

June 4, 2025

To whom it may concern,

Development Bank of Japan Inc. / Mitsui Fudosan Co., Ltd.

“Stanford Professor George Foster Sports Innovation Conference 2025” Coming to Tokyo on June 18

Envisioning the Future of Japan’s Sports Industry through Urban Development and Finance

Key Highlights:

- With the support of Professor George Foster of Stanford University—renowned for leading the “Sports Innovation Conference” at Stanford Graduate School of Business (GSB)—the event will be held in Japan for the first time.
- The conference theme, “Driving Growth in the Sports Industry,” will explore opportunities at the intersection of sports, urban development, and technology; aiming to unlock new business potential and strengthen access to global markets.

Development Bank of Japan Inc. (DBJ) and Mitsui Fudosan Co., Ltd. (President and CEO: Takashi Ueda) are pleased to announce the **“Stanford Professor George Foster Sports Innovation Conference 2025”** will be held on **June 18, 2025**, at **Tokyo Midtown Hibiya**.

Professor Foster, a leading expert in sports business research, has brought together leaders from professional sports leagues such as the NBA, MLB, and NFL, along with innovators from the sports tech sector, through the **Stanford GSB Sports Innovation Conference** to explore the future of sports and technology.

Bringing this initiative to Japan, the conference will highlight pioneering case studies and insights into sports business and innovation. Through keynote speeches and panel discussions by experts from Japan and abroad, the event aims to catalyze new business opportunities and establish platforms for global engagement in Japan’s sports sector.

**STANFORD PROFESSOR
GEORGE FOSTER
SPORTS INNOVATION
CONFERENCE 2025**

■ Event Overview

Date & Time: Wednesday, June 18, 2025 | 13:00–17:10 (Doors open at 12:30)

Venue: BASE Q Halls 1 & 2, 6F, Tokyo Midtown Hibiya

Organizers: Development Bank of Japan Inc. / Mitsui Fudosan Co., Ltd.

Sponsors: SCO Group inc. / Scrum Ventures

Special Support: The Yomiuri Shimbun

Admission: Free (Limited to 300 participants, first come, first served)

■ Agenda (subject to change)

Time	Agenda	Speaker(s)
13:00 - 13:10	Opening Remarks	Mr. Toshiaki Endo, Chairman, Nippon Sport Policy Commission
13:10 - 13:20	Purpose & Background of the Conference	Mr. Tsuyoshi Kawata, Football Coach, Stanford University
13:20 - 13:30	Guest Address	Mr. Takeshi Niinami, Chairperson Japan Association of Corporate Executives
13:40 - 14:10	Keynote (USA)	Prof. George Foster, Stanford University
14:15 - 14:40	Panel Discussion ①: GSB Alumni Ventures	Global Sport Ventures Co-founder and CEO Mr. Thainchai Pisitwuttinan Prof. George Foster, Stanford University
14:55 - 15:05	Video Message	Mr. Sadaharu Oh, Chairman, World Children's Baseball Foundation
15:05 - 15:20	Keynote (Japan)	Ms. Tomoko Namba, Founder and Executive Chairman, DeNA Co., Ltd.
15:25 - 16:05	Panel Discussion ②: Urban Development Through Sports	Ms. Wakako Sakurai, Senior Vice President / General Manager of Entertainment Platform Department NTT DOCOMO, INC. Mr. Kentaro Matsuno, General Manager, Sports & Entertainment Department / Retail Properties, Sports & Entertainment Division, Mitsui Fudosan Co., Ltd. Ms. Akiyo Miyakawa, General Manager, Economic and Industrial Research Department, Development Bank of Japan Inc. Prof. George Foster, Stanford University
16:10 - 16:50	Panel Discussion ③: Enhancing Athlete & Fan Experience	Ms. Tomoko Koda, In charge: Marketing, Sports Marketing, Para Sports Planning, ASICS Corporation Mr. Takuya Miyata, Founder & General Partner Scrum Ventures Prof. George Foster, Stanford University
16:55 - 17:05	Guest Address	Mr. Toshikazu Yamaguchi, President, The Yomiuri Shimbun Holdings
17:05 - 17:10	Closing Remarks	Mr. Mitsuru Ota, Chairman, Development Bank of Japan Inc.

■ About Professor George Foster

Professor George Foster is a globally recognized faculty member at Stanford GSB, with significant contributions to the fields of financial analysis, entrepreneurship, and sports business. He played a leading role in the World Economic Forum's initiatives to foster entrepreneurship and had received multiple awards for his research on startups. He actively collaborates with over 60 industry practitioners in MBA education and delivers executive programs for major organizations such as the NFL and NBPA. Through the Stanford Sports Innovation Conference, he has fostered global collaboration across the sports industry.



■ About Stanford GSB Sports Innovation Conference

Since 2014, Stanford GSB has hosted an international conference focusing on the convergence of sports and technology. It brings executives from professional sports leagues such as the NBA, MLB, and NFL, as well as leaders from global media, IT firms, and sports tech startups. The conference has become a key platform for discussions around innovation and growth in the global sports industry.

■ From DBJ

Since 2012, DBJ has championed the concept of **“Smart Venues”**—using sports as a catalyst for regional revitalization and urban development. We have actively conducted research on the social and economic value of sports, and provided financing to support sports-related businesses. Through this conference with Professor George Foster, we hope to inspire new business opportunities and contribute to the sustainable development of Japan's sports industry.

■ From Mitsui Fudosan

Under the slogan **“BE THE CHANGE”** since 2016, Mitsui Fudosan has promoted urban development that harnesses the power of sports, with projects such as **MIYASHITA PARK** and **LaLa arena TOKYO-BAY**. Our new long-term vision, **“&INNOVATION 2030,”** emphasizes expansion into new asset classes, including sports and entertainment. We aim to maximize real-life experiential value and foster future-oriented urban environments. Through this conference, we hope to connect with people through the excitement and emotion of sports, and to further explore the potential of sports-driven innovation in city building.