



**mitsui FUDOSAN**

**BE THE  
CHANGE**

さあ、街から世界を変えよう。

October 20, 2023

For immediate release

Mitsui Fudosan Co., Ltd.  
Japan Football Association

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## **–Aiming to Utilize the Power of Sports for Urban Development– Conclusion of Major Partner Agreement with JFA Will Support the Japanese National Teams Through Urban Development**

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Tokyo, Japan, October 10, 2023 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and public interest incorporated association Japan Football Association (“JFA”) have concluded a JFA Major Partner Agreement. In conjunction with the conclusion of this agreement, Mitsui Fudosan will support JFA’s efforts including strengthening the national soccer team, player development, coach training, refereeing, and grassroots activities, as well as support the Japanese national soccer teams by holding public viewings and soccer events using Mitsui Fudosan Group facilities as well as through the opening of “blue-ing!,” the JFA soccer culture creation center in Tokyo Dome City.

To commemorate the conclusion of the JFA Major Partner Agreement, a kickoff ceremony was held at Tokyo Midtown Hibiya on Friday, October 20. SAMURAI BLUE head coach Hajime Moriyasu and cheering guest Tomoaki Makino also attended the ceremony, and together with JFA President Kohzo Tashima and President and CEO Takashi Ueda, they spoke about future prospects for urban development with sports through soccer. In addition, Coach Hajime Moriyasu specifically noted that he would be very happy if the parties involved could build environments where children can easily participate in sports and create an environment where they can free their minds through sports, not just soccer, through opportunities such as public viewings.

In October 2021, JFA and Mitsui Fudosan signed a Basic Agreement Concerning Collaboration in Neighborhood Creation and Reorganization of Operational Bases Utilizing the Power of Soccer. Since then, the two have been partnering on urban development utilizing the power of sports, which Mitsui Fudosan has been advancing based on its slogan of “BE THE CHANGE,” and reorganizing operational bases to pass along the history and tradition of the JFA, which is celebrating its 100th anniversary, and contribute to its development over the next 100 years. Both sides have been leveraging their respective achievements and networks since the basic agreement was concluded.

With the conclusion of this Major Partner Agreement, Mitsui Fudosan will support Japan’s national soccer team, SAMURAI BLUE, which aims to become the best in the world by 2050, more than ever through urban development.



## Overview of Major Partner Agreement

Period: October 1, 2023 – March 31, 2027

Target: 1. Japan's National Soccer Team  
SAMURAI BLUE (men's national soccer team) Nadeshiko Japan (women's national soccer team), the Futsal National Team, the Beach Soccer National Team, all age-restricted national soccer teams, and Soccer-e National Team  
2. JFA initiatives including player development, coach training, refereeing, and grassroots activities

### Message from Mitsui Fudosan President and CEO Takashi Ueda

Sports not only improve the mental and physical health of people living, working or relaxing in an area through actions such as “Playing,” “Watching” and “Supporting,” but also create new connections and have the power to revitalize communities. We believe that sports, which move viewers tremendously because they are unscripted drama, are powerful content in creating “mixed-use” areas that people want to visit and gather in.

Mitsui Fudosan has continued to talk with JFA to take advantage of our mutual achievements and networks. Through the provision of “places” and “communities” through urban development, by increasing the points of contact between people and soccer, thereby broadening the base of the sport, and by improving the quality of the environment to develop top athletes along with other initiatives, we hope to provide significant support in a wide range of aspects towards winning the World Cup, which is the JFA's ultimate goal.

Watching Japan's national soccer team boldly taking on the challenge of achieving their dreams and goals always encourages us. We, as supporters, will use this as a source of energy, and with the same spirit, aim to achieve our own goals and advance all activities in collaboration with the JFA.

### Message from JFA President Kohzo Tashima

The Japan Football Association entered into a basic agreement with Mitsui Fudosan in 2021, and leveraging the strengths and networks of both parties we have been working to create communities centered around soccer and sports and to reorganize our operational base to contribute to the advancement of sports. This is symbolized by “blue-ing!,” a next-generation soccer culture creation center that will open this December in Tokyo Dome City. The concept of the facility is “a place for communication and creativity that connects us to the future.” In addition to enjoying next-generation experiential content and the latest digital displays, the facility also features an event space, an area where people can enjoy food and drinks, a soccer shop, and more.

JFA will continue to work with Mitsui Fudosan on urban development leveraging the power of sports and soccer, as well as activities aimed at supporting people's physical and mental health, and we will contribute to the development of local sports and the advancement of society.

## 【Attachment 1: Mitsui Fudosan's Urban Development and Sports】

In 2016, Mitsui Fudosan established the slogan of “BE THE CHANGE,” and has since been working on a variety of urban development projects incorporating elements of sports.

Mitsui Fudosan has been developing venues such as MIYASHITA PARK, which features a climbing wall and a skating rink, Mitsui Shopping Park LaLaport Fukuoka, which has a sports park including a 200m track, and Mitsui Shopping Park LaLaport Sakai, which boasts an indoor stadium court where full-scale sports and entertainment events can be held. In addition, the company is promoting and accelerating the creation of communities by holding events such as the “Mitsui Fudosan Sports Academy,” where children can receive one-day lessons from athletes.

In the spring of 2024, the company is planning to open a large multipurpose arena with a capacity of 10,000 people (tentative name: LaLa arena TOKYO-BAY) (a joint project with MIXI Corporation). Going forward, the company will continue to utilize the power of sports as it promotes urban development.



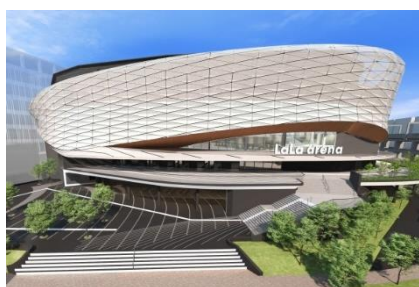
MIYASHITA PARK  
(Shibuya Ward, Tokyo Prefecture)



Mitsui Shopping Park LaLaport Fukuoka  
(Fukuoka City, Fukuoka Prefecture)



Mitsui Shopping Park LaLaport Sakai  
(Sakai City, Osaka Prefecture)



(Tentative name) Conceptual image of the  
exterior of LaLa arena TOKYO-BAY  
(Funabashi City, Chiba Prefecture)



Mitsui Fudosan Sports Academy  
(basketball academy)



Mitsui Fudosan Sports Academy  
(ice skating academy)

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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.”

## 【Attachment 2: Mitsui Fudosan Group’s Contribution to SDGs】

[https://www.mitsuifudosan.co.jp/english/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/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. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021, and “Biodiversity” in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

### 【References】

・Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

・Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

・Mitsui Fudosan Group Biodiversity Policy

<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

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

Goal 3: Good health and well-being  
Goal 11: Sustainable cities and communities

