

Regional Agenda

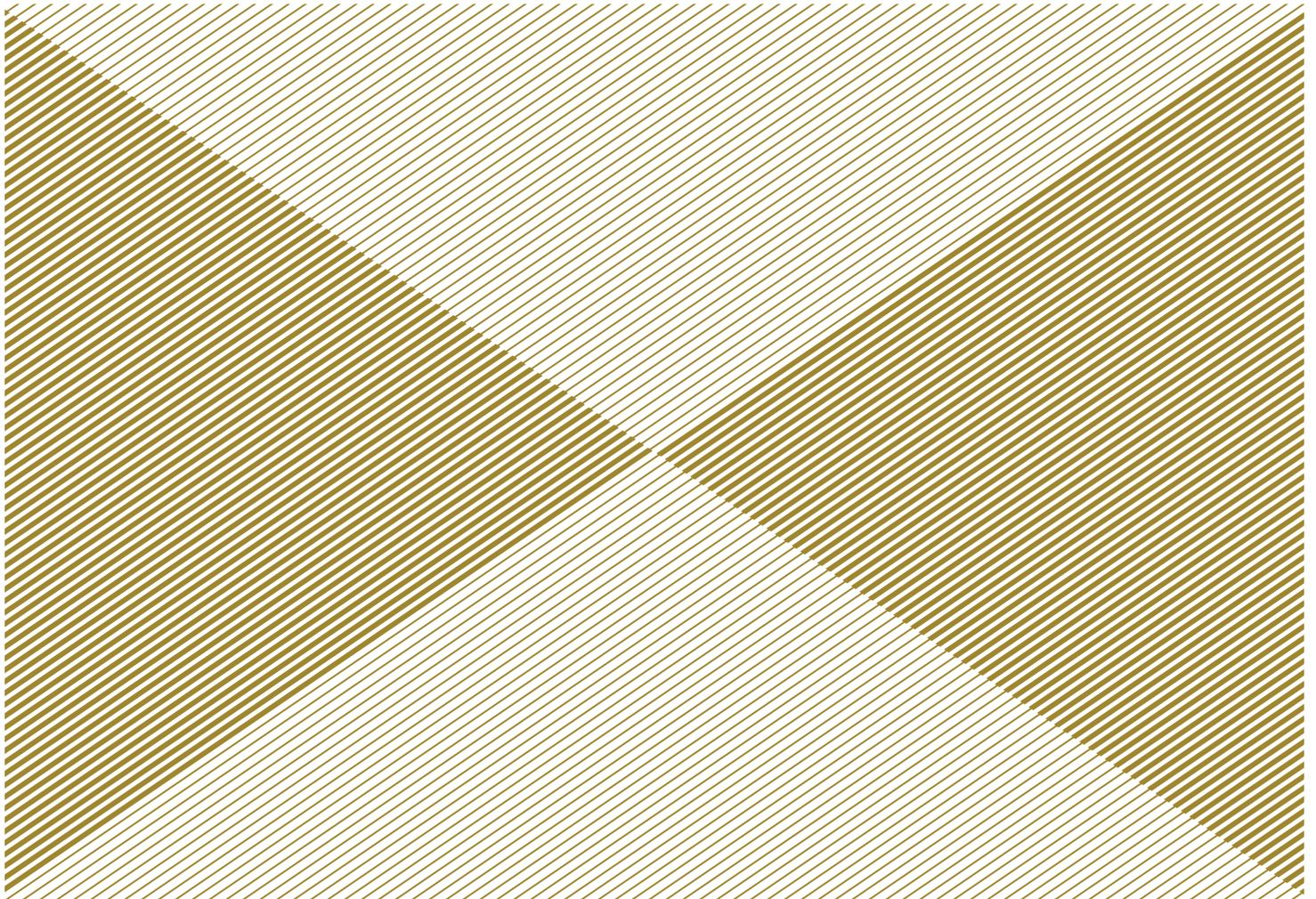
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# World Forum on Sport and Culture Meeting Overview

Organized by the Ministry of Education, Culture,  
Sports, Science and Technology of Japan  
Supported by the World Economic Forum

Tokyo, Japan 20-22 October 2016

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## A 48-Hour Experience in Tokyo

Every four years, the Summer Olympic Games capture the world's imagination through sporting excellence and international cultural exchange. They offer a window on to the role that youth, technology, health and creativity contribute towards building an inclusive future.

The World Forum on Sport and Culture is a global gathering hosted by the Ministry of Education, Culture, Sports, Science and Technology of Japan to launch the Tokyo 2020 Olympic Games. As a supporter of the meeting, the World Economic Forum proposes a 48-hour experience for senior executives to learn about the latest research and development at the intersection of sport, well-being, creativity and technology; to create new and meaningful international partnerships; and to immerse themselves in Japanese culture in the spirit of global cooperation.



# Preliminary Programme

## Thursday 20 October

Morning arrival and transfer

13.00 - 14.15 **Private visit** to Sony Corporation head quarters with Kazuo Hirai, President and Chief Executive Officer, Sony Corporation (tbc)

15.00 - 17.00 **Opening Plenary**, Grand Hyatt Tokyo.

Confirmed speakers include:

- Thomas Bach, President, International Olympic Committee
- Klaus Schwab, Founder and Executive Chairman, World Economic Forum

17.30 - 19.00 **Opening Performance**, Grand Hyatt Tokyo.

Directed by Amon Miyamoto and including Kabuki actor Ebizo Ichikawa and dance collective Wrecking Crew Orchestra

19.30 - 22.00 **Opening Dinner**, Grand Hyatt Tokyo

## Friday 21 October

09.00 - 17.00 **Interactive Sessions and Workshops, Roppongi Academy Hills**

Tower Hall A

09.00 - 10.00 **Performing Under Pressure**  
A conversation with leading athletes on creating the right conditions to perform under intense pressure  
*Sport & Well-being track*

10.30 - 11.30 **Rebuilding Trust in Sport**  
How can we revive the Olympic principles of sportsmanship, trust and cooperation?  
*Sport & Well-being track*

11.30 - 12.45 **Lunch**

12.45 - 13.45 **The Rise of the E-Athlete**  
What does the increasing popularity of e-sports tell us about the future of sport entertainment?  
*Creativity & Technology track*

14.15 - 15.15 **The Transformative Impact of Sport**  
How can sport act as the engine of urban revitalization and social change?  
*Sport & Well-being track*

15.45 - 17.00 **Transforming the Creative Industries**  
A conversation with leading CEOs on the future of media, entertainment and lifestyle  
*Creativity & Technology track*

Sky Studio

09.00 - 10.00 **Creative Education**  
Creativity is one of the top skills identified to thrive in the Fourth Industrial Revolution in the World Economic Forum's 2016 Future of Jobs report. What types of educational models can unleash the creativity needed for the future workforce?  
*Creativity & Technology track*

10.30 - 11.30 **Active by Design**  
Improving participation in health-enhancing physical and social activity is an urgent public health issue around the world. How can we design for behaviours and policies that will foster healthy cities for future generations?  
*Sport & Well-being track*

11.30 - 12.45 **Lunch**

12.45 - 13.45 **Soundpainting Workshop: Creative Collaboration**  
Join this sound-painting workshop to discover a different way of collaborating effectively for work, play and life. Sound-painting is the art of live composing sign language.  
*Creativity & Technology track*

14.15 - 15.15 **Growing Up Digital**  
How is youth culture redefining the rules of education, entertainment and business?  
*Creativity & Technology track*

15.45 - 17.00 **Health in a Virtual World**  
How are new technologies, including virtual reality, changing the way we approach our health and well-being? This session includes a short mindfulness meditation.  
*Sport & Well-being track*

Parallel programming throughout the day at Roppongi Academy Hills, organized by the Ministry of Education, Culture, Sports, Science and Technology, will include the following topics:

- The Future of Regenerative Medicine
- The Future of Nutrition
- A Future Without Physical Disabilities
- The Internet of Things and Global Risks
- The Circular Economy

For a full schedule, visit <http://wfsc2016.mext.go.jp/en/>

19.00 - 22.00 **Cultural Evening**, Tokyo Bunkamura. Traditional Sambaso performance

# Preliminary Programme

## Saturday 22 October

09.00 - 11.00 **Private Tea Ceremony with Princess Takamado**, Historical Teahouses, Ueno (tbc)

12.00 - 13.30 **Lunch**

## Transfer and afternoon departures

The World Forum on Sport and Culture, organized by the Ministry of Education, Culture, Sports, Science and Technology of Japan, will include additional sessions and activities in Kyoto on 19 October and in Tokyo on 20 and 21 October. For more information, visit <http://wfsc2016.mext.go.jp/en/>

# Why Participate?

The meeting offers participants exclusive opportunities to:

- Gain insight on a range of topics at the intersection of creativity, health and well-being, lifestyle and technology
- Share insights and engage a global multistakeholder audience by contributing your expertise in sessions
- Meet Japanese government and business leaders to understand the Reform 2020 growth strategy and the investment strategy for the 2020 Olympics, including potential partnerships
- Enjoy exceptional access to an array of cultural experiences in Japan



# FAQ

## **Where will the meeting take place?**

Sessions organized by the World Economic Forum will take place in the Sky Studio and Tower Hall A rooms at the Roppongi Academy Hills.

## **Where will I stay?**

PublicisLive, the Forum's operations and logistics provider, will arrange accommodation at the Grand Hyatt Tokyo (details below). You will receive a hotel booking form on confirmation of your registration.

Grand Hyatt Tokyo

6-10-3 Roppongi, Minato

Tokyo 106-0032

Japan

<http://tokyo.grand.hyatt.com/en/hotel/home.html>

## **What does registration include?**

Registration covers all meeting activities and documentation but does not include travel or accommodation.

## **What is the working language of the meeting?**

The official language of the meeting is English.

## **When do I need to register?**

We recommend that you register before 9 September 2016.

## **Do I need a visa?**

Please check with the Japanese embassy or consulate nearest you for visa requirements. The World Economic Forum is not responsible for providing visas.

## **Where do I find additional information about the programme?**

When you register you will receive access to TopLink, the Forum's online collaboration and interaction platform. You will find logistical information about the meeting on the TopLink Logistics page.

## **Who do I contact for more information?**

Participant Services Team

Tel.: +41 (0)22 869 3870

Fax: +41 (0)22 594 8119

Email: [sportandculture@weforum.org](mailto:sportandculture@weforum.org)



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