

Feature

Sports Business Takes Things to the Next Level



Mitsubishi Electric

Mitsubishi Electric Going Up Campaign

Mitsubishi Electric has been striving to increase the popularity of sports for people with disabilities and to help realize a more inclusive society, since 2016. The Going Up Campaign Cross-Country Tour was launched to allow the public to experience parasports as the tour passed through cities across Japan. The tour visited 42 prefectures, and more than 110,000 people participated. The company has run “Mitsubishi Electric Going Up Campaign for schools” since 2018. This program has been provided to elementary schools in Tokyo, allowing students to experience wheelchair basketball. It has visited approximately 3,400 students at 39 elementary schools in Tokyo.



Mitsubishi Electric Going Up Campaign Cross-Country Tour



Mitsubishi Electric Going Up Campaign for schools

https://emea.mitsubishielectric.com/en/our-stories/article/xx_jp_x_sc1902_03.html



For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



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