

What is JSPIN ?

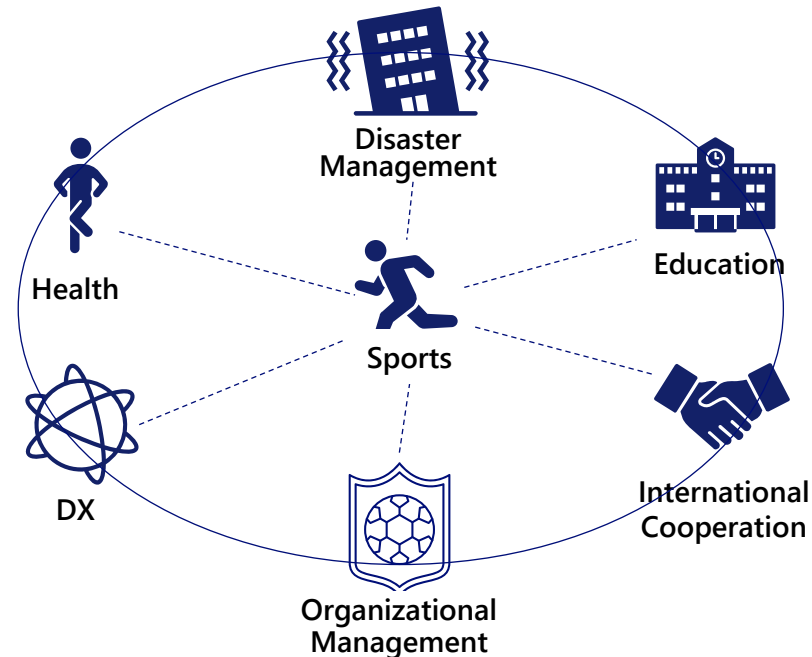
🎯 Objectives of Establishing JSPIN

JSPIN (Japan SPorts business INitiative) is a platform established by the Japan Sports Agency to promote collaboration between Japanese and overseas sports industry.

Disseminating sports goods and services created in Japan to the global sports market, JSPIN creates domestic and international networking opportunities and accelerates the further development of the sports industry in Japan and overseas.



Major Domains



Target

Entities



• Sports • IT • Healthcare • Tourism • Other related industries

Other Organizations



• Leagues/clubs • Local authorities • Universities/ research institutes • Government agencies, etc.

Activities of JSPIN

Information Sharing

JSPIN introduces some outstanding activities of Japanese companies and organizations in the sports business, including sports × health, education, disaster management, international cooperation, DX, and league club management.

In addition, JSPIN contains interviews & columns by experts and reports.

Networking

JSPIN provides networking opportunities between Japanese and overseas sports industry operators.

The Japan Sports Agency organizes the Sports Industry Online Business Meeting 2023, from February 7th to 9th 2023, to create matching opportunities between exhibitors from Japan and buyers and organizations from ASEAN member states, Australia and New Zealand.



The screenshot shows a webpage for J-LEAGUE with the following details:

- URL: <https://www.jleague.co/>
- Established: 1993
- Capital: -
- Business Details: Provides support for league and club management and also for overseas expansion of clubs and sponsor companies
- Overseas Offices/Local Subsidiaries: -

Key sections on the page include:

- Overview of Initiatives for Overseas Expansion:** The J-League has established connections, mainly in South-East Asia, through collaborations with overseas leagues. League-based collaborations have also created business matching opportunities for Japanese or local clubs and sponsors to match up with each other. 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, the J-League has been working to improve relations with leagues in Vietnam, Myanmar, Cambodia, Indonesia, Malaysia, Singapore, and other countries through interleague partnerships. Through such league partnerships, the J-League has also started playing a match-making 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 J-League clubs interested in partnering with local leagues/clubs and arranged for some clubs to visit Thailand to meet with Thai League clubs. Furthermore, it also created opportunities for learning through field trips by inviting clubs from other Southeast Asian leagues to Japan.
- Strong Points of Products and Services:** The J-League has strengths in club and league management, player development, customer retention methods, school management and has contributed to the organizational management of local clubs and leagues by sharing its expertise in these areas. 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 with local leagues, clubs, and companies, thereby enabling the development of friendly relationships that cannot be developed through normal business negotiations.

Footer: MGT: Management, IC: International Cooperation



SPORTS INDUSTRY ONLINE BUSINESS MEETING 2023
By Japan Sports Agency

7 February 2023 – 9 February 2023
12:00 pm-5:00 pm JT

Register your information

Please fill in the information below, then click Next to continue.

* Registration Type: Japanese Exhibitors Japanese Buyers Japanese Media Japanese Journalists



Application form: <https://cvent.me/B8xyBV>