

# [JSPIN Seminar] Toward the International Expansion of Japan's Sports Industry -Initiatives at SPORTEC Thailand 2026 and Future Actions- 7/9 (Thu.) 11:00~12:30 @East 8 Hall Main Stage

## Seminar Schedule

- 11:00-11:05 **Opening Remarks**  
Satoshi OGAWA, Director, International Affairs Division,  
Japan Sports Agency

---

- 11:05-11:20 **Introduction to JSPIN and the International Market Development Program**

---

- 11:20-11:40 **Activity Report in Thailand**  
**Participating Companies & Organizations in the International Market Development Program (SPORTEC Thailand 2026)**  
[Speakers] CLIMB Factory Co., Ltd. : Rina KAWADA  
Sports Safety Japan : Michiko HATTA

---

- 11:40-12:25 **Panel Discussion**  
-How can participation in international exhibition lead to the next business opportunity?-  
[Speakers] YAMATSUNE Co., Ltd. : Katsutoshi YUSA  
FAR&EAST Co., Ltd. : Kei KOYAMA  
Skylight Consulting Co., Ltd : Kazuyuki MIYASHITA  
TSO International Inc. : Tsuyoshi SASAKI

---

- 12:25-12:30 **Closing Remarks**

## Seminar Speakers

 ◆ Katsutoshi YUSA Manager, YAMATSUNE Co., Ltd.	 ◆ Rina KAWADA COO, CLIMB Factory Co., Ltd.	 ◆ Michiko HATTA Vice Chair, Sports Safety Japan
 ◆ Kei KOYAMA CEO, FAR&EAST Co., Ltd. JSPIN Advisor	 ◆ Kazuyuki MIYASHITA Head of Sports Business, Skylight Consulting Co., Ltd., JSPIN Advisor	 ◆ Tsuyoshi SASAKI CEO, TSO International Inc. Secretary General, SPORTEC

※See reverse side for details.

## What's JSPIN?

JSPIN (**J**apan **S**ports Business **I**nitiative) is a platform established by the Japan Sports Agency to promote collaboration and support the global expansion of Japanese sports industry




**JSPIN booth [E1-3-46]**

▼ JSPIN Initiatives

 <b>Events</b> Provides support for participation in events such as exhibitions and conducts workshops for international expansion.	 <b>Networking</b> Facilitates networking opportunities connecting Japanese and international companies and organizations.	 <b>Columns</b> Publishes articles on international expansion for sports-related companies and organizations	 <b>Case Studies</b> Features case studies of international expansion and their key success factors.	 <b>Country Reports</b> Provides information on sports industry markets and trends across countries worldwide.
--	---	---	---	---

Learn more about the businesses and initiatives of the seminar participating companies and organizations at the JSPIN Booth [E1-3-46], where each exhibitor will be presenting their activities directly. If you are interested or would like to discuss potential collaboration and business matching opportunities, please feel free to visit the booth.

### Companies and Organizations Available for Meetings at the JSPIN Booth

Company & Organization	Overview	Available Meeting Times
 <b>YAMATSUNE Co., Ltd.</b>	<p>Yamatsune Co., Ltd. has spent six decades engineering high-performance socks for workers, athletes, and everyday wearers alike — fusing millions of pairs' worth of consumer insight with proprietary technology to deliver "wearable performance gear for your feet."</p>	<p>7/8(Wed.) • All Day 7/9(Thu.) • 13:00-15:00 7/10(Fri.) • All Day</p>
 <b>CLIMB Factory Co., Ltd.</b>	<p>As a sports DX (digital transformation) company dedicated to supporting the growth of both athletes and those who support them, we provide a range of services centered on Atleta, a condition management and team communication platform for athletes and coaches. Our business activities also include performance enhancement support for sports organizations and local governments, data utilization consulting, and sports marketing services.</p>	<p>7/9(Thu.) • 13:00-15:00 7/10(Fri.) • All Day</p>
 <b>Sports Safety Japan</b>	<p>Sports Safety Japan is a nonprofit organization dedicated to creating environments where everyone can participate in sports safely and with confidence. Through seminars, education programs, and consulting services, we promote sports safety and risk management while developing professionals who play a key role in creating safer sports environments.</p> <p>Our activities are designed to raise awareness of the importance of safety among sports organizations, event organizers, coaches, athletes, and other stakeholders involved in sport. Through education, training, and capacity building, we help develop professionals and leaders who possess the knowledge and skills necessary to promote safety, prevent incidents, strengthen risk management practices, and contribute to safer and more sustainable sports environments for all participants.</p> <p>By advancing education, awareness, and best practices in sports safety, we strive to make safety an integral part of sport at every level.</p>	<p>7/8(Wed.) • 10:00-12:00 • 13:30-15:30 • 16:00-17:00 7/9(Thu.) • 14:00-15:00 7/10(Fri.) • 11:00-14:00</p>

### Seminar-Only Speakers

#### ◆ Kei KOYAMA

CEO, FAR&EAST Co., Ltd.  
JSPIN Advisor

Since joining the J.League's Asian Strategy initiative in 2012, he has led the league's expansion across Southeast Asia. In 2022, he founded FAR&EAST Co., Ltd. to support the international growth of Japanese sports and sport-driven business development in Asia.



#### ◆ Kazuyuki MIYASHITA

Presidente, Skylight Five Consultoria Esportiva Brasil Ltda.  
Head of Sports Business, Skylight Consulting Co., Ltd  
JSPIN Advisor

He manages a youth development-focused football club in São Paulo, Brazil, and supports Japanese companies' expansion into international markets through sports-driven business development and sponsorship activation programs.



#### ◆ Tsuyoshi SASAKI

CEO, TSO International Co., Ltd.  
Secretary General, SPORTEC

For over 15 years, he has organized SPORTEC, one of Japan's leading sports and health industry exhibitions. In 2026, he led the launch of SPORTEC Thailand, promoting business collaboration and market expansion between Japan and Southeast Asia.

