

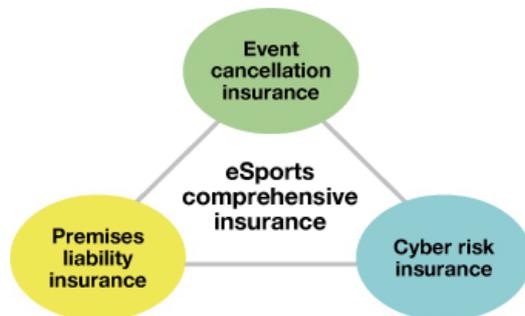
Feature Sports Business Takes Things to the Next Level



Tokio Marine & Nichido Fire Insurance

eSports Comprehensive Insurance Package Launched

Tokio Marine & Nichido Fire Insurance in September 2020 launched an insurance package that provides comprehensive cover for risks that eSports event organizers are exposed to. The eSports market in Japan is expected to expand from ¥6 billion in 2019 to some ¥70 billion in 2025, and is attracting attention as many corporations enter the market. The new package offers cover for both real world and virtual space events. Specifically, it offers cover for liability (third party damage, property damage, borrowed property damage), for cyber risks (information leakage, copyright infringement, cyberattacks) and for weather and natural disaster-related event cancellations.



eSports comprehensive insurance package structure



Product developers Mr. Okumura (left) and Mr. Yamaguchi (right) at an eSports event

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

■ <https://www.mitsubishi.com/en/>



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Official Website ■ <https://www.mitsubishi.com/en/csr/mpac/monitor/>



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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



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P.S. Mitsubishi Construction

Precast and Prestressed Concrete Technology Used in Stadium Construction

PC step floor slabs produced at **P.S. Mitsubishi Construction (PSM)** group plants adopting precast and prestressed concrete technology can be customized for a variety of shapes, have superior dimensional precision and are light in weight since they are manufactured products. Stadium stands are complex structures as they must avoid creating blind spots as well as dealing with slope and angle to the field. This is where PC step floor slabs come into their own, and they are in use at nearly all large stadiums. The company's technology is employed in the PC skeleton construction of stadiums throughout Japan, including at Saitama Stadium 2002 located outside of Tokyo.



A stadium under construction



Stands in a completed stadium

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Mitsubishi UFJ Financial Group Working on Sports for Good with Laureus

Since February 2018, the **Mitsubishi UFJ Financial Group (MUFG)** has been a global partner of Laureus, an organization which strives to build a better world through the power of sport. In the 20 years since its establishment, Laureus has been reaching and helping to change the lives of almost 6 million children and young people through development via sports. With its partnership with Laureus, MUFG has the primary goal of contributing to society, while also aiming to further strengthen its presence and elevate its brand image in line with its vision to achieve a sustainable environment and society. In the month-long Fitprints for Good fundraiser, MUFG employees ran, swam and cycled to collect funds for Laureus Sports for Good, and they are continuing to raise money for the movement in this new fiscal year. Laureus also provided the Play Academy with Naomi Osaka initiative with additional funds at the end of last year, strengthening its presence in Japan.



The Laureus logo



MUFG Johannesburg Representative Office colleagues at the start of Fitprints for Good

<https://www.fitprintsforgood-mufgmea.com/>



<https://www.mufgmea.com/media/mufg-raises-the-bar-with-fitprints-for-good-fundraiser/>



<https://www.mufgmea.com/csr/mufg-partnership-laureus/>



<https://www.laureus.com/news/laureus-announces-further-support-for-play-academy-with-naomi-osaka>



<https://www.laureus.com/news/mufg-employees-unite-and-get-active-to-raise-funds-for-laureus>



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Mitsubishi Chemical Holdings

Working on Developing Sport Prosthetics

Mitsubishi Chemical Holdings (MCHC) subsidiary The KAITEKI Institute (TKI) is working with the National Institute of Advanced Industrial Science and Technology (AIST), the University of Tokyo and Mitsubishi Chemical on the development of sport prosthetics. They have constructed a digital athlete capable of modelling and simulating on-field athletic performance, and in 2019 Mitsubishi Chemical brought to market the Griffon Beak sport prosthesis blade which it had developed with para-athlete Kaede Maegawa, whom TKI has sponsored since 2016. The company has its sights on building technology for assisting physical performance in individuals and on the future creation of a business directed at raising the performance of standard prosthetics and at assisting the elderly and others who walk with difficulty.



The Griffon Beak sport prosthesis blade



Para-athlete Kaede Maegawa

<http://www.kaiteki-institute.com/english/news/article12.html>



<http://www.kaiteki-institute.com/english/news/article19.html>



<http://www.kaiteki-institute.com/english/news/article16.html>



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AGC

Fluon® ETFE Film Installed at SoFi Stadium in the U.S.

Fluon® ETFE fluoropolymer film developed and produced by AGC has been installed in the roof of SoFi Stadium in Los Angeles. Opened in September 2020, SoFi Stadium is home to two NFL teams, the Los Angeles Chargers and the Los Angeles Rams, and is scheduled to host major international sports events. The single-layer membrane structure of Fluon® ETEF film gives stadium visitors a view of the clear blue skies above the city. The highly reflective ink printing process developed with proprietary AGC technology also gives the film good weathering resistance and thermal insulation to create a comfortable spectator environment.



Fluon® ETFE film



Photo courtesy of FabriTec Structures LLC
Stadium interior

https://www.agc.com/en/news/detail/1201755_2814.html



<https://www.agcchem.com/products/specialty-materials/fluonetfe-film/>



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Mitsubishi Heavy Industries

Promoting Group-Wide Company Sports Activities

Mitsubishi Heavy Industries (MHI) Group is the main sponsor of a popular professional soccer team in Japan “Urawa Red Diamonds” (Urawa Reds). Also, Japanese companies have traditionally supported amateur sports by running their own sports teams or being sponsors, and MHI as well runs baseball, rugby and marathon teams under the catchword “Mitsubishi Heavy Industries Sports Challenge.” By supporting these sports teams including Urawa Reds and accelerating their successful performance, MHI aims at enhancing the following: employee engagement, contributing to society, and enhancing its corporate brand. On January 1 this year, MHI’s marathon team took part in the annual New Year Ekiden (long-distance relay race) in Japan and finished sixth to the cheers of their supporters and marathon fans.



Collage of MHI corporate sports activities



©URAWA REDS
Yuki Abe of the Urawa Reds



Passing the sash in the 65th New Year Ekiden (All Japan Men's Corporate Team Ekiden Championships)

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