Msamichi Aihara
Osaka University of Economics. Advisor to the President,
Director of Sports & Culture Center, Professor in Faculty of Human Sciences,
2016 & 2020 Tokyo Olympic Paralympic Bit Committee Member.
Osaka Prefecture Expo’70 Commemorative Park Management Council member,
Osaka City Sports Promotion Policy Review Experts Committee member,
and the Vice Chairman of the Osaka-Kansai Sports Tourism & MICE Promotion Council.

Golden Sports Years
JAPAN ➔ FRANCE ➔ USA
Gone by 2050:
- Germany
- France
- Italy
- South Africa
- Myanmar

New in 2050:
- Tanzania
- Uganda
- Kenya
- Sudan
- Afghanistan

https://www.flickr.com/photos/futurechallengesorg/7929289718
Global GDP in 2030

Unit: $ trillion

Top 10 Countries, by GDP (PPP) in 2030:

1. China - $64.2T
2. India - $46.3T
3. U.S.A. - $31.0T
4. Indonesia - $10.1T
5. Turkey - $9.1T
6. Brazil - $9.1T
7. Egypt - $8.2T
8. Russia - $7.9T
9. Japan - $7.2T
10. Germany - $6.9T
GDP GROWTH 2000 to 2050

IN 2000:
India + China = USA

IN 2050:
India + China = 2.5 × USA

Source: Goldmann Sachs: The Path to 2050
How food connects all the SDGs - Stockholm Resilience Centre
Millennium Baby 2020 year = 20 years-old, world’s population 1/3 (2.5 billion / 77 billion)

Digital Native
4 years-old Facebook
5 years-old YouTube
6 years-old Twitter
7 years-old iPhone

A measure of affluence and satisfaction:

Values are diversifying.

Empathy, environment, race, problem solving
SPORTS → LOCAL

- Ripple of attracting customers
- Self-consumption
- Related consumption
- City sales
- Improving regional value
- Increased facility value
- MIND UP
- Youth education

LOCAL → SPORTS

- Economic Impact
- Economic Support
- Urban Impact
- Administrative Support
- Resident Impact
- Resident Support

- Sponsor
- School Class
- Related consumption
- LACK
- Hot Support
- Fans (Family)
Rigidity of sports budget

スポーツ予算の硬直化

$54,207,664

Source: Osaka City municipal reform plan 2.0 [Promotion of public-private partnership]
Administrative issues facing Osaka City sports measures:

1. Health promotion through sports
2. Improving urban appeal through sports,
3. Regional and economic revitalization through sports
How food connects all the SDGs - Stockholm Resilience Centre
An entertainment space that anyone can play as a "best playground"
A total of 120,000 people have been mobilized as Japan's largest hands-on event that integrates urban sports and culture.

- Sports • Culture • Music” Experience diversity”
- Family
- Contents over 80
- Visitor stay time: 6-8 hours on average
Urban sports and culture content with overwhelming centripetal force and transmission power!

Super Entertainment Area

Performance
A captivating acrobatic performance show with bikes flying in the air

MUSIC LIVE
Artist live performance

Urban Sports
Content that became an Olympic sport
New sports experience

DJ Performance
All-music performance that colors the area

Night content
A fantastic and powerful show that fuses light and sound

Japanese traditional performance
Experience traditional Japanese culture

Cultural experience
Kendama, karaoke, etc.
The topic in the world
Content experience

World dance
Enjoy world dance shows

More than 80 types of other various chimera contents!

A super-experience area where you can stay from morning till night!

Enchanting fun and entertainment!
<table>
<thead>
<tr>
<th>Our Actor:</th>
<th>Japan</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefectural Office:</td>
<td>Osaka Prefecture &amp; City</td>
<td>Council of Val-d'Oise</td>
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<tr>
<td>University:</td>
<td>Osaka University of Economics</td>
<td>Cergy University</td>
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<tr>
<td></td>
<td>University of Osaka Prefecture &amp; City</td>
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<tr>
<td>United Nation:</td>
<td>UNEP-ITC</td>
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<tr>
<td></td>
<td>(UNEP-ITC: United Nation Environment Programme-International Technology Centre)</td>
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<tr>
<td>UNEP-ITC Office:</td>
<td>Osaka</td>
<td>Paris</td>
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<td>Others:</td>
<td>Osaka Business Development Agency</td>
<td>Foundation France-Japan de l’EHSS</td>
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<td>Osaka innovation Hub</td>
<td>Clair Paris</td>
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<td></td>
<td>Osaka Convention &amp; Tourism Bureau.</td>
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<tr>
<td>Enterprise:</td>
<td>Park consignment company</td>
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<td></td>
<td>U6 RunBike,</td>
<td></td>
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<tr>
<td></td>
<td>CHIMERA UNION &quot;Urban Sports &amp; Culture”.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cerespo &quot;ISO20121”.</td>
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<tr>
<td></td>
<td>RunBike Maker Like cycling,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Goods &amp; Shop like Mizuno, Asics, Xebio and Decathlon(Nishinomiya).</td>
<td></td>
</tr>
</tbody>
</table>
Years-old

100

Second Career

Dual Career

First Career

Before First Career

Urban Sports

Sports Games

Lifelong Sports

Improvement of basic physical strength

RunBike

Urban Sports

Crown style

Arch + Hat

Under 6

Improvement of basic physical strength

RunBike

Crown style

Arch + Hat

Under 6

Before First Career

0

3

6

Second Career

Dual Career

First Career

Lifelong Sports

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Under 6

Before First Career

0

3

6

Years-old

100

Second Career

Dual Career

First Career

Before First Career

0

3

6
ランバイクを全てのスポーツの始まりに
U6 RunBike JAPAN CUP
Merci

thank you for your attention.
Merci❤️