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President and Group CEO
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ADK becomes a member of the “SPORT FOR TOMORROW” , a government-led initiative to make international contribution through sport

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that it has gained admission to the SPORT FOR TOMORROW Consortium at the Steering Committee of the “SPORT FOR TOMORROW” which is a Japan’s government-led project aiming at making a contribution to the international community through sport.

ADK has a long history of helping give people entertainment and interact each other by staging sport-related events and doing marketing activities. Leveraging its global network with offices locating in many cities around the world, we have successfully organized Honolulu Marathon in Hawaii, the USA and Marathon running at World Heritage cities in Thailand, which invite from every walk of life. Also, we have proactively promoted cross-border sports exchange events such as youth football tournaments in the ASEAN region. This admission is in recognition of our services offered to the sport community.

As a member of the SPORT FOR TOMORROW Consortium, ADK will further engage in a variety of activities that help build a better future for the world, leveraging know-hows and expertise in the field of sport that we have cultivated so far at home and abroad.

【About Sport for Tomorrow】

The Japanese government is committed to creating our future through the power of sport with more than 10 million people of over 100 countries from 2014 until 2020.

With the Sport for Tomorrow programme, Japan aims to be involved in the promotion of sporting values, including assistance to developing countries; train future sport leaders at the new international sport academy; and further protect and promote the values of sport by extending anti-doping initiatives globally.

【About the SPORT FOR TOMORROW Consortium】

The SPORT FOR TOMORROW Consortium is comprised of the “Steering Committee” mainly led by the Japan Sports Agency and the Ministry of Foreign Affairs of Japan, and the “Consortium Members”, who are selected public organizations engaged in international contribution through sport and are in adherence with the spirit of the SPORT FOR TOMORROW. As of December 25, 2015, 123 organizations have been admitted as the Consortium Members.

For details of Sport for Tomorrow, please visit the following site;

<http://www.sport4tomorrow.jp/>

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