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**Global Agenda**

# Press Release



## **Jostens Asia × Global Agenda**

### **Jostens introduces luxurious fan collection of watches and jewellery customised to Japanese sports teams**

Stylish products embodying the legacy of sports icons will strengthen bond between fans and their favourite teams

**Kobe, Japan, 30th March 2018:** -- Global Management Consultant, **Global Agenda** (Kobe, President: Kuniko Shibata, PhD) and **Jostens Asia** (Kobe, CEO: Kevin Brooke), a distributor of customised jewellery and apparel for **Jostens, Inc.** (Minneapolis, MN, USA) in Asia, announced the launch of their fan collection in Japan. This collection of watches, jewellery, and other accessories are exceptionally designed and can be customised to represent each professional and semi-pro sports team in Japan. Jostens Asia is working in collaboration with Global Agenda to provide these goods.

Jostens, Inc (founded in 1897), known as a long-established manufacturer of professional sports championship rings in the United States will offer Japanese sports fans, athletes, teams and communities a new service - Jostens Fan Collection in Japan aiming at strengthening profitability of sports teams and contributing to society through undertaking fund-raising for sports development for the disabled and the youth in local communities.

**For Release 30<sup>th</sup> March 2018**

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**▼ Jostens Asia & Global Agenda Produce Jostens Fan Collection in Japan**

Jostens Asia: <https://brookekevin.wixsite.com/jostensasia>

Athlete Mind by Global Agenda (Japanese): <https://globalagenda.wixsite.com/athletemind>

Here is the Official Chicago Cubs Championship Fan Collection Ring produced by Jostens, Inc. as an example



**CHICAGO  
CUBS**

The Official Chicago  
Cubs Championship  
Fan Collection.

**SHOP THE COLLECTION >**

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## ■ Background of Product & Service Development

Jostens Asia is an official distributor and representative of Jostens, Inc., a long-established manufacturer of championship rings and fan collection products for the MLB, NFL, and NHL. In 2017 Jostens, Inc. also designed and manufactured the ring for Takuma Sato's Indy 500 Championship.

While championship rings are high-quality luxury items distributed to players and coaches to recognise their achievement, the recently introduced fan collection by Jostens, Inc. are directly for the fans. This collection has exceptional design enhanced by superior technology and includes a vast selection of watches, jewellery and accessories which reflect the same team identity and legacy as the championship rings. The fan collection is specifically designed to give fans the opportunity to share in their favourite team and player's achievements. In turn, this helps to bridge the fans to the players and teams – leading to enhanced team profit and a more loyal fan-base.

In anticipation of the upcoming Sports Golden Years in Japan, Global Agenda is working with Jostens Asia – a distributor of sports related goods and services in Japan.

## ■ Features of Jostens Fan Collection in Japan

1. Jostens, Inc. boasts over 120 years of manufacturing high quality and exquisitely designed jewellery and watches through precision craft and technology. These products often increase in value over the years as special memorabilia to honour athletes' and teams' achievements. In fact, in the United States, past championship rings are commonly bought and sold at high prices in net auctions etc.

2. Jostens will design and manufacture unique fan gear for teams and athletes at their request. The fan gear will be in accordance with their logos, themes and images to commemorate anniversaries, individual athlete's achievements, prizes, etc.

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3. As jewellery and watches are more profitable than ordinary fans goods – particularly commemorative and limited edition products, as well as those made with precious stones and metals - it is possible for teams to increase their profitability by offering high-end products customised to target certain niche consumers.

4. Global Agenda is also functioning as a research institute for regional planning to contribute to sports development. Jostens Asia and Global Agenda are planning to work with charities and non-profit organisations that support sports for the disabled and young athletes. We will ask those non-profit and charity organisations to sell our products to their supporters. The commission they are to receive from us can be an important source of their revenue. We genuinely hope to make sports socially valuable through the provision of Jostens products, and plan to offer services for social benefit in order to support the communities where athletes and teams are based.

5. Jostens Fan Collection in Japan is not only for athletes and sports fans. For example, the fan collection can be used as a fund raising tool for the promotion of the arts such as music, theatre and film production. As Jostens is a member of The Newell Group, which manufactures and sells various products worldwide, it can design and manufacture a host of other unique gift, recognition, and novelty items for corporations, schools, and the like.

### ■ Service Overview of Jostens Fan Collection in Japan

Jostens Asia and Global Agenda based in Kobe are developing various memorabilia and collectibles that connect professional and amateur sports with their fans to support athletes, teams and community development.

Our memorable first production is to commemorate Hanshin Tigers' long-time star shortstop Takashi Toritani's 2,000th hit milestone (September 2017). The product, a customised BULOVA wristwatch, depicts the engraved Hanshin Tigers "HT" logo on the face and text commemorating the achievement, along with Toritani's signature, engraved on the back. The watch will be on sale from 1<sup>st</sup> April 2018.

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Jostens' Mission is '**Capture. Celebrate. Inspire.**' Jostens Fan Collection in Japan will continue to fascinate people, compelling them to support the development of athletes and teams, which in turn will inspire million of people to catch their own dreams.

### ■ Future Developments

Jostens Asia and Global Agenda are planning to launch a new project that will link sports, education and business together leading to significant contribution to social welfare, youth education, and regional development through sports.

### ■ Business Profile

Business Name: Global Agenda - Kobe Research Centre for Global Society  
 Representative: President, Kuniko Shibata, PhD  
 Location: Kenso Building 9F, 2-13-3 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo 650-0011, Japan  
 Established: October 2014  
 Professional Service: Global management consultant, Overseas market and policy research, Global human resources development  
 Website URL: <https://www.global-agenda-21c.com/>

### ■ Company Profile

Company name: Jostens Asia (North Brooke Educational Supplies [NBES] Co., Ltd.)  
 Representative: CEO Kevin Brooke  
 Location: Kenso Building 9F, 2-13-3 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo 650-0011, Japan  
 Established: August 2014  
 Business Profile: Design, production and sales of sports related products and educational supply, English education  
 Website URL: <https://brookekevin.wixsite.com/jostensasia>

■ **Contact:**

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