

December 20, 2016

**JSC High Performance Center Total Conditioning Research Project**  
**Joint research aims to promote sports medicine and science and boost international competitiveness**

- **The Japan Sport Council (JSC) and Otsuka Holdings have launched the “JSC High Performance Center Total Conditioning Research Project,” a collaboration aimed at promoting sports medicine and science and boosting Japan’s international competitiveness.**
- **Based on results of four years’ research starting in 2016, guidelines on sports conditioning will be implemented from 2020, with communication, education, and public awareness activities aimed at promoting and maintaining health and fitness.**
- **Research to be conducted in the course of this project will focus on maintaining and improving the performance of top athletes, sustaining competitiveness at the elite level, and in scouting, nurturing and developing athletic talent.**

The Japan Sport Council (an independent administrative agency; Head Office: Kita-Ku, Tokyo; President Kazumi Ohigashi) and Otsuka Holdings Co., Ltd. (Head office: Chiyoda-ku, Tokyo; President & CEO: Tatsuo Higuchi) have announced the December 2016 launch of the “JSC High Performance Center Total Conditioning Research Project,” a joint industry, government, and academic research project aimed at promoting sports medicine and science and further boosting Japan’s international competitiveness.

The JSC High Performance Center (HPC)<sup>\*1</sup> and Otsuka Pharmaceutical Co., Ltd. (a fully-owned subsidiary of Otsuka Holdings) will be responsible for management of the project.

Released by the Japan Sports Agency in October this year in anticipation of the 2020 Olympic Games, the Suzuki Plan<sup>\*2</sup> details policy on “building a powerful and sustainable post-2020 support structure.” Among the proposals for boosting Japan’s competitiveness, the plan calls for enhancing the functions of the HPC.

The JSC, in line with the vision expressed in the corporate message, “Raise the Future with the Power of Sport,” specializes in sports promotional activities and maintenance and enhancement of school children’s health. The organization provides essential support for sports promotion and necessary assistance for children under school care in the case of injury and accidents. A particular focus is the Japan Institute of Sports Sciences, managed and operated by the JSC, which provides organizational and comprehensive support to enhance the international competitiveness of Japan’s top-level individual and team athletes through sports medicine and science.

The Otsuka Group also supports athletes through products and knowledge born of research and development in the area of sports nutrition.

The new joint research project will utilize these strengths with the aim of further advancing sports medicine and science and boosting Japan’s international competitiveness in the run-up to 2020. This project marks the first collaboration between the newly formed HPC and a private company.

Research conducted during the course of the project will be aimed at optimizing Japan's international competitiveness. Knowledge obtained as a result will be used to devise guidelines for sports conditioning that will serve as 'soft legacy' beyond 2020, informing educational activities for improving and maintaining the health of the general population.

Research to be conducted for this project will focus on three areas:

1. Specific task-oriented research,
2. Research in designated areas, and
3. Pilot studies.

Expressions of interest for 2. *Research in designated areas* will be open to the public in late January 2017. (Details will be available on the JSC website.)

\*1 Established by the JSC as a base for Japanese competitive sports, the High Performance Center (HPC) in Nishigaoka, Kita-ku, Tokyo consists of the Japan Institute of Sports Sciences (JISS) and the Ajinomoto National Training Center (NTC). The sports medicine and science research, sports medicine, science and information support, and training facility functions of JISS and NTC were organized into the JSC to create a unified approach to Olympic and Paralympic competition with the aim of strengthening these functions.

\*2 On October 3, 2016, the Japan Sports Agency released the “Policy on support for boosting international competitiveness (Suzuki Plan)” with the goals of (1) Building a powerful and sustainable post-2020 support structure and (2) Strengthening the functions of the Japan High Performance Center.  
[http://www.mext.go.jp/sports/b\\_menu/sports/mcatetop07/list/detail/1377938.htm](http://www.mext.go.jp/sports/b_menu/sports/mcatetop07/list/detail/1377938.htm)