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For immediate release

Mitsui Fudosan Co., Ltd.
Mitsui Fudosan Residential 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”
Twentieth Mitsui Fudosan Sports Academy for Tokyo 2020
~Movement toward the Tokyo 2020 Olympic and Paralympic Games~
Online Soccer Academy Scheduled to be Held on April 25!**

Tokyo, Japan, March 31, 2021—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, April 25, 2021 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. Mitsui Fudosan will invite top-class athletes as instructors, introduce Olympic and Paralympic sport events and hold hands-on exhibitions.

The twentieth event will be held as an online soccer academy with Kengo Nakamura, a former member of the Japan national football team, and Masakazu Okabe, widely recognized for his dribble coaching, as instructors. The event will feature demonstrations by the athletes, who will communicate tricks for dribbling and training methods as well as respond directly to questions from participants, enabling interactive communication.

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

■ Overview for the Twentieth Sports Academy: Soccer Academy

Name	Twentieth Mitsui Fudosan Sports Academy for Tokyo 2020 Soccer Academy
Date	Sunday, April 25, 2021 First event: 13:00–14:00 Second event: 15:00–16:00
Applicants	Junior high school students and older
Number of participants	Around 80 (around 40 per event) * Applicants who are not selected as participants will be able to view the proceedings via a live broadcast of the event on YouTube.
Admission	Free
Venue	Online
How to apply	Please apply through the website below. https://www.mitsuifudosan.co.jp/bethechange/sports_academy/soccer/
Instructors	Kengo Nakamura and Masakazu Okabe
Organization	Mitsui Fudosan Co., Ltd

Cooperation	Tokyo Organising Committee of the Olympic and Paralympic Games
Support	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), and Japan Sports Agency
Special cooperation	Mitsui Fudosan Residential 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



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



Nineteenth Mitsui Fudosan Sports Academy for Tokyo 2020: Sport Climbing Academy Online



■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 Sports Support Activities

The logo for "BE THE CHANGE" features the words "BE THE CHANGE" in a bold, sans-serif font. The word "BE" is on the top line, "THE" is on the middle line, and "CHANGE" is on the bottom line. A stylized graphic element, consisting of three horizontal bars (red, blue, and blue) with a red triangle pointing upwards, is positioned between "BE" and "THE".

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, which is painted in Mitsui Fudosan’s two corporate colors, conveys the image of a bird riding the wind and flying through the skies. The slogan embodies the philosophy that “if people change, the world can change” with a view toward the future.

■ 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
	November	Mitsui Fudosan Sports Academy for Tokyo 2020 [Nineteenth Sports Academy: Sport Climbing Academy] * Held online

*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/

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

