

October 12, 2020

For immediate release

Mitsui Fudosan Co., Ltd.  
Mitsui Fudosan Hotel Management Co., Ltd.

Mitsui Fudosan supports the Tokyo 2020 Olympic and Paralympic Games as a Tokyo 2020 Gold Partner in the category of Real Estate Development. Mitsui Fudosan Residential Co., Ltd. is a Mitsui Fudosan Group company.

Creating Neighborhoods while Utilizing the “Power of Sports”  
**Nineteenth Mitsui Fudosan Sports Academy for Tokyo 2020**  
～Movement toward the Tokyo 2020 Olympic and Paralympic Games～

**Decided to Hold Sport Climbing Academy Online on November 22!**

Tokyo, Japan, October 12, 2020—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Residential Co., Ltd. will hold the Mitsui Fudosan Sports Academy for Tokyo 2020 on Sunday, November 22, 2020 as part of movement toward the Tokyo 2020 Olympic and Paralympic Games.

Mitsui Fudosan, a Tokyo 2020 Gold Partner in the category of Real Estate Development, will hold the Mitsui Fudosan Sports Academy for Tokyo 2020 event, a sports classroom conducted in cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games. Top-class athletes are invited to be instructors, and with their guidance participants learn and experience Olympic and Paralympic sport events.

The nineteenth event, a sport climbing academy, is the first online sports academy and will be held for a wide range of age groups, including students who lost the opportunity to take part in events due to the impact of COVID-19, with athletes Akiyo Noguchi and Miho Nonaka as instructors. The event will feature demonstrations by the athletes, who will pass on the gist of the sport and talk about training methods, as well as respond directly to questions from participants, enabling interactive communication.

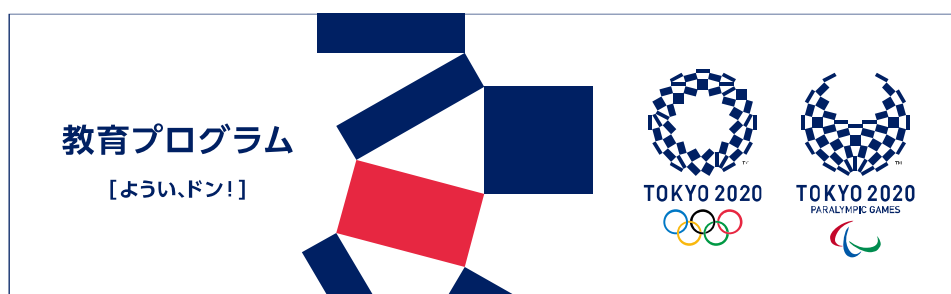
Holding this kind of event online will contribute to continuing to foster enthusiasm for the Tokyo 2020 Olympic and Paralympic Games.

■ Overview for the Nineteenth Sports Academy: Sport Climbing Academy

Name	Nineteenth Mitsui Fudosan Sports Academy for Tokyo 2020 Sport Climbing Academy
Date	Sunday, November 22, 2020 First event: 11:00–12:00 Second event: 14:00–15:00
Applicants	Junior high school students and older
Number of participants	Around 80 (40 per event) * Applicants who are not selected as participants will be able to view proceedings via a live broadcast of the event on YouTube.
Admission	Free
Venue	Online
Instructors	Akiyo Noguchi and Miho Nonaka
Organizer	Mitsui Fudosan Co., Ltd.

Cooperation	Tokyo Organising Committee of the Olympic and Paralympic Games
Supporters	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), and Japan Sports Agency
Special cooperation	Mitsui Fudosan Hotel Management Co., Ltd.

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.



■Scenes from Past Events at the Mitsui Fudosan Sports Academy for Tokyo 2020 (reference)



Opening Ceremony



Fifth Mitsui Fudosan Academy for Tokyo 2020:  
Athletics Academy



Eighth Mitsui Fudosan Sports Academy for Tokyo 2020:  
Wheelchair Rugby Academy



Ninth Mitsui Fudosan Sports Academy for Tokyo 2020:  
Gymnastics Academy



Tenth Mitsui Fudosan Sports Academy for Tokyo 2020:  
Basketball Academy



Fourteenth Mitsui Fudosan Sports Academy for Tokyo  
2020: Table Tennis Academy



Fifteenth Mitsui Fudosan Sports Academy for Tokyo  
2020: Tennis Academy



Seventeenth Sports Academy: Sport Climbing Academy

## ■ 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.

## ■ Mitsui Fudosan's Slogan for 2020



**BE THE  
CHANGE**

さあ、街から世界を変えよう。

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.

■Mitsui Fudosan's Urban Development Utilizing the "Power of Sports" Project Results

List of Projects		
2015	October	Nihonbashi City Dressing (Nihonbashi area)
2016	January–March	Mitsui Fudosan Ice Rink in Tokyo Midtown (Tokyo Midtown)
	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy/Wheelchair Rugby Academy (Nihonbashi Mitsui Hall)
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020: Badminton Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020 (Tokyo Midtown)
	August	Challenge Park by Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	September	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Nihonbashi Mitsui Hall)
	November	4th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Gotenyama Elementary School, Shinagawa-ku)
	November	5th Mitsui Fudosan Academy for Tokyo 2020: Athletics Academy (Toyomi Elementary School, Chuo-ku)
	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020: Paralympics Support Event(Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
2017	January - March	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	January and February	6th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020 (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020: Wheelchair Rugby Academy (Joto Elementary School, Chuo-ku)
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Hino Gakuen, Shinagawa-ku)
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020: Basketball Academy (Katayanagi Arena)
	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020: Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd. (MIFA Football Park, Toyosu)
	October	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2017 (Tokyo suburbs)
December	12th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Mitsui Fudosan SPORTS LINK CITY FUN-TE!, Ice Rink Sendai)	
2018	January–March	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	February	13th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	June	Mitsui Offices Sports Festival for TOKYO 2020: 3X3 (Toyosu Tent Dome, Tokyo Midtown)
	August	Out of the Ordinary 2020 Exhibition by Mitsui Fudosan (Tokyo Midtown Hibiya)
	August	Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU) Sponsor: Tokyo 2020 Organising Committee, Co-Sponsor: Mitsui Fudosan Co., Ltd.

	August	14th Mitsui Fudosan Sports Academy for Tokyo 2020: Table Tennis Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2018 (Toyosu Tent Dome)
	December	15th Mitsui Fudosan Sports Academy for Tokyo 2020: Tennis Academy (Yoshida Memorial Tennis Training Center)
2019	March	TRY! TOKYO 2020 (Kasumigaseki Building, Shinjuku Mitsui Building)
	May	Tokyo 2020: Let's 55—Let's Go! Go!—with Mitsui Fudosan (Mitsui Shopping Park Urban Dock LaLaport TOYOSU) Sponsor: Tokyo 2020 Organising Committee, Cosponsor: Mitsui Fudosan Co.,Ltd.
	May	Mitsui Fudosan Sports Academy for Tokyo 2020 [Sixteenth Sports Academy: Basketball Academy] (Mitsui Shopping Park Urban Dock LaLaport TOYOSU)
	June	Mitsui Offices Sports Festival for TOKYO 2020: 3x3 Cup (Toyosu Dome)
	June	Design Talk with Asao Tokoro: “Individuals, Groups, and Order—A Conversation about Crests and Patterns—” (Muromachi Mitsui Hall)
	July	The “Super Unusual 2020 Exhibition” by Mitsui Fudosan (Tokyo Midtown Hibiya)
	July	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	September	Mitsui Offices Sports Night: Sport Climbing (B-PUMP TOKYO Akihabara)
	October– November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2019 (Toyosu Dome)
	December	Mitsui Fudosan Sports Academy for Tokyo 2020 [Seventeenth Sports Academy: Sport Climbing Academy] (GRAVITY RESEARCH TOKYO-BAY at Mitsui Shopping Park LaLaport TOKYO-BAY)
2020	January	Mitsui Fudosan Sports Academy for Tokyo 2020 [Eighteenth Sports Academy: Tennis and wheelchair tennis academy] (Tennis Training Center)  * Not held from the standpoint of preventing the spread of COVID-19

\*Events in blue are recognized under the Tokyo 2020 Official Programme.

**Mitsui Fudosan Group’s Contribution to SDGs**

[https://www.mitsuifudosan.co.jp/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

\* The initiatives covered in this press release are contributing to two of the UN’s SDGs.

Goal 3	Good Health and Well-Being
Goal 4	Quality Education

