

<JETRO Webinar series: #6>

## **Sports Industry**

In this webinar, J.LEAGUE Inc. will present you about initiatives in the sports industry in Japan and its needs related to sports tech based on their experience in the Japanese football market.

Join our webinar to get information about above.

<About the webinar>

■Date:

Mon, 13th July 4:00PM - 5:00 PM(JST)

■Language: English

■Free of charge

■Topic:

4:00 – 4:20 “J.LEAGUE as a platform between Japan & Overseas”

Mr. Takeyuki OYA, General Manager, Global Business Dept, J.LEAGUE Inc

4:20 – 4:50 Q&A

■Outline:

J.LEAGUE was launched in 1993, with 10 clubs and by now 56 clubs are covering throughout the nation.

J.LEAGUE, for its further development, also extends its presence & activities in Asia and accelerates digitalization in many ways as a front runner of the industry. Sports as public property, will play an important role especially with Covid-19.

J.LEAGUE is challenging not only to provide positive news to the public, but also to become a platform for Japan and overseas stakeholders to grow together.

■Registration: [https://zoom.us/webinar/register/WN\\_Jxxwt9i5RimpyG6gIdY6jA](https://zoom.us/webinar/register/WN_Jxxwt9i5RimpyG6gIdY6jA)

■Speaker Profile:

-Mr. Takeyuki OYA, General Manager, Global Business Dept, J.LEAGUE Inc.

Joined Japan Professional Football League (J.LEAGUE) in 2009, after working at Japan International Cooperation Agency (JICA).

Started J.LEAGUE career at Competition Department, mainly in charge of international competitions such as AFC Champions Leagues, and FIFA Club World Cups. After moving to Sponsorship & business side of J.LEAGUE for 3 years, in 2012, he joined newly launched project, Asian Strategy, and became the current role in 2017. He also works as AFC Match Commissioner since 2015.

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ジェトロ 新型コロナウイルス関連ウェビナー・シリーズ 第6回開催のご案内

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この度、ジェトロでは株式会社Jリーグをお招きし、外国企業、外資系企業を対象としたウェビナーを開催いたします。本ウェビナーは、日本におけるサッカーを中心としたスポーツ業界における取り組みや、スポーツテックに関するニーズを紹介いただきます。是非奮ってご参加ください。

<第6回ウェビナー詳細>

■日程:

7月13日(月)4:00PM - 5:00PM (日本時間)

■使用言語:英語

■費用:無料

■トピック

16:00 - 16:20 「J.LEAGUE as a platform between Japan & Overseas」

株式会社Jリーグ 大矢 丈之 氏

16:20 - 16:50 Q&A

※講師プロフィール詳細は上記英語のご案内文をご参照ください。

■講演概要

1993年に10クラブで始まったJリーグは、今では56クラブまで増え、日本全国を網羅しています。また、更なる成長のために、アジアでの存在・活動に力を入れると共に、デジタル化も加速しています。

激動のコロナ禍において、スポーツは社会における公共財として、人々に明るい話題を提供するだけでなく、日本と海外の架け橋として、共に成長するプラットフォームとしての可能性を秘めています。

■ご登録方法:[https://zoom.us/webinar/register/WN\\_Jxxwt9i5RimpyG6gIdY6jA](https://zoom.us/webinar/register/WN_Jxxwt9i5RimpyG6gIdY6jA)