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 host 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, culture, and the heads of international promotional groups, top management of global companies, leading journalists and others. 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 also feature discussions on sports and culture ministers from about 50 countries, are scheduled to attend the forum, the role of which is to highlight the importance of the Tokyo Olympic Games, to be held in 2020.

Blending sport, culture, economy

The World Forum on Sport and Culture, the city of Kyoto, the Nippon Institute and FK (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 economic development.

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 “brought together sport, culture and business, such a comprehensive event is very rare in the world,” said Yuichi Tokiwagi, a representative of Physical Education and Sport (MINDS).

“The forum will help people’s momentous bond made inside Japan and many people from abroad will move in and visit Japan,” said Kumi Fujimori, adviser to the Ministry of Education, Culture, Sports and Technology, as well as the head of the “Who’s Who” government publication.

The forum also aims to give the world a chance to see the Japanese people, the excitement of sport and business, and the efforts of the WEF to foster new business opportunities.

“The measurement of success is not just how many visitors there are or how long people spend at the forum. The forum is just the beginning of a greater event. It is important for us to focus our eyes, to view the legacies created by the Olympic Games, to Tokyo, as the rugby World cup 2019, and sessions to re-discuss such themes as ‘Japanese pop culture’ and ‘Beyond Cool Japan.’”

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 being the host country of the WEF, which is the organization of the annual international business conference.

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Japanese culture is traditional and modern, blending old and new elements. Hirokazu Matsuno, Kyoto Gov. Keiji, feature speeches by education, culture, and sports. The agency is the main organizer of cultural innovation and how it can impact society where anybody, regardless of age, 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 the 2020 Olympics and Paralympics, “Building the Future through Cultural and Artistic Resources Shining On, Japan,” will be held as a kickoff event to generate national momentum in the run-up to the cultural programs. Meeting participants will deliberate and share ideas on the specific planning and implementations of these cultural programs, and how they can be used as an expected cultural legacy. The cultural session participants include Agency for Cultural Affairs Commissioner Shota Nakayama, a former minister of culture, and Ogasawara University President, Masato Okada, who is also the honorary chairman of Omotenashi Kyoto, said.

The World Forum on Sport and Culture is the largest biennial conference in the world that brings together athletes, organizers, and intellectuals from all over the world. The conference focuses on the role of culture and sport in building a better world, and the theme of this year’s event is “Building the Future through Cultural and Artistic Resources.”

The event will feature a range of cultural and sporting activities, including concerts, exhibitions, and panel discussions. Participants will have the opportunity to engage with experts from around the world and learn about the latest developments in the field of culture and sport.

The opening ceremony will take place at 9:00 AM on October 19, followed by a cultural session at 11:00 AM. The day will also include the Cultural Exhibition and Art Market (planning: Crystal Awards Japan) and the Cultural Event by Crystal Awardees.

The following day, October 20, will feature the Cultural Event by Crystal Awardees and the Cultural Session: Building the Future through Cultural and Artistic Resources Shining On, Japan. The day will also include the Cultural Event by Crystal Awardees and the Cultural Session: Building the Future through Cultural and Artistic Resources Shining On, Japan.

The closing ceremony will take place on October 21, with a cultural performance and a panel discussion on the future of culture and sport.

In conclusion, the World Forum on Sport and Culture is a unique opportunity to connect with experts from around the world and learn about the latest developments in the field of culture and sport. Whether you’re a professional athlete, cultural practitioner, or simply interested in the intersection of sport and culture, this event is not to be missed.

For more information, please visit the World Forum on Sport and Culture website.
Sports have the power to connect people

The Japanese sports industry now has a great opportunity to become a global leader in the sports industry.

Worldwide attention will be on Japan as more athletes and sports fans will visit the host country of the Rugby World Cup 2019, the Tokyo 2020 Olympic and Paralympic Games, and the Rugby World Cup, as the first country to do so without a host nation. This attention will put pressure on the sport to increase the revenue of the sports industry.

The Rugby World Cup 2019 is the first Asian country to host the Rugby World Cup, and the Tokyo Olympics and Paralympics. In addition, the Rugby World Cup is the first country to host the Rugby World Cup 2019 Organizing Committee Chairman Fujio Mitarai and Asia Rugby Vice President Aki Hashamin, among others.

The Rugby World Cup 2019 has a great opportunity to promote the Rugby World Cup, 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 business ideas and the views of sports ministers from each country. It is hoped that Japan will be a leader in this area.

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Sports seen as engine to encourage, provide opportunities to aid in cultural and social activities.

Asako Negishi, director, president and CEO of Mori Building Co., Ltd., explains, "After the Olympic and Paralympic Games, I believe it is important to engage in activities that will provide opportunities to aid in cultural and social activities.

Additionally, we will also engage in activities that will help us understand the needs of the community. We want to encourage people to work together to solve these issues in a meaningful way.

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In conclusion, we believe that sports can be used as an engine to encourage, provide opportunities to aid in cultural and social activities. We want to encourage people to work together to solve these issues in a meaningful way.

Thank you all very much. We hope to continue these activities in the future.

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

Shinya. Foreign currency business, and also sports, have the capability to explore the potential of human beings, explorations that we do not think about in the world of business that we have been doing. What is the point of this forum in terms of disseminating cultural information? That is the point when the whole world is thinking about the Olympics and Paralympics.

Then, we will be promoting the World Forum on sport and culture as the Corporate Planning Committee and CSR Promotion and chief executive officer.

We are an urban landscape developer, and we are engaged in activities that will aid in cultural and social activities. We want to encourage people to work together to solve these issues in a meaningful way.

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All Together!

Co-Creation, Co-Growth

World Forum on Sport and Culture

KYOTO 2016.10.19 WED-20THU / TOKYO 2016.10.20THU-22SAT

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Aspiring to make the world a better place

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

I am Keiko Honda, who was named an ambassador of the World Forum on Sport and Culture from the Japan national soccer team. As a member of the national team, I have been appointed as an ambassador of the World Forum on Sport and Culture. Moreover, my role is to be a bridge between the two.

Looking from the inside, 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. I think about it, wondering why the tourism is not increasing.

I think that Japan has a lot more to offer. We need to show more of our daily culture and sport to the world.

As an ambassador, I would like to introduce my country to the world and spread awareness of Japanese cuisine in museums, theaters and film festivals.

The next thing is that we need to bring up our presence. There are many people in the world who don’t know about Japan, and the people who know Japan have little knowledge about it.

Sports have high potential. They bond people across borders and help children in poor areas grow healthier. They promote diplomacy, or even economics. That is why we need to introduce Japan to the world.

Sports and culture show us how extraordinary a person can be if they are given the opportunity. It’s been shown that people that know such beauty and are equipped to convey the message of our Sport and Culture ambassadors. I am eagerly looking forward to my future success.