

Japan Brand Program

Introduction of Japanese Baseball

Schedule : January 31-February 11, 2017 Site : Cuba, U.S.A. (Puerto Rico), Dominican Republic

■ Dispatched Expert



Atsuya Furuta **Former Baseball Player** **Sports Commentator**

Furuta graduated from Kawanishi Meihu High School and Ritsumeikan University, joined Tokyo Yakult Swallows professional baseball team in 1989 after having played at Toyota Motor Corporation team. He has won Silver medal in Seoul Olympic games, and other honors such as Central League MVP twice, leading hitter of the League, Japan Championship four times, Central League Title five times and 2000th hits. Furuta served as player-manager from 2006, retired in 2007 and entered Baseball Hall of Fame in 2015. Now he works vigorously in various media as sports commentator.

■ Review of Activities

● Cuba



Lecture for Cuban sports institute and baseball associates



Baseball workshop for little league

● U.S.A (Puerto Rico)



Opinion exchange session with WBC national team manager and former star players in Japan and USA



Baseball academy visit and catcher workshop

● Dominican Republic



Press interview with Minister of Sports, Chairman of Dominican Baseball Federation and Ambassador of Japan Makiuchi



A lecture for baseball associates and general public

■ Achievements

Atsuya Furuta, former professional baseball player and commentator, gave lectures mainly about the prospect for World Baseball Classic, features of Japanese baseball in Cuba, Puerto Rico (U.S.A.), and Dominican Republic. In Cuba, he did not only lectured to the people associated with baseball but also visited baseball facilities including Anti-doping center, coached little league baseball and held press interview. In Puerto Rico, Furuta visited baseball athlete training facilities, exchanged opinion with star players, including Edwin Rodriguez, national team manager of WBC, Dicky Gonzalez, and Carlos Delgado. In Dominican Republic, he gave lectures for baseball associates and general public, received press interview and held baseball technique workshop for youth and little league baseball teams. Furuta was interviewed by local media, and he was widely broadcasted through newspapers and web news.