralympic Games Division, Japan Sports Agency.

The agency has high hopes for the forum to kick-start a movement to activate the sports industry. It aims to increase the revenue of the sports industry to ¥10.9 trillion in 2020 from ¥5.5 trillion in 2012. The target revenue for 2025 is ¥15.2 trillion.

The forum is divided into two parts, with one in Kyoto taking place on Wednesday and Thursday, and focusing on culture. The other will take place in Tokyo Thursday through Saturday and cover sports and business, as well as culture. The Tokyo venue is Grand Hyatt Tokyo, in Minato Ward's Roppongi district.

On Thursday, a sports session, titled "Appeal of Rugby, Power of the Rugby World Cup," will be held. As Japan will be the first Asian country to host the Rugby

World Cup in 2019, the discussion will look at how to spread the appeal of rugby to other Asian countries, how to boost the sport's popularity and the potential social and economic growth brought about by the world cup in the host country and elsewhere.

Speakers include World Rugby Chairman Bill Beaumont, Japan Rugby Football Union President Tadashi Okamura, Rugby World Cup 2019 Organizing Committee Chairman Fujio Mitarai and Asia Rugby Vice President Aga Hussain, among others.

Following the rugby discussion, speeches and a panel discussion by government officials and business leaders will be held.

Olympic and Paralympic Games Tokyo Organizing Committee President Yoshiro Mori, International Olympic Committee President Thomas Bach, International Paralympic Committee President Philip Craven, World Rugby Chairman Bill Beaumont and World Economic Forum Founder and Executive Chairman Klaus Schwab will greet and speak at the event.

Panel discussion members will be Minister of Education, Culture, Sports, Science and Technology Hirokazu Matsuno and five economy ambassadors of the World Forum on Sport and Culture. The ambassadors are ANA Holdings Inc. President and CEO Shinya Katanozaka, Sompo Holdings, Inc. Group CEO, President and Chief Executive Officer Kengo Sakurada, NEC Corp. Chairman of the Board Nobuhiro Endo, Meiji Yasuda Life Insurance Co. Director, President Akio Negishi and Mori Building Co. President and CEO Shingo Tsuji.

On Friday, Olympians and Paralympians will hold a discussion, titled "Legacies fostered by the Olympic and Paralympic Games," followed by the Sports Ministers' Meeting that will see sports ministers and delegates from around 50 countries gathering to discuss various issues.

The minister and Sports Agency Com-

missioner Daichi Suzuki are expected to discuss "Sport for Tomorrow," a philanthropic movement in which Japan has pledged to promote sport to more than 10 million people in over 100 nations until 2020.

Concrete plans include inviting young athletes to Japan for training, promoting anti-doping campaigns and sending people to give advice on physical education at elementary schools outside Japan.

"Sports have a lot to do with peace and development. For example, juvenile delinquents can reform themselves through sports. Countries in conflict hold sporting events to have exchanges and build friendship," Nago said, adding that such topics will be discussed during the Sports Ministers' Meeting.

Discussions at the Sports Ministers' Meeting and other symposiums in the forum will be referenced at UNESCO's sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, or MINEPS VI, which will take place in Kazan, Russia, in June 2017.

On the international stage of discussions on sports' contribution, Japan is not only in a position to provide support, but also to learn from other developed countries that are advanced in establishing a solid foundation for the sports industry.

The momentum for the Japanese government to boost the sports industry came about fairly recently as Tokyo won the bid to host the 2020 Olympic and Paralympic Games in September 2013 and the Sports Agency was inaugurated in October 2015. Under such circumstances, companies have gradually become interested in bringing sports into their business portfolios.

As part of Japan's Revitalization Strategy 2016 targeting a nominal gross domestic product of ¥600 trillion, the Sports Agency will take measures to stimulate the economy by building and refurbishing stadiums and other sports

Business viewpoint on mapping better world

The "business" aspect of the World Forum on Sport and Culture are public-private workshops, which will be held in Tokyo all day Friday.

There are 26 sessions in total that discuss business in regards to sports, culture, technology and other areas. The Ministry of Education, Culture, Sports and Technology and partner companies produced 17 of them, while the World Economic Forum produced nine.

"Basically, the workshops are about mapping a better world from the business viewpoint," said Kumi Fujisawa, advisor to the Ministry of Education, Culture, Sports and Technology, as well as head, Office of World Forum on Sport and Culture.

The workshops have four pillars, namely "Addressing the Aging Society," "Mastering the Digital Revolution," "In-

novation for 2020 and beyond" and "Building a Human-Centered Economy."

The sessions include those titled "Future Tokyo as Innovative City," "Bridging the Gap Between Athletes and the Public," "Sustainable Management: 1300 Years of History of the Todai-ji Temple" and "Your Health in a Virtual World."

In the Youth Program, co-hosted by the ministry and ETIC. (Entrepreneurial Training for Innovative Communities), next-generation leaders will participate a symposium, "Co-creating the Future for 2020 and Beyond Symposium," in which they discuss what a sustainable society should be like. Participants include International Olympic Committee Head of Engagement Cedric Daetwyler, Community Solutions CEO Rosanne Haggerty and Rides for Lives Founder & CEO Christopher Ategeka.



Top: Children in Malawi play tug of war under the "Sport for Tomorrow" project, which aims to contribute to world peace through sports; Bottom: The Toga Tenku Trail Run in Toyama Prefecture, looks to make use of unused ski areas and other things unique to the area. SPORTS AGENCY, TOGA TRAIL RUN ORGANIZING COMMITTEE

facilities across the nation, as well as nurturing human resources who can turn sports into profitable business.

For example, the agency held its first meeting with the public and private sectors to discuss how to expand the sports industry, joined by agency Commissioner Daichi Suzuki, sports business executives, local government leaders and academia, in July.

"If sports is a content business, they have to increase the value of the content. It's therefore essential to strengthen the skill of managing sports events," said Daiki Matsuyama of the sports agency.

"Therefore, training people to be savvy in sports and business is also important." The agency also supports municipalities in remote areas to promote sports, which can boost tourism.

World Forum on Sport and Culture

Business leaders discuss economic impact of sport

To promote the World Forum on Sport and Culture, an international conference to be held in Tokyo and Kyoto in October, the Ministry of Education, Culture, Sports, Science and Technology appointed five economic ambassadors.

A ceremony took place on July 19 for the appointment of Shinya Katanozaka, president and CEO of ANA Holdings, Kengo Sakurada, group CEO, president and chief executive officer, Sampo Holdings, Inc., and Nobuhiro Endo, chairman of the board of NEC Corp.

A round-table discussion followed the ceremony between the appointed ambassadors and former minister Hiroshi Hase at his office. The discussion was presided over by Kumi Fujisawa, an advisor to the ministry and head, Office of World Forum on Sports and Culture.

Fujisawa: Thank you very much for taking on the roles of ambassadors for the forum. First of all, could we have your comments on why you took the position?

Katanozaka: Ministry officials visited me to explain the idea of this forum and it matched exactly what I had in mind. We have the Rugby World Cup 2019 and Tokyo 2020 Olympic and Paralympic Games lined up, and I thought those are great opportunities to disseminate Japan's culture. That is what I had in my mind when the ministry officials visited. So, I jumped at the offer to help the forum.

Sakurada: We were planning to be engaged in activities to combine the world of sports with the world of business. As for cultural activities, we had the opportunity to exhibit Vincent van Gogh's "Sunflowers" 30 years ago. We're interested in taking part in projects that unite the worlds of sports, culture and business.

Endo: I feel the forum is a great idea to support Japanese culture and the power of sports. We also like to support the Olympic and Paralympic Games in the field of public safety, and decided to support the events that would set a favorable tone for the games.

Fujisawa: Thank you very much. What do you think about the ambassadors' comments, minister?

Hase: The idea of this forum, as a matter of fact, started when former minister Hakubun Shimomura was still in office. The idea was to have an Olympic and Paralympic Games version of international meetings, like the World Economic Forum's Davos meetings. That was the start.

Also, we thought Japan could be missing something to be more of a major



Shinya Katanozaka (President and CEO, ANA Holdings Inc.)

Katanozaka joined All Nippon Airways in 1979 after graduating from the University of Tokyo. He became corporate executive officer for Customer Satisfaction Promotion and Products and Services Strategy in 2009. After serving as executive director and vice president, he was promoted to senior executive vice president of ANA Holdings in 2013. From April 2015 to present, he has served as president and CEO, chairman of ANA Group's Management Committee and CSR Promotion Committee and chief internal auditor.

tourist destination. We say Japan is a country of tourism, but back then we had only 8 or 9 million tourists visiting Japan every year. France has 80 million visitors every year. We thought that Japan must have been missing something.

We have a culture of the Japanese spirit, historic buildings, shrines and temples, as well as a vibrant food culture. Technology and innovation creating new value is also part of our culture. So, sports, culture, the Olympic and Paralympic Games and the business field in this country should not be separated, rather they should be united over the next four years until 2020 to create a better society beyond that year. That was the original ideal for this forum.

And, I'd like to add one thing to this. Over the five years starting from 2018, we have a series of major sporting events lined up in the region every year. The 2018 Winter Olympics and Paralympics in Pyeongchang, the Rugby World Cup 2019 in Japan, Tokyo 2020 Olympic and Paralympic Games, followed by the World Masters Games 2021 in Kansai,

and the 2022 Winter Olympics and Paralympics in Beijing. Through those events, I think we may have to advocate "sports and culture security" in this region. A sporting event cannot be held in a non-safe area and business activities cannot be expanded in such an area. Northeast Asia is a peaceful area for those major events and that can be a start to have successful events to promote mutual understanding.

Fujisawa: Thank you very much. The minister has given his expectations on the forum, and now I'd like to hear your thoughts.

Endo: Sports have the capability to explore the power of human beings, especially at special occasions such as the Olympic and Paralympic Games, and people are excited and moved by watching them. Former Prime Minister Yoshiro Mori said sports have the capability to change people and that they may eventually change society.

I agree with that idea. In the forum, we want to talk about sports and the economy in connection with themes such as what kind of good culture is needed for Japanese society and what kind of culture we should pass on to future generations. We have a corporate message of "Orchestrating a Brighter World," which means we will seek good values to create for societies and I think that could be part of the forum's broader theme.

Katanozaka: The Olympic and Paralympic Games have opening and closing ceremonies, and those ceremonies are opportunities to demonstrate the history and culture of the host country to the world, as well as showcase the pride of the ethnic groups of the country.

That is the moment when the whole world is enjoying the history and culture of the host country. I think it is meaningful to hold the forum, which is an event with sports and culture in collaboration.

It is also meaningful to hold the forum in Kyoto, the heart of Japanese culture that the entire country is proud of, as well as in Tokyo. Sports, culture and the economy — this forum is the place where those three key factors can collaborate, and I have great expectations for it.

Sakurada: I'd like to talk a little bit about Japan's presence in the world. Japan has not had much of a strong presence at the recent Davos meetings in the last several years and they don't choose issues related to Japan for discussion. Unfortunately, that has been the reality for several years.

I'm making this comment as an economic ambassador, and I say the world

will certainly turn to Japan, again, if this country solves contemporary issues, including an aging society with fewer children. And, one possible factor to solve these issues is, I think, the spiritual nature of the Japanese and culture of Japan.

Fujisawa: Thank you all very much. We've heard the ambassadors' expectations for the forum. What do you think, minister?

Hase: As I said earlier, France is the world's most-visited tourist destination with 80 million visitors a year. In Asia, Singapore, Thailand, China, South Korea



Kengo Sakurada (Group CEO, President and Chief Executive Officer, Sampo Holdings, Inc.)

Sakurada graduated from Waseda University and joined the former Yasuda Fire & Marine Insurance (currently Sampo Japan Nipponkoa Insurance) in 1978. He worked as a budget and planning officer at the Asian Development Bank from 1992 to 1996. He served as the CIO from 2007 to 2010. He became president and CEO of Sampo Japan in 2010 and has been president and CEO of Sampo Holdings, Inc. since 2012.

and Hong Kong have more inbound tourists visiting them than Japan. And I thought that the Japanese, or the Japanese government, might not be disseminating enough information.

We know we have something wonderful, but we may not have shown it enough to people abroad. So, I'd like to make this forum an opportunity to have thorough discussions between all those concerned to respond to the overseas

demands to know the "real Japan," supported by technologies and innovation provided by the business fields.

Fujisawa: Thank you very much. Finally, as this meeting is happening just a few weeks ahead of the Rio Olympic and Paralympic Games, could you please tell us what you are planning moving forward to 2020, and beyond?

Sakurada: Among the corporate social responsibility activities we are focusing on, support activities overseas gain the highest appreciation, and that fits into the theme of this forum.

We are thinking about plans to unite art and aged people, or disabled people. There are artists with physical disabilities, and there are artists whose activities are centered on aged care centers. We are planning to support those artists.

Endo: We were proud to have several of our employees participating in the Rio Olympic Games for rugby and women's volleyball.

Hase: How many?

Endo: One in rugby and another in women's volleyball, as well as three more from one of our affiliates in sailing. We have also been supporting wheelchair tennis. So, we have respect on the power of sports, as a factor to change something and we are grateful if other people feel that power.

We will be a supporting company for the 2020 Olympic and Paralympic Games responsible for the public safety issues and this is a field where we can be valuable.

"Security and safety" are significant platforms that a society is judged on these days, and that is the basic platform on which the economy, culture and inbound tourism should be developed. We will build that platform to make sure the Tokyo Olympic and Paralympic Games are a safe event to visit. After that, I expect that platform to play a role as a legacy to give the impression that Japan is a safe place to visit.

Katanozaka: The ANA group is supporting several athletes. ANA sponsors table tennis player Ai Fukuhara, figure skater Yuzuru Hanyu and wheelchair tennis player Shingo Kunieda. Additionally, rugby player Chisato Yokoo and swimmer Takuya Tsugawa are ANA employees going to the Rio Olympic and Paralympic Games. We are very much looking forward to watching them in the games.

Speaking of our future business, as ANA is an airline, it is important for us to extend our network all over the world so that everyone in the world has access to Japan to watch the Rugby World Cup



Nobuhiro Endo (Chairman of the Board, NEC Corp.)

Endo joined NEC in 1981 after completing a doctoral program at the Tokyo Institute of Technology's Graduate School of Science and Engineering. He served as general manager of the Mobile and Wireless Division in 2003, associate senior vice president of NEC and executive general manager of the Mobile Network Operations Unit in 2006. In 2009 he became senior vice president and a member of the board. He was appointed president and representative director in April 2010 and took the current position in 2016.

2019 and the World Masters Games 2021.

We will also provide in-flight services to deliver news on Japan or information on Japanese culture. Additionally, we are planning to make improvements at airports so that disabled athletes don't have to worry about using airport facilities when they come to Japan to participate in sporting events. We will make those arrangements at airports by offering universal designs and user-friendly services to give them a good impression of Japan.

We are also considering introducing something such as a "Japan fare," that would allow athletes visiting Japan for sporting events to travel around the country after the competitions are over, so they can visit many spots in Japan to enjoy local culture and food. I expect all those plans and activities to boost Japanese economy.

Fujisawa: Thank you all very much for your comments. I have a feeling that huge innovations are coming from just these three companies.

Sports seen as engine to encourage, unite people

Akio Negishi, director, president of Meiji Yasuda Life Insurance Co., and Shingo Tsuji, president and CEO of Mori Building Co., were appointed as the last two of the five economic ambassadors to promote the World Forum on Sport and Culture, an international conference to be held in Tokyo and Kyoto in October to bring the world together to "co-create richness through sports and culture."

A ceremony for the ambassadors' appointment took place on Sept. 9, and a round-table discussion followed between the newly appointed ambassadors and Education, Culture, Sports, Science and Technology Minister Hirokazu Matsuno, presided over by Kumi Fujisawa, an advisor to the ministry and the head, Office of World Forum on Sport and Culture.

Fujisawa: We now have less than two months before the World Forum on Sport and Culture, and we are very pleased with your becoming ambassadors. First, could we have your comments on why you decided to take part in the forum as Diamond Partner companies?

Negishi: Can I go first? I think it's wonderful to have this kind of forum in Japan in October when the country is still in the excitement and afterglow of the Rio Olympic and Paralympic Games.

Meiji Yasuda Life Insurance has been a top partner of the J. League since January 2014, and has been the title partner since January 2015. Our activities for the sponsorship are a bit different from the usual styles, and we place the top priority on face-to-face activities. Our marketing unit has individual sponsorship contracts with all the J. League teams to be engaged in face-to-face activities to help child care and other issues in local communities.

Then, we had an offer for this position. We thought this would be a great opportunity to share our vision with those both domestic and foreign who are actively engaged in projects to support sports and culture, and thought this would be a chance to come up with new ideas for support activities through dialogues with those who are working on

the projects. That should be very meaningful to further the growth of our company.

Tsuji: We will have major international sports events in 2019, 2020 and 2021, and I think it is a great opportunity for Japan and for Tokyo. So now the question is how we can set the mood for them. Japan won a lot of medals at the Rio Olympic and Paralympic Games, but we still have more sport events coming up. We will gear up for those events and I see this forum as a kick-off event for them, and as a catalyst for the events. That is a policy I agree with.

The other reason is that this forum will be held at Roppongi Hills. This is a great pleasure for us, and we are very thankful for it. Roppongi Hills opened 13 years ago, and time has flown by ever since. We opened Roppongi Hills with the concept of making it the cultural heart of Tokyo, and have been engaged in disseminating cultural information for more than a decade. We will mobilize all our capabilities and past experiences to support this forum. We have big expectations on this forum and that is why we decided to support it.

Fujisawa: Thank you both very much. And, how did you feel about the comments, minister?

Matsuno: I'm very pleased with their understanding of the meaning of this forum and their strong commitment to the event. As both said, the inherent meaning of sports and culture is to develop human resources and to promote health through sports, while protecting and nurturing culture with sports. Also, another aspect of sports and culture is a part of a country's growth strategy. By combining this forum with businesses, we see great potential for a huge market to open for the sports industry or an industry focusing on cultural activities. I expect this forum to have a significant positive impact on Japan's economy in the future.

Fujisawa: Thank you very much. We are expecting both companies to give us



Akio Negishi (Director, President, Meiji Yasuda Life Insurance Co.)

Negishi joined the company in 1981 after graduating from the Faculty of Science and Engineering at Waseda University. Having served as an actuary, he was engaged in marketing strategy planning and product development for individual customers. He was appointed General Manager, Corporate Planning Department in 2005 and General Manager, Marketing Planning & Research Department in 2007 and was responsible for corporate strategy and individual insurance marketing strategies. He has held the current title of director, president since 2013.

business support for our sports and cultural activities, and now I would like to hear a little bit more about your expectations for this forum. Let's start with Mr. Tsuji this time.

Tsuji: This forum will be placed as a kick-off event, and the beginning of anything is the most important part. So, it is very important to set the starting tone for disseminating information at this

forum.

We need big fireworks at the beginning to set a "Let's go!" tone. I think past sporting events can be a good reference for Japan, and we are conducting a lot of research on them.

Our think tank, the Mori Memorial Foundation, releases the "Global Power City Index," and London became the top city on the index in 2012, overtaking New York. But, that didn't just happen in 2012 all of a sudden. After the city was chosen in 2005 as the venue of the 2012 Olympic and Paralympic Games, London made good preparations, building various facilities and infrastructure, as well as hosting many cultural events. The result of the research reflected all those cumulative efforts.

There is another interesting thing. Following the 2012 ranking, London maintained the top spot even in 2013, 2014 and 2015, earning more points. We hold a major art event, "Roppongi Art Night," in spring every year, but we will hold it around the same time of the forum.

Negishi: It's important to galvanize the whole country of Japan. But at the same time, we, Meiji Yasuda Life Insurance, like to place significance on energizing regional economies as well. Our idea is to spur regional economies first and spread the strong economy to other areas throughout the country, so the whole country will be eventually galvanized.

Sports carry tremendous capabilities, as they can encourage people, gather people and bond people. If companies unite with sports on those capabilities, a lot of potentials will be generated. And, I hope those potentials will be clues to solve issues and problems seen in regional societies and local communities.

Regional societies and local communities are facing problems such as aging people, decreasing population and shrinking economies and these problems are expected to become more severe in the future. I'd like to exchange opinions with many people through this forum and through the combination of companies and sports, to come up with more and more new ideas and poten-

tials to help solve the problems. That is my expectation for this forum.

Fujisawa: Thank you both very much. Now, I'd like to hear what your companies are planning to do toward 2020 and beyond.

Negishi: More than anything, we like to focus on our main business. Our main business is life insurance, something that offers our clients safety and wellness.

We will think about what else we can do based on that main business. If we become sloppy in our main business, we will be sloppy in other activities. We will be engaged in activities rooted in regional and local communities to support them through the activities of our main business.

Also, we are backing sports, including the J. League. And, if we are engaged in supporting activities, we can unite regional governments and unite companies in local communities through sports activities.

Additionally, we will be also engaged in children's education. We like to help raise children so that they can have dreams toward 2020 and beyond. We like to promote those concepts through our deep-rooted activities in regional communities.

Tsuji: We are an urban landscape developer and are now proceeding with several large-scale projects simultaneously for city renovations in Tokyo's Minato Ward, specifically in the areas of Toranomon and Roppongi. Some projects will be complete before 2020, and others after 2020. With these projects, we plan to create a global business center, as well as the cultural heart of Tokyo.

The Rugby World Cup 2019, Tokyo 2020 Olympic and Paralympic Games and the Kansai World Masters Games 2021 are great opportunities for disseminating information. For example, Roppongi Hills and Toranomon Hills are good venues for conducting academic and industrial research on, for example, how artificial intelligence will be related to cities and the relation between biotechnology and cities. Plans are under-



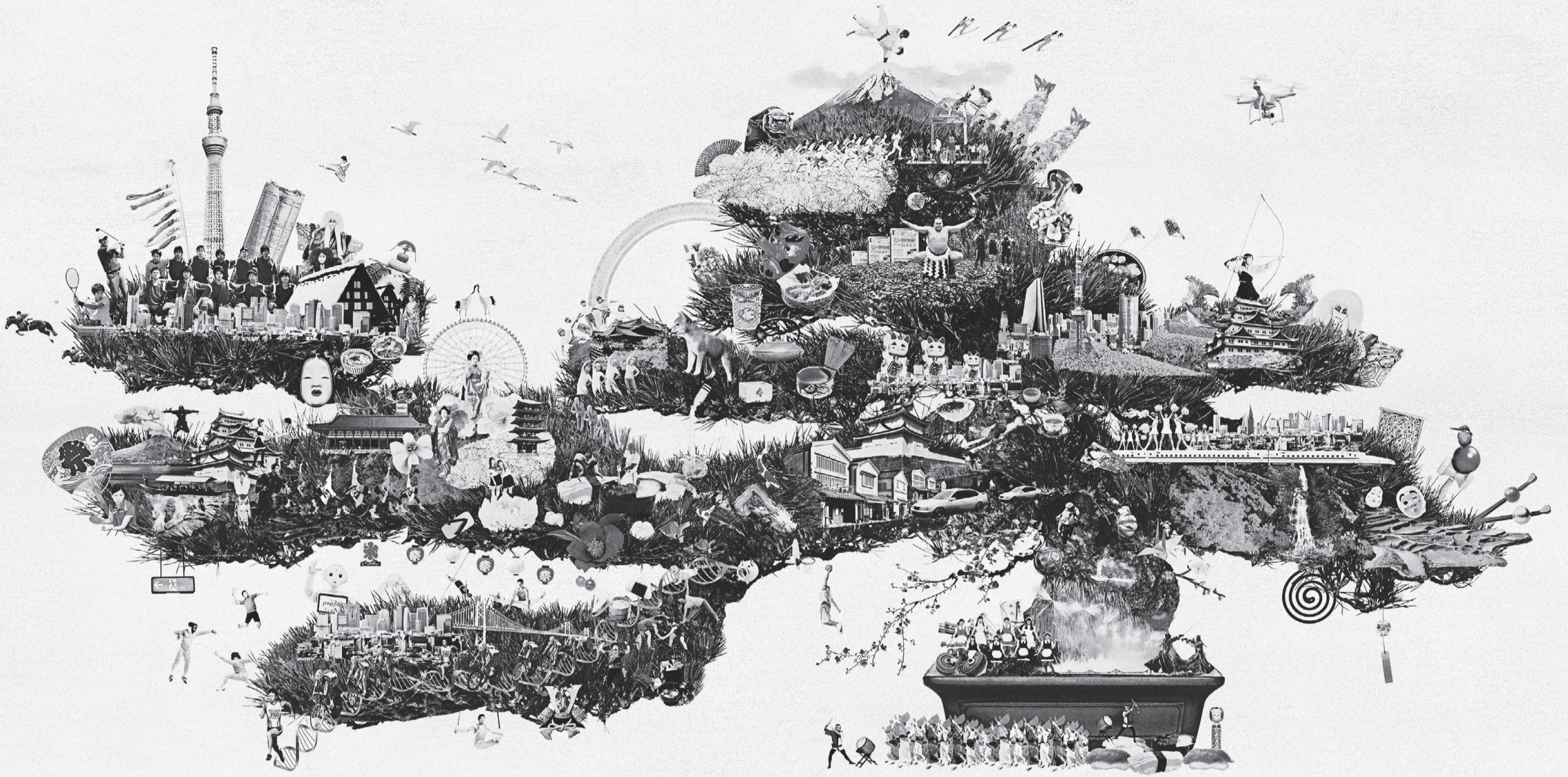
Shingo Tsuji (President and CEO, Mori Building Co., Ltd.)

Tsuji joined the company in 1985 after graduating from the Yokohama National University Graduate School of Engineering. He served as the head of the Roppongi Hills Management Division and Town Management Department. He also served as managing director responsible for the leasing and operation of office, residential and retail facilities, as well as development projects in Shanghai. In 2009 he became executive vice president and launched the Corporate Planning Office. Since June 2011, he has served as president and chief executive officer.

way for conducting collaborative research between MIT Media Lab, various global companies such as Google, Japanese companies and Japanese universities.

As a matter of fact, an experiment is now underway across the entire Roppongi district for testing new technologies of security and related cameras.

I think these international sport events are a great opportunity to make the whole country a venue for disseminating information on those projects and research. We will be fully committed to those new developments. We run an art museum and plan to hold major art events around 2018 and 2019 to set the mood for 2020 and beyond.



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Baseball connects Japan, U.S.

Former Minister of Education, Culture, Sports, Science, and Technology Hiroshi Hase, sat down for a chat with the Japanese baseball legend Hideki Matsui, who was appointed March 21 as an ambassador for the World Forum on Sport and Culture. The discussion was moderated by Kumi Fujisawa, an advisor to the ministry and the head of the Office of World Forum on Sport and Culture.

Hideki Matsui is a retired professional baseball player who played for the Yomiuri Giants in Japan and the New York Yankees, the Los Angeles Angels, the Oakland Athletics, and the Tampa Bay Rays in the U.S. Upon retirement, he received the People's Honor Award in 2013 in Japan.



both Japanese and U.S. soil and my experiences made me realize the strengths and good things about being Japanese. This is a good asset for me as an ambassador and I am thankful for having the opportunity to spread the message through events.

The good things about the Japanese also include our culture, and I believe that you can trust me in conveying such messages.

Hase: Japanese baseball seems to put emphasis on teamwork. Do you think that is also the case in the U.S.?

Matsui: As to how to establish both personal achievement and team achievement, I don't feel there is any difference

between Japan and the U.S. Players are pretty much respected by everybody and they think of a team victory as their top priority.

Of course, it is important as a player to brush up your skills, but once you are in uniform, you must pursue team victory. Such an attitude earns respect both in Japan and the U.S. I think there is no difference on this point.

Fujisawa: Why did you establish 55 Baseball Foundation (to help spread the popularity of baseball)?

Matsui: First, the baseball population has been declining in both Japan and the U.S.

I want to teach children how wonderful baseball is and want them to play, continue to play and become better. By doing so, I also learn a lot. By dealing with both Japanese and American children, I'm learning the differences in how they treat me. It's a very interesting learning experience.

Fujisawa: Do you have a message for children playing sports?

Matsui: Sports are a great way to learn many important lessons. You can learn from the sport, as well as your teammates, coaches and supporters.

Hase: Sports can serve as a huge starting point. Through sport, we learn to respect each other, to abide by the rules and play fair. I was always told that, and I also learned to take good care of equip-

ment.

There are many things you can learn other than the sport itself.

Matsui: I remember a time when I threw a bat at an international game in high school and my coach being very angry.

I also remember that my coach praised me for not criticizing the opponent team after a pitcher walked me five times when I was in high school. I remember being praised for my attitude more than my skills.

Hase: We really appreciate your contribution to sports since your retirement. I hope you can help us facilitate more dialogue between businesses, academia and teachers to improve sports, and I personally support you becoming a professional coach.

I truly believe you will become a person with a genuine dual career, who has first-class manners, knowledge and expertise.

Fujisawa: What do you expect to come from the World Forum for Sport and Culture?

Matsui: I hope this raises more interest in sports. I'm also looking forward to promoting the good deeds of the Japanese, and the good aspects of sports in Japan.

It is a major event for us in this area, and I hope we can keep the passion and tempo high even after the event is over. As the top batter, I hope to put in my best to make this event successful.

An opportunity to gain new perspective

Klaus Schwab
FOUNDER AND EXECUTIVE CHAIRMAN OF THE
WORLD ECONOMIC FORUM



With the World Forum on Sports and Culture, Japan will soon take an important step on its exciting journey toward the year of 2020 when the Summer Olympics and Paralympics will take place in Tokyo.

The government of Japan deserves praise for its role as a host and for involving the international community so closely and early on in the process. Maybe more than ever, our globalized world needs leadership that recognizes the need for joint dialogue and collaboration.

The World Economic Forum is honored to support the Ministry of Education, Culture, Sports, Science and Technology through a series of discussions, workshops and interactive sessions.

We will help bring the international community to Tokyo to not only discuss sporting excellence and cultural exchange, but also to allow global leaders to learn more about Japanese perspectives on new lifestyles and approaches to health and well-being and new forms of creativity in the new technological era of the Fourth Industrial Revolution.

At the same time, this gathering will be a great opportunity for Japan to gain new insights from experts across

all sectors — including our community of Young Global Leaders.

Personally, I am looking forward to being in Tokyo once more, as Japan is a country that I have had the privilege and pleasure of visiting more than 80 times since I founded the World Economic Forum and one that has my special admiration for its people and culture.

Hase: Tokyo is set to become the first city in the world to host both the Olympics and Paralympics for the second time. Toward 2020 and beyond, Tokyo will become a city of diversity. The roads, facilities, everything will be universally accessible.

I believe Japan has such technology and innovation, where most other countries do not. I believe such innovation is rooted in the Japanese spirit.

In order to spread this message, I wanted someone who enjoys widespread popularity and has an international background to promote our cause as ambassador. This person must also believe in our goals and values. Mr. Matsui, that is exactly what I saw in you when I asked for your help.

Matsui: It's my honor. I've played on

Bringing people together through song

Saburo Kitajima
ENKA SINGER, AMBASSADOR FOR THE WORLD
FORUM ON SPORT AND CULTURE

It is a pleasure and honor to be named an ambassador of the World Forum on Sport and Culture.

Thanks to the support of countless people, I have celebrated the 55th anniversary of my debut as an enka singer. My deepest gratitude goes to my fans and peers who gave me the gift of kindness throughout the years.

In the course of my long career, I have not only performed across Japan, but also had the opportunity to deliver enka — the soul music of Japan — to audiences in various countries, including the U.S., China, Russia and Brazil. Through these tours abroad, I have learned firsthand that what they say is true: Music can transcend nationality and culture and serve as a means of cultural exchange between different peoples.

As a sports lover, I look forward to 2020, when the world's eyes will focus

on the various international sporting events taking place in Japan. I cannot wait to witness the even greater success of Japanese athletes and to see peoples of different countries making heart-to-heart connections through the carnival of sports.

In my role as an ambassador, I hope to draw on my experiences as both a singer and a Japanese national to offer the best support I can and present the wonderful culture and heart of Japan to guests from abroad.



Keisuke Honda
SOCCER PLAYER, AMBASSADOR FOR THE WORLD
FORUM ON SPORT AND CULTURE

Hello everybody. I am Keisuke Honda from the Japan national soccer team. I am very happy to tell you that I have been appointed as an ambassador of the World Forum on Sport and Culture.

I strongly aspire to improve the world through education. So I would like to make the world a better place with those who have the same aspiration. I am always thinking how we can create a world with no conflicts and how we can educate people to realize such a world.

As an ambassador, I fully support the World Forum on Sport and Culture.



Growth through stronger presentation, promotion

The World Forum on Sport and Culture will be held in Kyoto and Tokyo from Wednesday to Saturday to discuss and exchange information about the international contributions of sport, culture and the economy.

The forum, hosted by the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the Agency for Cultural Affairs and the Sports Agency, is a multi-stakeholder event, with partners from both public and private institutions, including related ministries, economic organizations, local municipalities and private companies from more than 50 countries.

Yomiuri Giants, as well as New York Yankees, Saburo Kitajima, a veteran enka singer and soccer player Keisuke Honda, who plays for AC Milan and the national team.

A ceremony to appoint four of the ambassadors — Icho, Kawase, Takeuchi and Narita — was held in May, in the presence of former Minister of Education, Culture, Sports, Science, and Technology Hiroshi Hase.

The following is taken from a brief discussion between the ambassadors and Hase after the ceremony. The theme of the session was "New potentials of sports and culture, with a focus on the power of software."

Hase: Sports and culture have a unique persuasiveness. News from these fields creates new values, which turn into profit. Profit comes back to people.

What we need to do is to promote the vision that creates this good cycle that makes society richer. Players in such fields indeed can create values as professionals, and the forum is here to back up the players in promoting such activities.

We need to show international society that there are women in Japan with credibility and a strong voice in each of their fields. We strongly appreciate your dedication, support, and contribution to the forum, and I look forward to hearing your positive output.

Narita: Although I'm on the organizing side of the games, I also look forward to participating in the Paralympics as a swimmer. I hope my actions have helped children to have more hope in their lives.

Heading into 2020, I am doing my best to be able to give more hope to children through my sport. Any sport, including the Olympic and Paralympic Games, is not just for the athletes. There are athletes, volunteers and many young supporters. Each of us plays a large part in a successful game and I perceive my mission to convey this message as an ambassador to make this event more successful.

Icho: I really could not have competed for so long if I were doing it alone. Of course I fight each match by myself, but that is not the only thing that kept me going. There are the countless supporters who stood along the way, as well as my colleagues, friends and family. I would not be standing here today without them all.

I learned so much through wrestling, and it was the sport that made me dream big and those dreams came true. I hope my work is as inspiring to



Mayumi Narita, a Paralympic swimmer and the director of the Tokyo Organizing Committee of the Olympic and Paralympic Games

the youth as my predecessors were for me.

Kawase: I have released many of my films in France. My first film won the Camera d'Or (prize for new directors) at the Cannes Film Festival twenty years ago, in 1997. That was the first global recognition of my work.

Titled "Suzaku," the film was about a family in a rural village in the mountains of Yoshino, Nara Prefecture. My own evaluation of the film was actually low, since it was about a small, disappearing village in rapidly industrializing Japan.

It seemed shameful to show the shadows of Japanese economic development, and I thought, maybe I should have made something more upbeat, positive. But the French judges at the festival told me that they grew up in the exact same kind of village, in the same situation.

This comment really hit home to me, and I realized that although we might be from different countries we are all the same. The same sunshine and winds nurture us, and we need such an atmosphere to learn to love, empathize and live spiritually. That is what culture is made of, and no economy grows without culture.

We need the youth to understand and embody culture more to make a livelier economy.

Regarding sports, I used to play basketball and I participated in national competitions in high school, hoping to become professional. But when I imagined how long I could be at the top, I realized I could only play until my thirties. That was when I decided to become a filmmaker, since it was a life-long career. However, sports still have a deep meaning for me ... sports clips always make me cry.

Upon this appointment, I will provide what I can, from the deepest part of me to spread the message. Right now I am in Tokyo, but I live in Nara, the oldest town in Japan. I believe it's the place where culture started, where something bloomed. It is just another poor old town in rural Japan right now, but in such towns I feel strong potential. Those towns are where the hidden treasures rest and we need to dig them up.

In this spirit, I started an international film festival in Nara from 2010, and 2016 marks the fourth festival. I hope to promote our unique culture widely outside Japan with our local youth, at the same time remembering who we are and where we came from.

Takeuchi: This forum puts culture and sports on the same plane, but actually they are different things. Sports have international rules, and individuals can enter the international arena quite easily. Stepping across cultural boundaries is not that simple.

Monetizing sports and culture is another challenge. Additionally, structuring business through sports or culture is a growing challenge in international business these days. Those who have succeeded — places, countries and cities — welcome a huge number of visitors creating a large income stream. Those unable to produce such events would not see as many people, creating a large gap between the two.

France, where I lived for more than a decade, is a country that welcomes 80 million visitors per year. The GDP of France is around one-half of Japan's, but Japan's inbound target is 20 million, with around 8 million actually visiting. Why does France have ten times more visitors compared to Japan? They are very good at promoting their culture. They design, hotels, restaurants, art museums, theaters and more that are completely produced by capable hands.

Culture needs to be translated into the design of space. This is the key. Japan has great athletes and extraordinary artists, but we need designers, in architecture and industry, as well as the media to promote their activities.

Such promotion is the largest factor in winning competition. So media activities for the domestic and international markets would naturally be different.

Additionally, teamwork cannot be overlooked. We need locals with strong pride in their work and the tourism industry to provide information, which would result in appealing content for the global media. Such activities will create new flows of people and money. Looking from the outside, I wonder if people really understand Japan. They say that Japan is becoming more popular and Japanese food is good, but it's not something you experience every day. Think about us, Japanese, eating French cuisine without a deep understanding of its roots. The same thing is happening with Japanese culture. We need to show more of our daily culture and lifestyle. I don't think we have done a sufficient job yet, and we have more potential.

As an ambassador, I would like to stand on the global stage and spread my message. Most Japanese are content with praising our culture by ourselves. We have to measure how Japanese culture is appreciated in museums, theaters and film festivals



Sawako Takeuchi, a former president of the Japan Cultural Institute, Paris, and currently serving as an advisor to the Ministry of Education, Culture, Sports, Science and Technology

The next thing is that we need to brush up our presentation. There is very little we can do in promoting Japanese culture globally. We almost don't have the resources, with Ms. Kawase being an exception. How many artists have exhibits outside Japan? Almost none. So we need to raise more talent in this area such as people who can export, promote and critique our culture. We need to have more courses that train people who can work globally, with a good sense of promoting our culture. I hope I can help in creating such career paths.

Hase: Sports have high potential. They bond people across borders and help children in poor areas grow healthier. It promotes diplomacy, or even economies. That is why we have so many sporting events today.

Sports also spark fashion trends, help revitalize regions and grow tourism. Sports, and of course culture, have so much potential. All we need is good marketing and strategy. If athletes and artists share their emotions through their work and the media, expressing how sports and culture mean so much to life, it will make a difference in all of us.

Sports and culture show how extraordinary a person can be. I am greatly honored to have these four people that know such beauty and are equipped to convey the message as our World Forum on Sport and Culture ambassadors. I am eagerly looking forward to your future success.



Kaoru Icho, a freestyle wrestler who won gold medals in four consecutive Olympics

Sport and culture ambassadors were appointed to promote the forum and let the momentum continue to hold sports and cultural events for world peace and prosperity. They will promote this forum through events and social networking service posts as a goodwill messenger.

The sport and culture ambassadors are Kaoru Icho, a freestyle wrestler who won gold in four consecutive Olympic Games, Naomi Kawase, a film director, Sawako Takeuchi, a former president of the Japan Cultural Institute, Paris, and currently serving as an advisor to MEXT, Mayumi Narita, a Paralympian swimmer and the director of the Tokyo Organizing Committee of the Olympic and Paralympic Games, Hideki Matsui, a world-renowned baseball player who has played for



Naomi Kawase, a film director who won various international awards including Grand Prix at Cannes Film Festival in 2007

abroad. Actually, there is very little information. Even in Japan, it is very difficult to go to rural, or hidden places. It is difficult to find the route, or guides.