



東京2020ゴールド街づくりパートナー



BE THE CHANGE

さあ、街から世界を変えよう。

April 7, 2017

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development) partner.

Mitsui Fudosan CLIMBING PARK for Tokyo 2020

To be held for four days at Urban Dock LaLaport TOYOSU from May 18, 2017

Tokyo, Japan, April 7, 2017 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold the Mitsui Fudosan CLIMBING PARK for Tokyo 2020 at the Mitsui Shopping Park Urban Dock LaLaport TOYOSU for four days from Thursday, May 18 to Sunday, May 21, 2017. Additionally, on Saturday, May 20, 2017, a Climbing Academy will be held as part of the event for participants selected through publicly offered applications in what amounts to the Seventh Mitsui Fudosan Sports Academy for Tokyo 2020.

Mitsui Fudosan will hold the Mitsui Fudosan CLIMBING PARK for Tokyo 2020 with the support of the Tokyo Metropolitan Government, Japanese Olympic Committee and Japan Mountaineering & Sports Climbing Association. Through an event enabling easily obtained experience, Mitsui Fudosan aims to spread to as many people as possible the attractions of sports climbing, which it has sponsored since fiscal 2016, in addition to building up momentum for sports climbing ahead of its inclusion as an event at the Tokyo 2020 Olympic Games.

Meanwhile, at the Climbing Academy, top Japanese athletes (Akiyo Noguchi, Mihou Nonaka and Rei Sugimoto) have been invited to serve as instructors, enabling participants to look and get a feel at close hand for the techniques used by world-class athletes in a situation possible only through this academy program. This is an opportunity to pass on the enjoyment and attractions of sports climbing to a wide range of ages from children through to adults.

Mitsui Fudosan will use these activities to increase enjoyment for both communities and the Olympic Movement, as well as to contribute to the success of the Tokyo 2020 Olympic and Paralympic Games as a Gold Partner in the field of Real Estate Development.



■ Overview of Mitsui Fudosan CLIMBING PARK for Tokyo 2020

Name	Mitsui Fudosan CLIMBING PARK for Tokyo 2020
Date	Thursday, May 18 to Sunday, May 21, 2017
Venue	Seaside Deck, Mitsui Shopping Park Urban Dock LaLaport TOYOSU
Organizer	Mitsui Fudosan Co., Ltd.
Supporters	Tokyo Metropolitan Government, Japanese Olympic Committee (JOC), and Japan Mountaineering & Sports Climbing Association

■ Seventh Mitsui Fudosan Sports Academy for Tokyo 2020

Name	Seventh Mitsui Fudosan Sports Academy for Tokyo 2020 — Tokyo 2020 Olympic and Paralympic Games Movement —
Sports	Sports climbing (Bouldering)
Date	Saturday, May 20, 2017
Venue	Seaside Deck, Mitsui Shopping Park Urban Dock LaLaport TOYOSU
Instructors	Akiyo Noguchi, Mihou Nonaka and Rei Sugimoto
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	Tokyo Organizing Committee of the Olympic and Paralympic Games
Supporters	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), Tokyo Metropolitan Government, and Japan Sports Agency
Special sponsorship	Mitsui Fudosan Residential Co., Ltd. <small>Mitsui Fudosan Residential Co., Ltd. is a Mitsui Fudosan Group company</small>

■ Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of “Real Estate Development” holds the Mitsui Fudosan Sports Academy for Tokyo 2020, a sports classroom conducted with the cooperation of The Tokyo Organising Committee of the Olympic and Paralympic Games. Top class athletes are invited to be instructors and through their descriptions participants experience the Olympic and Paralympic competitions. This event is also certified as part of the Tokyo 2020 Official Programme, a Tokyo 2020 participatory event.

Mitsui Fudosan Sports Academy for Tokyo 2020 events have been held from Nihonbashi, where Japan's five major highways all started, to the Tokyo bayside Wangan area, and in elementary and junior high schools and LaLaport facilities in areas where Mitsui Fudosan is engaged in urban development. Looking ahead, the plan is to hold events in places throughout Japan, including retail facilities that Mitsui Fudosan operates such as Tokyo Midtown, LaLaport and MITSUI OUTLET PARK. By enabling direct contact with top-class athletes, the Academy will create connections with many people, starting with the children living in those districts, and will vitalize urban communities, thereby creating a legacy that will continue into the future.

■ The Philosophy of Mitsui Fudosan’s Urban Development Utilizing the “Power of Sports”

The Philosophy of Mitsui Fudosan’s Urban Development Utilizing the “Power of Sports”


Sports not only improve the mental and physical health of people through actions such as “Doing,” “Watching” and “Supporting,” it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the “Power of Sports” in urban development.

Moreover, as the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the category of “Real Estate Development”, Mitsui Fudosan has created the slogan of “BE THE CHANGE” and seeks to change itself under the themes of “Communicating,” “Connecting” and “Accepting,” and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

List of Projects		
2015	October	Nihonbashi City Dressing
	December	Mitsui Fudosan Ice Rink in Tokyo Midtown
2016	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Wheelchair Rugby Academy—
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020 —Badminton Academy—
	August	Challenge Park by Mitsui Fudosan
	September	Nihonbashi City Dressing for Tokyo 2020
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	November	4th & 5th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Athletics Academy—
2017	January-March	Mitsui Fudosan Ice Rink for Tokyo 2020
	January-February	6th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—

* Items highlighted in yellow are certified under the Tokyo 2020 Official Programme.

■ Mitsui Fudosan’s Slogan for 2020

 <p>さあ、街から世界を変えよう。</p>	<p>The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a “Wind” changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a “Bird riding the wind and flying through the skies.” The slogan contains the philosophy of “If people change, they can change the world” for 2020 and beyond.</p>
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