

For Immediate Release

***"Olympic Excitement" Event Showcases
Tokyo's 2020 Olympic and Paralympic Games Bid,
Organized in Collaboration Between the ACCJ and BCCJ***

April 16, 2013 – The American Chamber of Commerce in Japan (ACCJ) and the British Chamber of Commerce in Japan (BCCJ) have come together to demonstrate their support for the Tokyo 2020 Olympic and Paralympic bid with a jointly sponsored kick-off event entitled "Olympic Excitement" held at the Tokyo American Club today. Showcasing Tokyo's Olympic offerings and commitment to a successful bid, the event provided a forum for approximately 100 attendees to discuss the challenges and opportunities of the project. The event also addressed how Japan could build on the success and enthusiasm around the recent London 2012 Olympics and implement lessons learned in its own bid.

A first of its kind collaboration between the two foreign chambers, it followed the formal backing of Tokyo's Olympic bid by chambers of commerce and industry from eight countries - including the ACCJ and BCCJ. The forum energized the international business community about the potential impact and opportunities around the Tokyo Olympic bid.

The event was attended by one of the leading figures of Tokyo's 2020 bid, Masato Mizuno, the Vice President of the Japanese Olympic Committee (JOC) and CEO of the Tokyo 2020 Bid Committee. In a speech to event participants, Mr. Mizuno discussed the current status of Tokyo's efforts to attract the Olympics in 2020, "Tokyo is one of the most vibrant and dynamic cities in the world. It offers an abundance of culture, cuisine, sport and spectacle. Over the past few years, Japan's bid has continued to grow in popularity. It has garnered widespread enthusiasm in Japan and I'm delighted to see there is also such strong support from our partners and friends internationally. We are committed to making Japan's Olympic dream a reality."

'Olympic Excitement' was also attended by special guest, Roel Louwhoff of BT. As a major contributor to London's effort to host the Olympics in 2012, Louwhoff shared his experiences with the previous Games and outlined some of the challenges and long-term benefits of mounting such a vast operation,

"The 2012 Olympic and Paralympic Games has had an incredible effect on the UK as a whole," he said. "We saw an enormous outpouring of support and positivity around the event. London continues to enjoy significant boosts in terms of business, urban regeneration, tourism and culture. Japan and the UK have much in common and I firmly believe that Tokyo, with its incredible culture, technology and hospitality, has all the elements of a fantastic 2020 Olympic city."

BCCJ President Nick Walters said, "Through London 2012 we've witnessed not only world-class sporting prowess and operational excellence, but also the halo effect that holding the Games can have. Tokyo, efficient, welcoming and energized, is poised to create its own Olympic legacy – bridging generations and reminding the world what is vital about Japan."

Larry Bates, ACCJ President, said that Tokyo's bid reflects both its heritage and the future. "The modern and traditional exist side by side with each complementing rather than overwhelming the other. Tokyo's bid captures this aspect of Japan's culture by blending the traditional and the modern. The utilization of the Tokyo 1964 historic venues which have been maintained and refurbished to the latest standards reflects Japan's desire to carefully balance the past and the future."

The ACCJ created the 2020 Tokyo Olympics Task Force – 国際応援団チーム (Chair: Jonathan Kushner) in February 2013 with the goals of providing supportive statements and advocacy to demonstrate the ACCJ's support for bid and generate positive goodwill among Japan's political and business leaders, embodying the ACCJ 2013 slogan of "Achieving Growth Together." The Task Force will hold a regular program of special events in collaboration with other foreign chambers and other organizations around the Olympics bid. The Task Force is offering the Bid Committee assistance in securing the participation from the foreign community in events and promotional materials, providing support statements, as well as accessing the wealth of experience of international businesses. It is also offering a wide array of practical support for the Bid Committee, including serving as a contact point for coordination and distribution of materials across foreign chambers of commerce and other international organizations.

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About ACCJ

The American Chamber of Commerce in Japan (ACCJ) was established in 1948 by representatives of 40 American companies and has grown into one of the most influential business organizations in Japan. Consisting mainly of executives from American companies, the ACCJ has members representing over 1,000 companies with offices in Tokyo, Nagoya, and Osaka. Working closely with the governments of the United States and Japan and other business organizations, the ACCJ promotes trade and investment flows between the United States and Japan, promoting the interests of U.S. companies and members, and improving the environment for international business in Japan. Over 60 committees representing various industries play a central role in making ACCJ policy recommendations by issuing Viewpoints, Public Comments and White Papers and holding over 500 events and seminars annually on public policy and economic trends. The ACCJ also undertakes charitable efforts and supports its members' CSR activities.

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About BCCJ

The British Chamber of Commerce in Japan (BCCJ), established in 1948, is an exceptionally active and ever-expanding private membership organisation serving over 750 high-caliber members, linked via eight state-of-the art communication channels. Open to members of all nationalities, the BCCJ offers high-value events, productive networking and promotional opportunities, valuable information services, and access to influential individuals and institutions. The BCCJ's mission is to strengthen business ties between the UK and Japan, promote and support the business interests of all members, and actively encourage new British business into the Japanese market as well as Japanese investment into the UK. This mission is supported by close and long-standing links with the British Embassy, the British Council, and the European Business Council, and an extensive network of trade organisations in Japan and the UK.

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