



Japan-Thailand Sports Business Networking Day

2025-9-12

Friday 12:30~17:00 (Thailand Time)



Venue

- Carlton Hotel Bangkok Sukhumvit
 - ✓ 491 Sukhumvit Road, Klongtoey Nua, Wattana, Bangkok 10110
 - ✓ 5-minute walk from Asoke BTS Station and Sukhumvit MRT Station

Target Participants

- Japanese Sports leagues and clubs
- Thai Companies and organizations interested in sports businesses
- Japanese public organizations and institutions in Thailand
 - *Participation in the event is free of charge.

Program (tentative)

- 12:30 Venue doors open & registration
- 13:20 Opening remarks & business overview
- 13:30 Presentations
 - Japan's Top Sports Leagues and Clubs
- 15:10 Business meetings & matching sessions
- 16:50 Closing

Background/Objective

- The Ministry of Economy, Trade and Industry (METI) is working to expand the international reach of Japan's sports and entertainment content by creating opportunities for partnerships between Japanese leagues and clubs, and businesses overseas.
- This event provides a valuable opportunity to build lasting partnerships between Japan's top sports leagues and clubs and local businesses and organizations in Thailand.
- As a gateway to new business opportunities, such as sponsorship deals, broadcasting and distribution partnership, and local promotional activities, please join this event!






Organizer

- Ministry of Economy, Trade and Industry (METI)
- Secretariat (Nomura Research Institute, Ltd.)

Registration

- Deadline : Registration has closed. Thank you for your applications.
Enquiry : Secretariat (nri-sports-meti-event@nri.co.jp)

Japanese Sports Leagues & Clubs Participating in the Event (1/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
1	SV League HP link 	Governing body of the Japanese volleyball league "SV.LEAGUE." Aims to enhance competitive performance and promote sports culture.	<ul style="list-style-type: none"> • Building overseas partnerships • Co-hosting local promotions and events
2	GAMBA OSAKA HP link 	J.LEAGUE football club that has won nine titles. Operates an international-standard stadium and conducts youth development and community revitalization activities through football, primarily in Bangkok.	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Co-hosting local promotions and events
3	OSAKA BLUTEON HP link 	Top Japanese volleyball team that combines ability and popularity, boasting seven national-team players. Finished second in the Asian Club Championship in last season and will compete in the World Championship in this season.	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Expanding the fan base
4	TORAY ARROWS SHIZUOKA HP link 	SV.LEAGUE volleyball club that has won numerous national titles in Japan. Founded in 1947 as the company team of Toray Industries, reborn in 2024 as an independent, professionally managed club.	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Expanding the fan base
5	Cerezo Osaka HP link 	Has been actively engaged in Thailand, forming a partnership with BGPU and opening a soccer school in Bangkok Since the launch of the J.LEAGUE 's "Asia Strategy" in 2012	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events


Japanese Sports Leagues & Clubs Participating in the Event (2/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
6	Júbilo IWATA HP link 	<p>Entered into a partnership with Muangthong United FC in 2012 and has since actively promoted international exchange through football. This season a member of the Thai national team joined the squad, and the club will continue to expand its Asia strategy with a focus on Thailand.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Co-hosting local promotions and events
7	JTEKT STINGS AICHI HP link 	<p>SV League men's volleyball club with world-favorite stars. Based in Okazaki, Aichi—birthplace of 'Shogun' Tokugawa Ieyasu.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Expanding the fan base
8	YOKOHAMA FC HP link 	<p>J.LEAGUE football club based in Yokohama, Kanagawa Prefecture. Having won the J2 championship and earned promotion to J1, the team maintains consistent on-field performance through strong youth development and close community engagement.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Co-hosting local promotions and events
9	F C MACHIDA ZELVIA HP link 	<p>J.LEAGUE football club based in Machida City, Tokyo. Earned its first-ever promotion to J1 in the 2023 season. In 2024, its inaugural year in the top division, achieved a third-place finish—the highest position ever for a newly promoted side—and secured a berth in the AFC Champions League Elite 2025/26.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events



Japanese Sports Leagues & Clubs Participating in the Event (3/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
10	URAWA REDS HP link 	<p>J.LEAGUE club based in Saitama City. Backed by Japan's most passionate fans and supporters, the team has won the AFC Champions League three times and will compete in the 2025 FIFA Club World Cup. The club has partnered with Muangthong United and also runs a Thai-language Facebook page.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events
11	JAPAN PROFESSIONAL FOOTBALL LEAGUE (J.LEAGUE) HP link 	<p>An organization that operates Japan's professional football league system. The league consists of three divisions—J1, J2, and J3—with a total of 60 community-based clubs across the country. Looking ahead to the next decade, the league has set two key goals: 1) achieving football that meets global standards, and 2) deepening community engagement nationwide. It is actively pursuing initiatives to raise the J.LEAGUE's market value in Asia and worldwide.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Co-hosting local promotions and events
12	TEGEVAJARO MIYAZAKI HP link 	<p>A J.LEAGUE club owned by Ichigo Inc.—a TSE Prime-listed sustainable-infrastructure company whose core businesses are real-estate revitalization and renewable energy. Based in Miyazaki, one of Japan's premier football training destinations, the club promotes deep community engagement, youth development, international exchange, and sports tourism.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Sports tourism and the attraction of training camps in Miyazaki

Japanese Sports Leagues & Clubs Participating in the Event (4/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
13	VISSEL KOBE HP link 	<p>Based in Kobe, this J.League club has shared a journey of recovery with the city since the 1995 Great Hanshin-Awaji Earthquake. The team has featured global superstars like Andrés Iniesta and Lukas Podolski, along with Theerathon Bunmathan. Currently, they are the back-to-back J1 League champions. Last year, they even hosted a public viewing in Bangkok.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events
14	AVISPAFUKUOKA HP link 	<p>A J.LEAGUE club based in Fukuoka City, Fukuoka Prefecture, which will celebrate the 20th anniversary of its friendship agreement with Bangkok Metropolitan Administration in 2026. Since 2023 the club has also maintained a partnership with Port FC of Bangkok. Working across government, corporate, and club boundaries, it is advancing an Asia-focused strategy that includes accepting academy-age players in Japan and dispatching coaches abroad—all with the aim of raising the overall level of football in Asia.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • New business development
15	VEGALTA SENDAI HP link 	<p>Since 2022 the club has been actively pursuing SDGs initiatives in Thailand, including annual supply drives and football clinics in local slums. In 2024 it signed a comprehensive partnership agreement with Bangkok FC of Thai League 2 and hosted an international match in Sendai.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events




Japanese Sports Leagues & Clubs Participating in the Event (5/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
16	NB. ACADEMY HP link 	<p>With permission from Hanshin Electric Railway Co. to use the “Koshien” name, this association organizes the “Asia Koshien Tournament in Indonesia.” By exporting the “Koshien” concept, it aims to expand Japanese baseball and the professional baseball market overseas—particularly in Asia—through international baseball-promotion activities.</p> <p>Key initiatives:</p> <ul style="list-style-type: none"> • PR and branding support that leverages sport • International partnerships in education, tourism, and regional revitalization • Sponsorship acquisition and management <p>The association’s ultimate goal is to foster baseball’s growth abroad while contributing to the broader development of Japanese baseball.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events
17	QUEENSEIS KARIYA HP link 	<p>A women’s team based in Kariya City, Aichi Prefecture, competing in Japan’s SV.LEAGUE volleyball competition. Since the league introduced its Asian-player quota, the club has consistently registered Thai athletes.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Co-hosting local promotions and events

Japanese Sports Leagues & Clubs Participating in the Event (6/6)

No.	League/Club Name	Overview	Purpose of Networking with Thai Companies/Organization
18	Hokkaido Consadole Sapporo HP link 	<p>Hokkaido Consadole Sapporo is a professional football club with its home base in Hokkaido. The team currently features Supachok Sarachat, a player for the Thai national team, and has a history of many successful Thai players, including the former star Chanathip Songkrasin. Acting as a hub for sports and regional collaboration, the club serves as a bridge connecting Hokkaido and Asia. It continues to proactively create connections with international stakeholders and take initiatives in various fields such as sports, economic, and human resource exchange.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Sale or purchase of broadcasting and distribution rights • Attracting training camps to Hokkaido

Companies & Organizations Participating in the Event (1/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
1	Local	ADK Thai HP link 	<p>Operating in Bangkok's advertising industry since 1985, the company offers an end-to-end service—from market analysis and planning to full execution. It stages football tournaments and other sports events, as well as B2B and B2C gatherings in Thailand, managing everything from concept development and audience promotion to on-site operations.</p>	<ul style="list-style-type: none"> • Planning and management of fan base expansion initiatives. • Planning and execution of local promotions and co-marketing campaigns.
2	Local	Grand Dragoon Co., Ltd. 	<p>A local Thai company that offers comprehensive business support—focusing mainly on advertising and construction services.</p> <p>Key activities in 2024:</p> <ul style="list-style-type: none"> • Assisted with a Japan–Thailand football-team partnership agreement • Provided event PR services • Managed preparations for the ACLE tour <p>With the aim of broadening sports culture among children, the company annually supports sports clubs and donates equipment and carries out repairs for the local school.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Local preparation support for tours/training camps in Thailand
3	Local	RIDDIM(ASIA) Co., Ltd. 	<p>A local company operating as an advertising agency and event organizer, primarily focused on the sports industry.</p>	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events • Activity coordination in Thai

Companies & Organizations Participating in the Event (2/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
4	Local	SIAMSPORT HP link 	The leading sport media in Thailand with an extended arm providing 360-degree sport marketing solutions to brands/clubs/ organizations interested in connecting to Thai fans through marketing activation both online and offline. The right owner and official broadcaster of the J.League1 in Thailand since 2020	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events
5	Local	Bangkok Bank PCL HP link	A leading local commercial bank in Thailand with the largest domestic branch network.	<ul style="list-style-type: none"> • Business matching
6	Japan	JTB (Thailand) Ltd. HP link 	Engaged in businesses that create opportunities for exchange, the company leverages a wide range of solutions—including travel services, event planning, and tourism promotion—to foster international interaction through sport and showcase the appeal of local communities.	<ul style="list-style-type: none"> • Co-hosting local promotions and events
7	Japan	Anderson Mori & Tomotsune HP link	The Thai office of Anderson Mori & Tomotsune, one of Japan's "Big Four" law firms.	<ul style="list-style-type: none"> • Providing legal and consulting services for Japan-Thailand business
8	Japan	MU Research and Consulting (Thailand) HP link	The Thai base of MUFG Research and Consulting, the think tank of the Japanese company Mitsubishi UFJ Financial Group.	<ul style="list-style-type: none"> • Gathering initial information • Business matching
9	Local	Rembrandt Hotels Corporation HP link 	A local company operating hotels in Bangkok.	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships

Companies & Organizations Participating in the Event (3/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
10	Local	YUKI FOOTBALL ACADEMY HP link	A local company that operates a soccer school for children in Bangkok, coached by Japanese instructors.	<ul style="list-style-type: none"> • Co-hosting local promotions and events • Business matching
11	Japan	JICA Thailand Office HP link	The Thai office of the Japan International Cooperation Agency (JICA), a Japanese governmental agency that implements Japan's Official Development Assistance (ODA).	<ul style="list-style-type: none"> • Exploring potential collaboration with sports clubs and organizations
12	Local	Hilton National Sales Office Thailand HP link	A local company that oversees domestic sales in Thailand for the global hotel chain, Hilton.	<ul style="list-style-type: none"> • Providing on-site support for tours in Thailand
13	Japan	JNTO Bangkok Office HP link	The Bangkok office of the Japan National Tourism Organization (JNTO), a Japanese governmental agency that promotes inbound tourism to Japan.	<ul style="list-style-type: none"> • Gathering initial information
14	Local	Royal Orchid Sheraton Riverside Hotel Bangkok HP link	A local company that operates a Marriott-affiliated hotel located along the Chao Phraya River.	<ul style="list-style-type: none"> • Sponsorship arrangement or partnerships • Co-hosting local promotions and events
15	Local	Mediator HP link	A local integrated marketing company specializing in PR, event management, and digital marketing.	<ul style="list-style-type: none"> • Disseminating information as a local media outlet
17	Japan	AnyMind group HP link	The Thai base of the Tokyo-headquartered AnyMind Group, a Japanese company. They provide services such as ad delivery and e-commerce site development.	<ul style="list-style-type: none"> • Co-hosting local promotions and events

Companies & Organizations Participating in the Event (4/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
18	Japan	Tokyo SME Support Center HP link	The Thai office of the Tokyo SME Support Center (Tokyo Metropolitan Small and Medium Enterprise Support Center), a Japanese public organization that supports the overseas expansion of small and medium-sized enterprises from Tokyo.	<ul style="list-style-type: none"> Event observation
19	Local	PLOOKPANYA SCHOOL HP link	A local company (educational institution) that operates a private school in Thailand practicing alternative education.	<ul style="list-style-type: none"> Sponsorship arrangement or partnerships Co-hosting local promotions and events
20	Local	CETA Worldwide Education HP link	A local company headquartered in Bangkok that provides study abroad support services for Thai students.	<ul style="list-style-type: none"> Sale or purchase of broadcasting and distribution rights Co-hosting local promotions and events
22	Japan	Mizuno APAC Thailand HP link	The Thai branch of Mizuno, a major Japanese sports manufacturer headquartered in Japan.	<ul style="list-style-type: none"> Sponsorship arrangement or partnerships Co-hosting local promotions and events
23	Local	AE PLUS ALPHA HP link	A local company that supports businesses expanding into Thailand.	<ul style="list-style-type: none"> Co-hosting local promotions and events
24	Local	Turfmap HP link	A local company engaged in producing marketing content for the sports industry, among other services.	<ul style="list-style-type: none"> Co-hosting local promotions and events
25	Local	GW10	A local company involved in retail, marketing, and event management within the sports industry.	<ul style="list-style-type: none"> Sale or purchase of broadcasting and distribution rights Co-hosting local promotions and events

Companies & Organizations Participating in the Event (5/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
26	Japan	Kiraboshi Bank HP link	The Bangkok office of Kiraboshi Bank, a Japanese financial institution.	<ul style="list-style-type: none"> Gathering initial information
27	Local	GOAL SPORTS AGENCY HP link 	A local sports agency that assists with the transfer of football players between Japan and Thailand.	<ul style="list-style-type: none"> Sponsorship arrangement or partnerships Co-hosting local promotions and events Local support during trips/training camps in Thailand
28	Local	Customs United Football Club HP link	A local football club that plays in the Thailand football league. The club is based in Samut Prakan province, near Bangkok.	<ul style="list-style-type: none"> Sponsorship arrangement or partnerships Co-hosting local promotions and events
29	Local	BG SPORTS COMPANY LIMITED HP link	A local company engaged in sports-related businesses. It operates BG Pathum United FC, a professional football club that plays in Thailand League 1.	<ul style="list-style-type: none"> Gathering initial information
30	Local	SPORTEC Thailand	Asia's largest specialized trade show for the sports, fitness, and healthcare industries, held in Thailand.	<ul style="list-style-type: none"> Sale or purchase of broadcasting and distribution rights Co-hosting local promotions and events Recruiting exhibitors and attracting potential visitors
31	Local	PMG Corporation Co., Ltd. HP link	A local Thailand company that supports corporate advertising and organizes exhibitions and events.	<ul style="list-style-type: none"> Sponsorship arrangement or partnerships Sale or purchase of broadcasting and distribution rights Co-hosting local promotions and events

Companies & Organizations Participating in the Event (6/6)

No.	Country	Company/Organization Name	Overview	Purpose of Networking with Japan's League/Club
32	Japan	ARKRAY HP link	A Japanese healthcare company headquartered in Kyoto that develops and manufactures clinical testing equipment, reagents, and functional foods.	<ul style="list-style-type: none"> Exploring business opportunities
33	Local	Blue Ground Co., Ltd HP link	A local company that handles services such as flight bookings, conference arrangements, and event planning. It also maintains a branch office in Japan.	<ul style="list-style-type: none"> Local support during trips/training camps in Thailand
34	Japan	LIVE VIEWING ENTERTAINMENT  HP link	A Japanese company engaged in the live-viewing business for music, sports, events, theater, and more.	<ul style="list-style-type: none"> Gathering initial information
35	Local	FC Bayern Munich, office in Bangkok HP link	The Southeast Asia office of FC Bayern Munich, the German professional football club.	<ul style="list-style-type: none"> Gathering initial information
36	Local	Bank of Ayudhya HP link	A major commercial bank in Thailand known by the brand name "Krungsri."	<ul style="list-style-type: none"> Gathering initial information
37	Local	Thinkcurve HP link 	A local Thailand company that shares news and information about Southeast Asian and global football on Facebook and YouTube.	<ul style="list-style-type: none"> Gathering initial information