

The world is waiting—
let the next generation
of heroes rise!

BEYOND OH! PROJECT

Announcement of the establishment of
Japan Baseball Council “JBC” (Kyushin-kai / 球心会)

2025.6.26

Purpose of Establishment

**Inspired by legends like Sadaharu Oh and Shohei Ohtani,
we envision a future
where sports heroes ignite dreams and hope in every child,
creating a world of endless possibilities
through baseball and beyond**

**By uniting organizations and groups across baseball community,
we promote co-creation with diverse stakeholders to empower the next
generation—fueling dreams, fostering resilience, and building a brighter future
through the power of sport**

Without that one swing, a spark of passion might never have ignited.

Without that one moment, a wave of excitement might never have swept the nation.

When Japan comes together as one, a hero can rise.

BEYOND OH! PROJECT

A movement born to inspire, to unite,
and to continue producing heroes from this country
— heroes who transcend the game.

Even those who never followed baseball or sports
find themselves drawn in, moved, and connected.

Let's keep creating that passion—for the children,
for the future.

Because the heroes of tomorrow will surpass
even the legends of the past.

They will go beyond our expectations,
beyond imagination.

Together, we can make it possible.

The world is waiting—
let the next generation
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**BEYOND
OH!
PROJECT**

Organization

Name

Japan Baseball Council (JBC)

Establishment

May 23, 2025

Founder & Representative

Sadaharu Oh

Purpose & Mission

To shape a future where world-class heroes emerge from the world of baseball and sports, inspiring children with dreams and hope. By uniting organizations and groups across the baseball community, we strive to foster collaboration, nurture talent, and contribute to the sustainable growth of global society

Initiatives

Promotion and development activities, public relations and marketing, international exchange and market development related to baseball and related sports

Head Office

Nippon Press Center Building 8F, 2-2-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011

Contact

Mail: info@kyushin-kai.jp

URL: https://kyushin-kai.jp/beyond_oh/

Board of Directors



CEO
Sadaharu Oh

Chairman of the Board, Fukuoka SoftBank Hawks Corporation

Chairman, World Children's Baseball Foundation

Special Adviser to the Commissioner, Nippon Professional Baseball

Sadaharu Oh is one of baseball's most iconic figures, holding the world record with 868 career home runs. A 15-time home run champion and two-time consecutive Triple Crown winner, he set a new world record with his 756th home run on September 3, 1977.

As a manager, he led the Yomiuri Giants and the Fukuoka Daiei Hawks (now Fukuoka SoftBank Hawks) to three league championships and two Japan Series titles. In 2006, he guided Japan to victory in the inaugural World Baseball Classic.

Since 1990, Oh has championed youth development through the World Children's Baseball Fair, promoting global outreach and inspiring the next generation through the power of sport.



Deputy CEO
Hideki Kuriyama

Chief Baseball Officer, Hokkaido Nippon-Ham Fighters

Born in Tokyo in April 1961, Hideki Kuriyama began his baseball journey at Soka High School and Tokyo Gakugei University before joining the Yakult Swallows as an undrafted player in 1984. He earned the Central League Golden Glove Award in 1989 and retired in 1990.

Following his playing career, he worked as a sports commentator and professor at Hakuoh University. In 2012, he became manager of the Hokkaido Nippon-Ham Fighters, leading them to two Pacific League pennants and a Japan Series title in 2016, earning the prestigious Matsutaro Shoriki Award.

As manager of Samurai Japan, he led the national team to victory in the 2023 World Baseball Classic—their first WBC title since 2009. On January 1, 2024, Kuriyama assumed the role of Chief Baseball Officer of the Fighters, overseeing baseball operations and team-building strategy.

Board of Directors and Auditor



COO
Miki Umehara

Born in Hanamaki City, Iwate Prefecture in 1976, Miki Umehara began her career at IBM Japan, Ltd. in 1999, specializing in systems integration and consulting, and later overseeing M&A and business development at the company's headquarters. In 2007, she joined Industrial Growth Platform, Inc. (now IGPI Group, Inc.) from its early founding stage, leading projects in corporate transformation, growth support, M&A and post- merger integration, regional revitalization, and investment operations. She also serves as an outside director of a listed company and is a member of a government-affiliated committee.



Director
Masanori Kawana

Managing Director of East Asia, Fanatics Inc. / Fanatics Japan
A graduate of Keio University's Faculty of Law, Masanori Kawana began his career at Mitsubishi Corporation and later earned an MBA from the Kellogg School of Management at Northwestern University. He served as the PR Officer for Japan's national team during the 2013 World Baseball Classic and subsequently worked at McKinsey & Company. He currently serves on the board of the Japan Sports Ecosystem Promotion Council. During his high school and university years, he was the student manager of his varsity baseball team



Auditor
Tomoko Aramaki

She is the head of Aramaki Certified Public Accountant Office and holds licenses as both a Certified Public Accountant and a Licensed Tax Accountant. Her previous experience includes positions at Century Audit Corporation (now EY ShinNihon LLC), the Ministry of Economy, Trade and Industry (on secondment), and IBM Japan, Ltd. She currently serves on the supervisory board of Care International Japan, is a member of the Information and Communications Council of the Ministry of Internal Affairs and Communications, and an expert member of the ministry's National Research and Development Corporation Council, among other roles.

Councilors



Takeshi Okada

Chairman & CEO of Imabari Yume Sports Inc.
Vice President of the Japan Football Association (JFA)
Chairman of FC Imabari High School



Masayuki Naito

Vice President and Executive Director, All Japan Baseball Federation (BFJ)



Katsuhiko Nakamura

Born in Nagano Prefecture, he graduated from Nippon Sport Science University and joined Nippon Professional Baseball (NPB) in 1994. After serving in key leadership roles including Head of Baseball Operations, he was appointed Secretary-General of NPB in January 2025, concurrently serving as Head of the Chairman's Office and Chief Baseball Officer.



Soichiro Minami

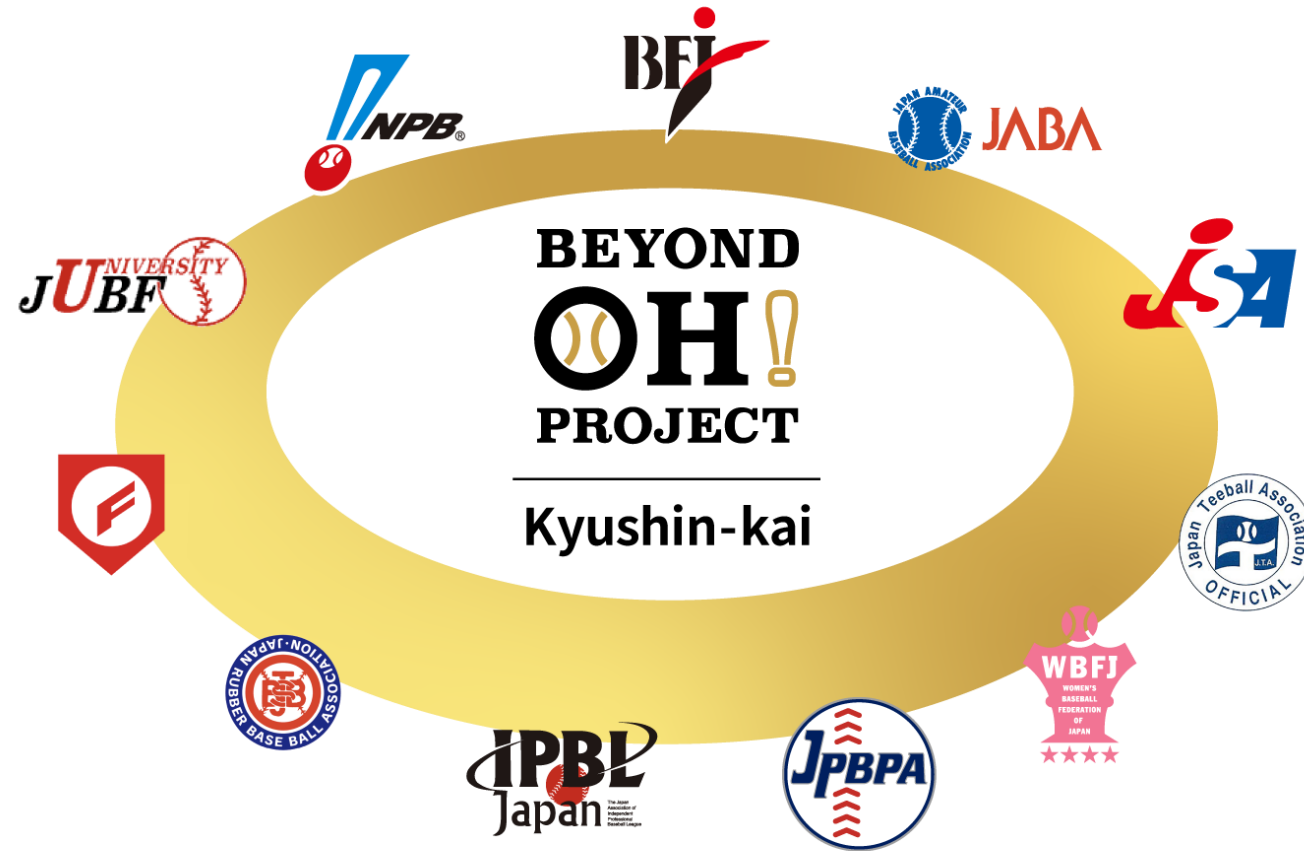
President and CEO, Visional Inc.
A graduate of Tufts University, he began his career at Morgan Stanley Japan Securities and contributed to the founding of the Tohoku Rakuten Golden Eagles in 2004. He founded BizReach in 2009 and now serves as President & CEO of Visional, Inc. He is also a Partner in the New York Yankees ownership group and Chairman of Yatsugatake Agricultural University.



Hiroko Yamada

President of the All-Japan Women's Baseball Federation, Executive Director of the Baseball Federation of Japan, Chair of the WBSC Women's Baseball Committee, Director of the Japan Softball Association, Council Member of the Baseball Hall of Fame and Museum, and Visiting Professor at iU.

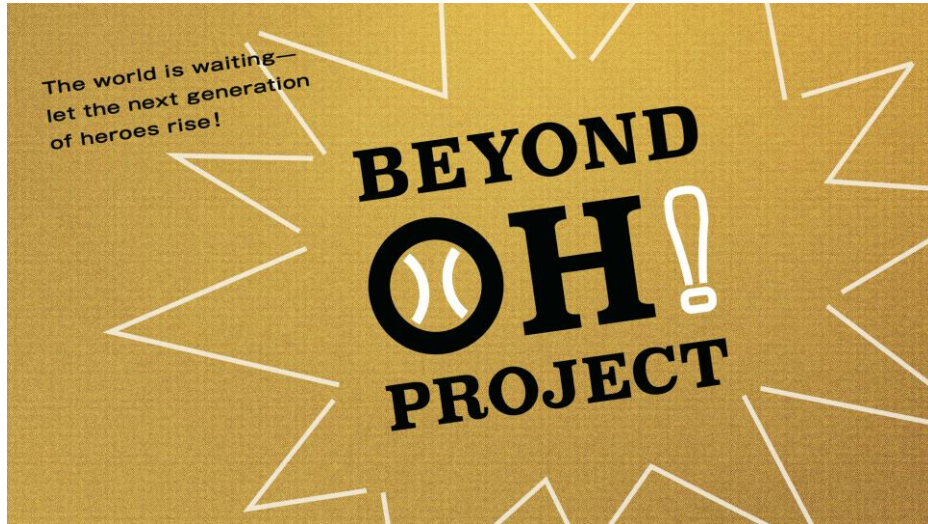
Image of collaboration with various organizations



Acting as a hub, we coordinate collaborative initiatives and mobilize resources to address complex challenges that exceed any one organization's capacity

Meaning behind our brand logo

**BEYOND
OH!
PROJECT**



● Our brand color is Golden

- A hue that conveys distinction while harmonizing with other key colors for mutual enhancement. Gold symbolizes excellence, leadership, star quality, and nobility, reflecting not only global ideals but also core Japanese values such as harmony and abundance.



● “OH!” captures dynamic energy and the surprise, excitement, and emotion that move us

- Inspired by legendary figures like Sadaharu Oh and Shohei Ohtani, “OH!” conveys our aspiration for the emergence of new heroes.

Meaning behind our brand logo



JBC also collaborates with and supports each organization to enhance the impact of their existing initiatives

Future Initiatives

	Macro Issues/ challenges	Change-making Approaches	Solutions (including future initiatives)
1	The lack of exposure to experience baseball	Creating opportunities	Childhood Experience Project  
2	The decrease in enthusiasm for baseball	Igniting the spark of passion	Local Ballpark Development Project Next gen media involvement project School project for baseball coaches 
3	The declining domestic market	Promoting market growth	Asian market development project 
4	The lack of funding	Establishing funding	Vision Partner Recruitment 

Promote measures, initiatives, and concrete actions to address macroeconomic issues



Every legend once
took a first step.

The world is waiting—let the next generation of heroes rise!

BEYOND
OH! PLAY KIDS

Introduction of concrete actions #1

**To create opportunities for all children in their early years
to experience baseball**

Encountering baseball for children

BEYOND OH! PLAY KIDS

To create opportunities for young children to discover baseball
— so that they grow into lifelong supporters, players, and fans

BEYOND OH! PROJECT Unified Event



- BEYOND OH! PROJECT unified events are being planned during the periods of iconic baseball tournaments, both at main venues and surrounding satellite locations.
 - ✓ Japan Series, NPB All-Star Game,
 - ✓ Independent League Grand Championship
 - ✓ JD.LEAGUE Championship Final etc



Original Goods Present



- Gifts of goods for participants of unified events, designed to encourage continued participation and enjoyment.
- Consider distribution of items and letters to reach all children in the country.

Introduction of concrete actions #2

**To help parents of young children
overcome common challenges around baseball**

Provide baseball-related information to parents and guardians

BEYOND OH! PLATFORM

To develop an information-sharing system that supports children and parents who have discovered and become interested in baseball—in engaging with the sport smoothly and safely

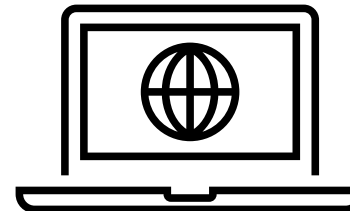
Portal site for information related to baseball community



- To centralize and deliver timely baseball information from across organizations.
- To connect the cycle from brand and content awareness, to event participation, to trial and eventual enrollment in youth baseball teams.



Community site for parents



- To provide parents of young players with real, useful information—from team details to training, nutrition, and daily support.

Future Initiatives

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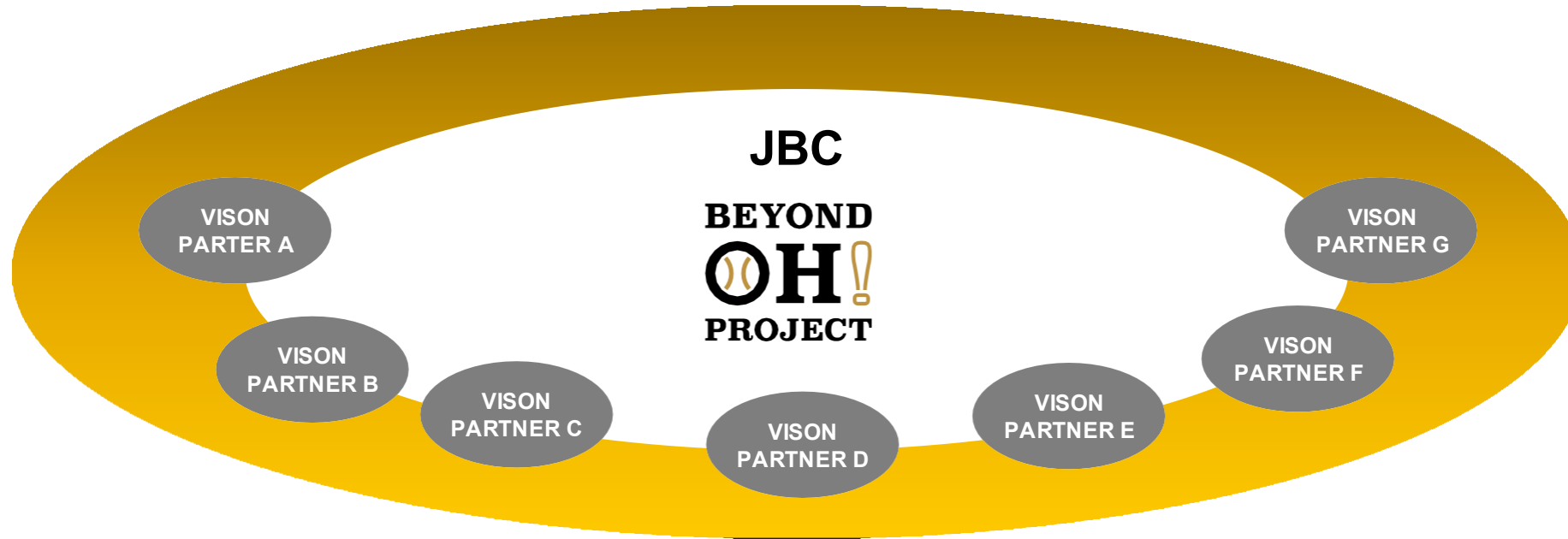
Promote measures, initiatives, and concrete actions to address macroeconomic issues

To implement various concrete actions with a sense of speed,

Seeking **"Vision Partners"**

to support "execution system" and "financial resources"

Seek Vision Partners



Vision Partners → JBC

- Resource support such as activity funds (in the form of donations or sponsorship)
- Proposals for support actions for the baseball community, etc.

Benefits offered to Vision Partners (envisioned)

- Use of the BEYOND OH! PROJECT logo
- Participation in BEYOND OH! PROJECT roundtable meetings
- Collaboration on events and talks organized by JBC
- Logo exposure on owned media, press events, and backdrops, etc.

We seek those who are willing to support and co-create our vision as Vision Partners

End of File