

## Target Domains

Domain	Overview	Case studies published on JSPIN
<b>Health</b>	 <ul style="list-style-type: none"><li>• Providing sports-related events and services to help people develop regular exercising habits to improve their health</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">VENEX CO., LTD.</a></li></ul>
<b>Education</b>	 <ul style="list-style-type: none"><li>• Through exercise and sports services, not just providing children with physical activity but also teaching them educational aspects such as manners and group behavior</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Mizuno Corporation</a></li><li>• <a href="#">Kawasaki Frontale Co., Ltd.</a></li><li>• <a href="#">Renaissance Incorporated</a></li></ul>
<b>Disaster Management</b>	 <ul style="list-style-type: none"><li>• Through sports activities, providing opportunities to acquire disaster management skills and knowledge to prevent damage</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Renaissance Incorporated</a></li><li>• <a href="#">sinc inc.</a></li></ul>
<b>International Cooperation</b>	 <ul style="list-style-type: none"><li>• Connecting local companies and organizations with Japanese companies seeking to expand locally, resulting in fostering friendship between not only companies but governments</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">J.LEAGUE</a></li></ul>
<b>DX</b>	 <ul style="list-style-type: none"><li>• Providing diverse value through DX, ranging from creating new ways to enjoy sports to improving the competitive level of athletes</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">AMATELUS Corporation</a></li><li>• <a href="#">meleap Corporation</a></li></ul>
<b>Manufacturing</b>	 <ul style="list-style-type: none"><li>• Producing and developing sports products that utilize Japan's advanced technology</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">VENEX CO., LTD.</a></li></ul>


**VENEX CO., LTD.**

Domain

Health



Presence

 Europe (Germany, Switzerland)  
Asia (China, Taiwan)

<https://www.venex-j.co.jp/>

Established	2005	Capital	10,000,000 JPY
Business Details	Development, manufacturing, and marketing of Recovery Wear / Recovery-related research, campaigning activities, service and product development, etc.		
Overseas Offices/Local Subsidiaries	Germany: Genki Vital Deutschland GmbH ( <a href="https://genki-vital.de">https://genki-vital.de</a> ) Switzerland: Genki Vital Schweiz GmbH ( <a href="https://genki-vital.ch">https://genki-vital.ch</a> ) China: 威耐可适商贸（北京）有限公司 ( <a href="http://www.venex.com.cn/">http://www.venex.com.cn/</a> ) Taiwan: Chicony Electronics Co., Ltd. ( <a href="https://www.venex-j.com.tw/">https://www.venex-j.com.tw/</a> )		

## ● Initiatives for Overseas Expansion

Venex has developed "Recovery Wear (recovery from exhaustion)" exclusively for improved relaxation and sleep. From 2015, the company began the sale of Recovery Wear in Europe (Germany and Switzerland) and Asia (China and Taiwan) with modifications as per local needs. Since then, it is highly appreciated by local buyers for its high level of functionality and uniqueness.

The company has established local subsidiaries in Germany and China, expanding its business through distributors which it has co-invested with a local partner company. Going forward, it aims to expand its business mainly in German-speaking countries (Germany, Switzerland, and Austria) based on its past achievements.

The company's expansion in Europe began in 2013 when it won the "Gold Winner" a prestigious award for its exhibition (in the Asian Product category) at ISPO Munich, the world's leading trade fair for sporting goods. Since then, the company began receiving inquiries for sales contracts locally and concluded some contracts after a series of business negotiations.

In 2014, the company established a wholly owned local subsidiary in Munich, Germany, and began full-scale business expansion. At present, it has transferred the business to a local company and is working together as partners.

## ● Strong Points of Products and Services

Venex Recovery Wear uses its patented fiber with minerals kneaded into it. This fiber has the function of stimulating the parasympathetic nervous system, which works in a relaxed state, hence, relaxing the muscles and improving blood flow.

The European market is not only highly conscious about fashion but is also different from Japan in terms of climate and body shape. Therefore, Venex's wear is also customized to local specifications and is manufactured locally (only special fibers kneaded with minerals are exported from Japan, while the product is manufactured locally using those fibers). In addition, by employing local designers for product planning, the company is developing products that meet the design needs of the local people.





# Mizuno Corporation

Domain



Presence Vietnam

<https://corp.mizuno.com/en>

Established	1906	Capital	26,137,417,000 JPY
Business Details	Providing "Mizuno Hexathlon," an exercise program that combines play-based exercise menus with an athletic ability measurement test		
Overseas Offices/Local Subsidiaries	Vietnam: MIZUNO VIETNAM COMPANY LTD.		

## ● Initiatives for Overseas Expansion

By introducing the "Mizuno Hexathlon" to public education in Vietnam where childhood obesity and the encouragement to do exercise and sports are social issues, Mizuno has provided many elementary school students with the "joy of exercise and physical activity".

In 2015, Mizuno began its activities and, in 2017, signed a memorandum of cooperation with The Vietnam Institute of Educational Sciences. It conducted workshops to demonstrate activities and to teach how to do for approximately 500 educational administrators and elementary school teachers in cities of Hanoi, Haiphong, Danang, Ho Chi Minh, and Can Tho.

In 2018, the company signed a memorandum of cooperation with the Ministry of Education and Training of Vietnam and conducted physical education classes using Mizuno Hexathlon in about 200 elementary schools in 63 cities. Subsequently, with the cooperation of the Japanese government including the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and overseas diplomatic missions, as well as the Ministry of Education and Training of Vietnam, Mizuno Hexathlon was adopted and incorporated into the local curriculum guidelines.

## ● Strong Points of Products and Services

Mizuno Hexathlon is an exercise program that allows children who have never experienced sports and are not good at sports to naturally learn basic movements such as running, jumping, and throwing in a fun and playful way. It can significantly contribute to improving elementary school students' basic athletic skills, as it has many excellent points in terms of competitive content and instructional methods.

In Mizuno Hexathlon, first, athletic ability measurement is conducted to confirm the level of athletic ability and movements that children can do well or poorly. Then, a step-by-step play-based exercise menu is practiced as children can progress from learning basic movements to various sports movements. This process is repeated to check the growth from the previous session through the athletic ability measurement again.





# Kawasaki Frontale Co., Ltd.

Domain



Presence Vietnam

<https://www.frontale.co.jp/>

Established	1996	Capital	349,375,000 JPY
Business Details	Football school business		
Overseas Offices/Local Subsidiaries	Vietnam: BECAMEX TOKYU CO.,LTD. ( <a href="https://www.becamex-tokyu.com/ja/">https://www.becamex-tokyu.com/ja/</a> )		

## Initiatives for Overseas Expansion

Kawasaki Frontale, Japanese professional football club, has partnered with BECAMEX TOKYU CO., LTD., a subsidiary of the TOKYU CORPORATION, to develop a football school business in Vietnam. BECAMEX TOKYU is in charge of the operations of the school, while Kawasaki Frontale provides administrative support.

Initially, the J-League, Japan's professional football league, was not well known in Vietnam, so Kawasaki Frontale created a Facebook account in July 2021, mainly targeting Vietnamese households. It shows the Frontale's "strong points" through its track record in J-League and promotes the "sociality" of the sports movement.

Events and tournaments organized by Kawasaki Frontale in Vietnam are also attended by Vietnamese ambassadors, providing a networking opportunity for Japanese companies. Additionally, the club is planning to increase the number of sponsors from local companies to further promote exchanges between Japanese and local companies.



## Strong Points of Products and Services

Kawasaki Frontale strives to provide unique value to local communities by organizing tournaments among football schools.

At present, the schools in Vietnam focus on providing children with opportunities for exercise, as many of them are not getting enough of it. Furthermore, it has a vision of producing professional athletes from its school in the future. The club plans to apply its expertise in the health business in Japan to Vietnam as well.

In partnership with the TOKYU CORPORATION, Kawasaki Frontale is also working to enhance the value of the city of Binh Duong through football.




**RENAISSANCE INCORPORATED**

Domain

 Edu-  
cation

DM\*

Presence

Vietnam

<https://www.s-renaissance.co.jp/en/>

Established	1982	Capital	2,210,380,000 JPY
Business Details	Swimming school business		
Overseas Offices/Local Subsidiaries	Vietnam: RENAISSANCE VIETNAM, INC. ( <a href="https://rns.com.vn/">https://rns.com.vn/</a> )		

## ● Initiatives for Overseas Expansion

RENAISSANCE considers the Asian market as a strategic market where high growth rates are expected in the future, in line with this, it has conducted surveys and research with the aim of developing business in Vietnam. After strengthening ties with the local communities through government-sponsored public-private missions and local events, the company established "RENAISSANCE VIETNAM, INC.," a subsidiary that directly managed fitness clubs and swimming schools in Vietnam, in June 2014.

As part of the overseas expansion, it had discussions with a major Vietnamese fitness chains, the Department of Culture and Sports in Vietnam, and Vietnamese swimming associations on the occasions of JETRO-sponsored exhibition on health and longevity and public-private missions. As a result, the company recognized that lack of water-related education for children during their mandatory education period, especially in terms of practical training, was insufficient in Vietnam, resulting in many water-related accidents. Furthermore, there was a specific need for educational benefits such as good manners.

RENAISSANCE initially entered the Vietnamese market as a joint venture and gradually taught the partner the Japanese-style training model. As getting involved in partner's swimming schools in the form of consulting work, it gradually began to understand the needs of the swimming business and take the initiative on a full-scale basis.

After cooperating with the Vietnam Aquatic Sports Association to strengthen the Vietnamese national team in Japan (Vietnamese team won a gold medal at the SEA Games), the company got approval to expand as a wholly owned company in Vietnam. This approval was given as a token to recognize its business achievements and cooperation in various fields established during the joint venture period.

\*DM: Disaster Management

## ● Strong Points of Products and Services

RENAISSANCE has developed swimming schools throughout Japan and is renowned for its swimming training methods. It is characterized as its unique Japanese know-how which includes educational perspectives such as intellectual education, moral education, physical education, teamwork, and good manners.

RENAISSANCE's swimming training in Vietnam has been highly effective, with a guarantee that students will be able to swim 25 meters despite they haven't practically trained in mandatory education. In addition, its training methods have been localized, such as teaching "breaststroke" first and raising the level of training step by step. This is helpful to prevent water accidents and reduce fear of water.

The water quality of local swimming pools in Vietnam had been often poor, however, the interior of RENAISSANCE's facilities was designed in-house and constructed by a Japanese company, helping it to gain a reputation of being the swimming school with the "cleanest water in Vietnam."



<https://bouspo.jp/>

Established	2014	Capital	-
Business Details	<ul style="list-style-type: none"> <li>• Planning and consulting services related to sports</li> <li>• Developing programs related to "disaster management sports," where people learn about disaster management through sports</li> </ul>		
Overseas Offices/Local Subsidiaries	-		

## Initiatives for Overseas Expansion

SINC manages events and programs to deal with the disaster through sports. The company aims to expand its business to overseas from Japan where is a disaster-prone and an advanced disaster management country.

In particular, the company will collaborate with Japanese ministries, companies, international supporting organizations and sports-related organizations based in Japan, as well as foreign governments, educational organizations, companies, sports organizations and teams to identify the potential of sports against global disasters caused by mainly climate change.



## Strong Points of Products and Services

"Disaster Management Sports" as known as "Bousai Sports" in Japan is a fun way to learn disaster management by incorporating the elements of sports. Based on the concept of "having fun, competing, and learning through physical experience," it makes the best use of the characteristics of sports, such as simulating disaster scenarios as sports competitions.

As specific activities, the company is developing a disaster management training program based on three contents: Bou League, Bousai Training, and Bousai Walk. The "Bou League" is a competition program to learn disaster management skills through physical fitness such as "How to rescue during a flood" and "How to carry a casualty." "Bousai Training" is a program that provides disaster management and physical training in everyday life in a fun way, whereas "Bousai Walk" is a program to learn about disaster management in the local communities while walking. Furthermore, the company supports facility and park management and educational content development from the perspective of disaster prevention.





Thailand, Vietnam, Indonesia

<https://www.jleague.co/>

Established	1993	Capital	-
Business Details	Providing supports for league and club management and support for overseas expansion of clubs and sponsor companies		
Overseas Offices/Local Subsidiaries	-		

## ● Initiatives for Overseas Expansion

The J-League, Japan professional football league, has established connections, mainly in South-East Asia, through collaborations with overseas leagues. These league-based collaborations have also created business matching opportunities for Japanese or local clubs and sponsors.

Since 2011, the J-League has conducted interviews in Thailand, Indonesia, Vietnam, Cambodia, and other ASEAN countries to identify local needs. Starting with a partnership agreement with the Thai Premier League in 2012, through interleague partnerships, the J-League has been working to deepen its relations with leagues in Vietnam, Myanmar, Cambodia, Indonesia, Malaysia, Singapore, and other countries.

The J-League has also started playing a business matchmaking role, such as connecting clubs from different leagues interested in specific themes. For example, when the J-League collaborated with the Thai League in 2012, it invited some J-League clubs to visit Thailand to meet with Thai League clubs. Furthermore, it also invited clubs from other Southeast Asian leagues to Japan and set up field-trips for learning.

## ● Strong Points of Products and Services

The J-League has strengths in club and league management, player development, customer retention methods and school management, and also has shared its expertise in these areas to support the organizational management of local clubs and leagues.

In addition, the J-League can make a significant contribution to building ties between Japan and the local communities by serving as a hub. Connecting Japanese clubs, sponsors and local governments in Japan with local leagues, clubs and companies in foreign countries enable them to develop friendly relationships that cannot be developed through other normal business negotiations.

MGT: Management  
IC: International Cooperation




**AMATELUS INC.**

Domain

DX



Presence

USA and other countries

<https://swipevideo.jp/en/>

Established	2017	Capital	532,622,112JPY
Business Details	Providing and operating "SwipeVideo," which enables free viewpoint and multi-angle video to be streamed on the web		
Overseas Offices/Local Subsidiaries	-		

## Initiatives for Overseas Expansion

AMATELUS INC has been promoting overseas expansion in collaboration with JETRO since it participated in the "Consumer Electronics Show (CES)," one of the world's largest consumer electronics technology fairs (exhibitions), held online in January 2021.

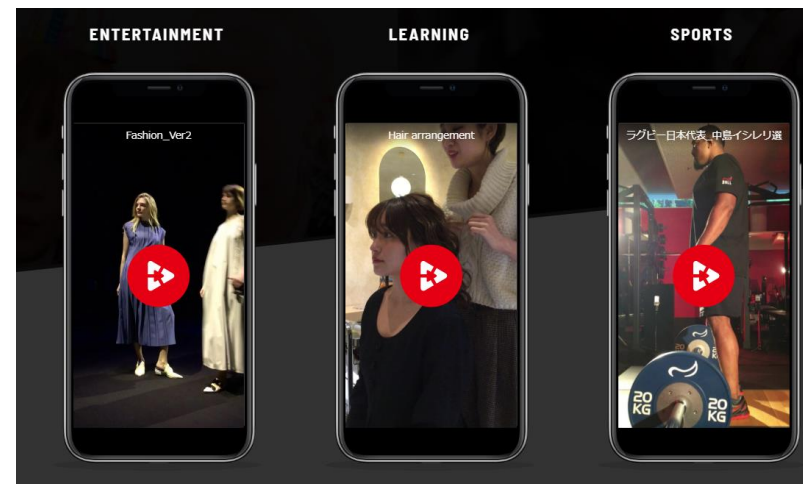
Since its establishment, the company has been looking to expand overseas. With the support of JETRO, it could exhibit at the CES in 2021. Although CES 2021 was held online due to the novel coronavirus, the company was able to achieve significant results, receiving many business-related inquiries and creating business dealings. Specifically, as uploading a video on the web and providing the URL before business meetings, clients could watch the video in their browsers in advance. It is very useful to communicate the quality of the product properly. In February 2022, the company won Innovative Event Challenge at "Viva Technology", the largest tech conference in Europe. It has also gained contracts with European companies.

In addition to the inquiries at CES, the company has been actively participating overseas acceleration programs of JETRO. Going forward, it aims to increase the number of IP holders, broadcasting rights holders, and other partner companies in each country and develop its business at a broader range in different regions without narrowing down the countries.

## Strong Points of Products and Services

"SwipeVideo" has been recognized globally for its ability to provide unique and new video experiences through proprietary technology. The characteristics of the video product also make it relatively easy to cross borders, making it a good match for overseas expansion.

"SwipeVideo" has already been implemented in the technology education sector, such as at Tufts University and Carnegie Mellon University in the USA. In the "sports x entertainment" sector, many club teams, sports gyms, and personal trainers have identified a need to use it for online lessons.






**37 countries in the world**
<https://meleap.com/meleap/public/index.php/en>

Established	2014	Capital	655,400,000 JPY
Business Details	Developing, providing, and operating "HADO," a techno-sports service using AR		
Overseas Offices/Local Subsidiaries	America: meleap USA, inc.		

### ● Initiatives for Overseas Expansion

meleap operates in 37 countries with its business model of selling licenses through distributorship agreements with local partners, based on the fact that IT services are subject to fewer restrictions when exporting. Its overseas sales account for approximately 60% of total sales.

The company initially expanded in China. It operated in cooperation with domestic companies that had sales channels in China. As a result, China became the biggest market abroad. The local partner companies have invested tens of millions in HADO and are actively promoting the business by building shops, organizing events, etc. In some cases, the business proceeds at a faster pace than in Japan, and the knowledge and achievements are produced in China before being imported back to Japan.

Since then, it has expanded its business to many countries. The main success factor has been the focus on SNS advertising operations and the search for local partners. Its strategy is to create attractive, high-quality promotional videos and gain a lead in SNS advertising. The company was able to connect with more companies than it could have done via operating local subsidiaries or exhibiting at trade shows, and even concluded contracts through online business meetings.

### ● Strong Points of Products and Services

HADO is a new techno-sport with a high level of realism achieved through wearable technologies such as spatial recognition technology, head-mounted displays, and motion sensors.

HADO is easy to introduce in any country as it has no language barriers. In addition, the main focus is on the sale of location-based software packages, which means that hardware equipment is less restrictive. Therefore, global business development has been anticipated from the start of the business.

