

November 15, 2019
The Boston Consulting Group K.K.

**BCG Japan signs Official Supporter Agreement
for the Olympic and Paralympic Games Tokyo 2020
in the category of “Professional Services”**



Professional services
(strategy consulting, project management,
planification and management consulting)



Management consulting firm, The Boston Consulting Group K.K. (hereinafter “BCG Japan”), has concluded a Tokyo 2020 Official Supporter agreement with the Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020) in the category of “Professional services (strategy consulting, project management, planification and management consulting.)”

Established in 1966 as the second office of US-based the Boston Consulting Group, Inc., BCG Japan has strived for over 50 years to tackle the strategic issues of and create growth opportunities for government, private sector companies and non-profit organizations. The company consistently provides personalized and differentiated solutions through deep company and market insights, close cooperation with clients, and customized approaches.

On the occasion of the Tokyo 2020 Games, BCG Japan will provide strategy consulting, project management, planification and management consulting services based on its extensive support experience in Japan, and will make utmost efforts to ensure the success of the Games and promote sports. BCG Japan has already supported the establishment of a roadmap and ticket pricing strategy for Tokyo 2020.

< Comment from Hiroaki Sugita, Chairman-Japan, The Boston Consulting Group K.K. >

We are extremely honoured that BCG Japan has the opportunity to participate in the Olympic and Paralympic Games Tokyo 2020 as an Official Supporter. Since we commenced business in 1966, we have supported a wide range of companies and organisations in Japan capture opportunities to create value. Leveraging our more than 50 years of consulting experience here, we are committed to supporting the success of the Tokyo 2020 Games.

<Outline of Agreement>

■ **Agreement Program**

The Tokyo 2020 Sponsorship Programme

■ **Agreement Details**

Official Supporter: Professional services (strategy consulting, project management, planification and management consulting)

The Partner will promote the Olympic and Paralympic Movements, support the Japan Olympic and Paralympic Team, and contribute to the success of the Olympic and Paralympic Games Tokyo 2020 by using official designations, trademarks.

■ **Agreement Period**

From date of agreement to December 31, 2020

■ **Coverage**

<Games>

The Games of the XXXII Olympiad (Tokyo 2020)

The Tokyo 2020 Paralympic Games

<Japan Olympic and Paralympic Team>

The Third Winter Youth Olympic Games (Lausanne 2020)

The Games of the XXXII Olympiad (Tokyo 2020)

The Tokyo 2020 Paralympic Games

■ **Territory**

Within Japan

■ **About the Boston Consulting Group K.K. (BCG Japan)**

The Boston Consulting Group K.K. (BCG Japan) partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities. BCG Japan was established in Tokyo in 1966 as the second office of the Boston Consulting Group, Inc., a pioneer in business strategy, and opened its Chubu-Kansai Office in Nagoya in 2003.

We help clients with total transformation—inspiring complex change, enabling organisations to grow, building competitive advantage, and driving bottom-line impact. Our diverse team leverages their deep expertise on industry and management topics and insights that drive corporate transformation to deliver solutions through leading-edge management consulting along with technology and design—and digital ventures. With over 50 years of consulting experience in Japan, we create significant impact on client organisations through our unique way of collaboration.

■ **Inquiries**

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