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Dentsu Announces Details of Football Management Seminar in Partnership with CIES of Switzerland

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it will hold a joint football management seminar with the International Centre for Sport Studies (Headquarters: Neuchâtel, Switzerland; President: Bertrand Reeb; hereinafter "CIES") on May 9, 2014. The seminar will consider the development of football in Asia.

The aim of the seminar, which is targeted at people who are involved in the promotion of football culture, as well as company employees and students both within and outside of Japan who are interested in the football business, is to contribute to the expansion of the football business market in Asia, which is showing a rise in tandem with the region's economic growth.

Through the promotion of the seminar business and the systemization of all of the Asian football business-related information and knowhow that Dentsu has accumulated to date, the Dentsu Group will further enhance its presence in the sports business field, one of the Group's strengths, as well as in Asia. The region is one of the fastest growing football markets with 88 million players now registered and one of the largest football populations in the world. The active participation of Japanese athletes in sports throughout Asia is continuing to increase.

The CIES was created in 1995 as a joint venture between the Fédération Internationale de Football Association (FIFA), the University of Neuchâtel, and the City and State of Neuchâtel. It coordinates the award-winning international postgraduate sports management course in management, law and humanities of sport—the 'FIFA Master.' The FIFA Master has been ranked as the leading postgraduate sports management course in Europe by SportBusiness International in both 2012 and 2013.

The first initiative between Dentsu and CIES will be the organization of a special sports management seminar that will focus on the development of football in Asia with a comparison to the football systems seen in Europe. The seminar will be held in the Dentsu Hall in Shiodome, Tokyo. Guest speakers at the kick-off event will include three FIFA Master graduates:

Tsuneyasu Miyamoto, a member of the Japan Football Association (JFA) International Committee; Kaita Sugihara, a development consultant for the Fédération Internationale de Football Association (FIFA); and Jair Bertoni, Head of Cabinet at the European Professional Football Leagues (EPFL).

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