

Sadaharu Oh's JBC Becomes a Public Interest Incorporated Foundation

**1,000-Person "Future of Baseball Conference" Set for December;
Donations Now Open**

JAPAN BASEBALL COUNCIL (Representative: Sadaharu Oh; hereinafter "JBC") has been officially certified as a public interest incorporated foundation.

JBC was established in May 2025 with the vision of creating a future in which world-class heroes—surpassing even Sadaharu Oh and Shohei Ohtani—continue to emerge from baseball and the broader world of sports, inspiring people around the world and giving children dreams and hope.

Under the BEYOND OH! PROJECT, JBC has been working with a long-term vision spanning the next 50 and 100 years. Transcending the boundaries between professional and amateur baseball as well as individual sports, JBC has pursued initiatives for the future of baseball and sports, including creating more opportunities for children to experience baseball.

With its transition to a public interest incorporated foundation, JBC will further accelerate and expand its activities beyond the promotion and development of baseball to include regional revitalization and infrastructure development, coach development and education, and international exchange and value creation.

■ "BEYOND OH! FORUM: Future of Baseball Conference" to Be Held



As the first step in this new chapter, JBC will host the BEYOND OH! FORUM: Future of Baseball Conference at the Tokyo International Forum on December 10, 2026.

The forum will bring together leaders from sports, business, and the public sector to discuss sports education and coaching, the future of high school baseball, regional revitalization, and the future of sports.

JBC aims to turn the ideas and partnerships generated at the forum into concrete initiatives.

【Event Overview】

Date & Time: Thursday, December 10, 2026, 12:00–17:00 (tentative)

Venue: Hall B7, Tokyo International Forum

Capacity: 1,000 participants

Participation: Open to the public

Registration is scheduled to open in mid-October or later.

Details: <https://kyushin-kai-forum.jp>

Session topics and speakers are subject to change.

■ **Building the Future Together: Donations Now Open**

In conjunction with its transition to a public interest incorporated foundation, JBC has begun accepting donations from individuals and corporations.

Donations will support JBC's public-interest activities, including creating opportunities for children to experience baseball and sports, regional revitalization and infrastructure development, coach development and education, and international exchange and value creation.

Together with everyone who loves baseball, supports the future of sports, or wishes to help create a brighter future for children, JBC will work to build the future of baseball and sports.

Donation Information: <https://donate.kyushin-kai.jp>

■ **Comment from Sadaharu Oh, Representative of JBC**

I believe the world of baseball still has tremendous potential to change for the better. We need to create an environment where children can enjoy baseball even more. We need to pass on the appeal of baseball to the next generation. And we need to build a foundation that, 50 or 100 years from now, will continue to produce heroes who amaze the world and inspire children to dream.

Now that JBC has become a public interest incorporated foundation, we will take our efforts to an even greater level. Working together not only with the baseball community, but also with the broader sports community, businesses, local communities, and everyone who supports us, we want to turn what we can do today into action—with a sense of urgency.

The future will not change simply by waiting for it. We want to bring a new wind from baseball into the future of sports. And we hope to build that future together with all of you.

■About JAPAN BASEBALL COUNCIL (JBC)

JBC was established in May 2025 with the aim of creating a future in which world-class heroes—surpassing even Sadaharu Oh and Shohei Ohtani—continue to emerge from baseball and the broader world of sports, inspiring people around the world and giving children dreams and hope.

Under the BEYOND OH! PROJECT, and with a vision extending 50 and 100 years into the future, JBC works in collaboration with a wide range of organizations, companies, local governments, and other partners across the baseball and sports communities. Its initiatives include the promotion and development of baseball, regional revitalization and infrastructure development, coach development and education, and international exchange and value creation.

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