

FOR IMMEDIATE RELEASE

September 3, 2026

Dentsu Inc. to Produce International Football Tournament Featuring Japan-Brazil Rematch

*— Commemorating the 60th Anniversary of Japan-Singapore Diplomatic Relations,
Promoting Bilateral Goodwill and Contributing to the Development of Football in Asia —*

Dentsu Inc. (President & CEO: Chisato Matsumoto; Head Office: Tokyo; hereafter: “Dentsu”), announced today that it will host MIZUHO BLUE CHALLENGE THE KALLANG FOOTBALL SERIES SINGAPORE, an international football tournament featuring four national teams, at the Singapore National Stadium from Friday, November 13 through Tuesday, November 17, 2026, together with Dentsu Sports International Inc. (DSI; the operating holding company that drives the global development of the Dentsu Group’s sports-related businesses), and The Kallang Group Pte. Ltd., a Singapore-based company that manages The Kallang precinct, organises major sports and entertainment events, and is expanding its portfolio of proprietary experiences.

Held as part of a joint Japan-Singapore initiative commemorating the 60th anniversary of the establishment of diplomatic relations between the two countries, the tournament will bring together the national teams of Japan, Singapore, Brazil, and Paraguay. With the event, which will feature a rematch between Japan and Brazil planned for November 14, Dentsu aims to promote international goodwill through football and contribute to the development of the sport across Asia.

MIZUHO BLUE CHALLENGE THE KALLANG FOOTBALL SERIES SINGAPORE

Tournament Name	MIZUHO BLUE CHALLENGE THE KALLANG FOOTBALL SERIES SINGAPORE – Four nations come together in Singapore for international football tournament
Organizers	Dentsu Inc., Dentsu Sports International Inc., Football Association of Singapore, The Kallang Group Pte. Ltd.
Special Support	Mizuho Financial Group, Inc.

Dates	November 13 to 17 (Fri–Tue), 2026
Venue	National Stadium at The Kallang, Singapore
Participating National Teams	Japan, Singapore, Brazil, Paraguay
Match Schedule	November 13 (Fri) Singapore vs. Paraguay November 14 (Sat) Japan vs. Brazil November 17 (Tue) Singapore vs. Brazil, Japan vs. Paraguay

Dentsu has years of experience in developing sports businesses across Asia, including in Singapore, and has worked to foster international goodwill through sport, which has the power to connect people and bring nations together. By hosting an international tournament in football — a sport beloved in both Japan and Singapore — to commemorate the 60th anniversary of the establishment of diplomatic relations between the two nations, Dentsu aims to further deepen the bond between them and help establish Singapore as a new football hub in Asia.

dentsu
sports



SINGAPORE – JAPAN
DIPLOMATIC RELATIONS
1966 – 2026

Dentsu has also worked in partnership with the Japan Football Association (JFA), through sponsorship and broadcasting rights agreements, serving as a growth partner^{*1}. Dentsu will produce the tournament in Singapore with the participation of two of South America’s football powerhouses, Brazil and Paraguay, thereby supporting the further growth of the Japan National Team SAMURAI BLUE with an eye towards the next challenge following the FIFA World Cup 2026. In particular, by staging a rematch between Japan and Brazil, whose match captivated audiences in the Round of 32 at the FIFA World Cup 2026, Dentsu aims to produce an international tournament that grabs attention on a global scale.

Dentsu Group continues to strengthen its business in the sports and entertainment domain, with a growing focus on global expansion^{*2}. Going forward, Dentsu will continue to draw on the sports business expertise it has cultivated in Japan, together with its global network, seeking to create excitement and deliver social value through sport.

^{*1} Press release May 9, 2022: “Dentsu and JFA Conclude Basic Agreement for JFA Partnership (2023–2030)”

<https://www.dentsu.co.jp/news/release/2022/0509-010520.html> (Japanese only)

Press release March 24, 2026: “Dentsu Acquires Rights to Broadcast and Stream Japan National Football Team Games”

<https://www.dentsu.co.jp/news/release/2026/0324-011016.html> (Japanese only)

^{*2} Press release June 16, 2025: “Dentsu Group to Deploy ‘Dentsu Sports and Entertainment’ Globally”



<https://www.group.dentsu.com/jp/news/release/001478.html> (Japanese only)

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Dentsu Japan stipulates in its guidelines for the sports business that it will promote fair business practices while contributing to the sound development of sports-related projects and the creation of a better society through its operations.

https://www.dentsu.co.jp/sustainability/sports_business.html (Japanese only)

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