

Strategy to Organize the Tokyo 2020 Olympics/Paralympics Successfully

— Action Program through Joint Efforts by the Gov. of Japan — Tokyo Metropolitan Gov. — the Tokyo2020 Organising Committee — the Private Sector(Marketing Partners)

① Basic Concept

— Creating “Visible Business Sites” for people, business corporations and organizations to act on their initiative at places close to our life and business corporation activities

Inter-Party Policy Proposal Meeting
 Drafted by Koji Suzuki, Total Project Producer
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 former vice chief cabinet secretary
 Revised in Feb./Mar. 2016

② Contents to be included in the scenario will be “to direct policies to help business become buoyant (raise the economy)” in order to leave a desirable legacy from 2020 to coming generations.

③ “Outline of the Tokyo 2020”
 - Eight Client Categories
 - Six “Functions and Targeted Businesses”
 - Marketing Partners (sponsor corporations)

④ Strategy to raise the economy taking advantage of the opportunity of the Tokyo 2020
 Strategic scenario to realize GDP 600 trillion yen (Prime Minister Abe)
 - Inter-Party Policy Proposal Meeting

⑤ Inter-Party Policy Proposal Meeting aiming for the successful the Tokyo 2020 (since 2013)
 — On the base of Continued meeting activities since 2002

⑥ Spreading Japan’s technologies, services, commercial and cultural activities to the world jointly by the private sector, Tokyo Metropolitan and national governments

I Introduction of “Visible Business Sites” into Olympic-related Facilities

New National Stadium
 - Kengo KUMA, Architect
 - Business strategy: Koji Suzuki

⑦ Business Networking Strategy with the Tokyo2020-related Facilities

Strengthening quality-centered trade in the bay area and “new city development by using innovative technologies” in the hinterland (suburban Tokyo)

II Introduction of “Visible Business Sites” into the existing commercial complexes (starting in Tokyo and Capital Area → throughout Japan)

Trial Calculation of a Marketing Partner Corporation (Toyota Motors)

III Introduction of “Visible Business Sites” into core commercial areas and Traffic nodules

Networking (site map)

Athletes’ Quarters

Harumi 2-chome Site (under consideration)

Tokyo Stadium (Chofu-city)

Hino Motors Head Factory site

⑧ Business structure of Japan’s Original “Visible Business Sites” (Business Units)

Opening the way for increased consumption and domestic demand taking advantage of Japan’s creativity, technologies, R&D strength and entertainment strength.

⑨ Raising the economy and increasing domestic demand through Japan’s culture of everyday life and cultural resources (Cool Japan)

⑩ Scenario for success through concrete projects

Redevelopment of the Hino Motors Head Factory Site - as a part of the Olympic-facility network (43 ha, the largest industrial site in Tokyo to be redeveloped)