

Japan Brand Program

Japanese Culture in Sports

Schedule: July 6-17, 2017 Site: Ghana, Kenya, Botswana

■ Dispatched Expert



Dai Tamesue **Representative Director of** **Athlete Society**

Mr. Tamesue is the first Japanese sprinter to win a medal in a track event at a world competition and holds the current Japanese national record for men's 400 meter hurdle (as of August 2017). After his participation in the Japanese national team in Sydney, Athens, and Beijing Olympics, he started his career as a professional athlete. After his retirement, he started a company on sport-related businesses and authored numerous books. He supports countries that aim to win their first medals in Olympic games, including his assumption of the office as Goodwill Ambassador for Bhutan Olympic Committee.

■ Review of Activities

● Ghana



A courtesy call on Ghana Youth and Sports Minister



Workshop at Accra Academy (High School)

● Kenya



Lecture & workshop at Riruta Central School



Lecture & workshop at Strathmore University

● Botswana



A courtesy call on Sports Committee, Olympic Committee, and party of track and Field Association



Lecture & workshop at Stepping Stones International (orphanage)

■ Achievements

Mr. Tamesue visited Ghana, Kenya, and Botswana to held lectures and workshops regarding the importance of mentality in sports and Japanese attitude for sports. In Ghana, he made a courtesy call on Youth and Sports Minister, the chairman of Sports Association, and the chairman of Olympic Committee, and held lectures and workshops at a high school and for athlete and instructors in the field respectively. In Kenya, Mr. Tamesue made a courtesy call on the chairman of the Olympic Committee, and held lectures as well as workshops for college students and junior high school students. In Botswana, he gave lectures and workshops targetting general public and at the Stepping Stones International orphanage. He also made courtesy calls on Senior Vice Minister of Ministry of Youth, Sport and Culture and the officials at the national sports committee, the Olympic committee and the Track and Field Association. At variety of sites where he visited, receptions were held inviting officials of the government and the sport-related field. He accepted interviews with local media, and the major local newspapers and TV stations carried his activities.