An event on the global scale, of international importance, and viewed by billions of people around the world, the 2030 Fédération Internationale de Football Association (FIFA) World Cup will take place in the Asian island country of Japan. The World Cup will return to the continent of Asia in 2030 due to the regulations set forth by FIFA disallowing an Asian bid before 2030. Japan has been chosen because of its modern infrastructure system and extensive selection of existing stadiums to reduce the economic risk of the tournament that has been present in the recent years. The planning, execution, and impact of the event is detailed in this report, including cities and venues, transportation, accommodations, infrastructure needs, security preparation and protocols, marketing strategies, official events, and overall financial projections. Following the objectives and processes described, the 2030 Japan FIFA World Cup will be a successful display of competitive soccer on the international stage.

**HISTORY AND CULTURE**

The country of Japan has a very diverse background compared to other countries of the world. It was dominated by the warrior class, known as samurai, and the different samurai states were each led by a shogun. The shoguns plagued the country with civil wars and isolated the country of Japan from the rest of the modern world until the shoguns were brought together and organized under a centralized state and a single Emperor in 1855. This more westernized form of
government allowed for the country to reintegrate itself into the modern world ("Japan."). It also led to rapid expansionism in the 20th century as the country looked to acquire more land, wealth, and power.

Part of the mindset of expansionism in the 20th century also led to the military taking control of major parts of the government and was a factor in the Japanese involvement in World War II on the side of the Axis Powers. Following the bombing of Pearl Harbor in December 1941, the United States became involved in the war against Japan. Ultimately, Japan’s part in the war ended with the unconditional surrender of Emperor Showa in August 1945 following the atomic bombing of Hiroshima and Nagasaki ("Japanese History.")

Following the war, a new constitution was adopted, a constitutional monarchy was formed, and rapid growth in Japan took place, leading to the country it is today. Despite being a small island with little in the way of natural resources, Japan is home to the third largest economy in the world and is a leader in scientific research and development. Freedom of religion is present, although participation in the main religions of Buddhism or Shinto is primarily only during holidays or festivals.

The culture of Japan contains influences from around the world, but primarily Asia, Western Europe, and the United States. Distinct to Japan are the architecture and sculpture works located throughout the country. The primary diet, as befitting an island nation, consists of rice, noodles, and fish. Modern music and popular sport have both been heavily influenced by the western civilizations ("Japan."). The national sport of Japan is sumo wrestling, and martial arts remain very popular throughout the country, but baseball is currently the most popular sport. Many other western sports are played also, but baseball is by far the most popular of the Japanese sporting culture.
Japan has held several international competitions in the past century. The most notable of these events in the world view are the Olympics and the World Cups. In 1964, Japan held its first Summer Olympics in Tokyo. Following in 1972, the Winter Olympics were held in Sapporo and again in 1998 in Nagano. The only FIFA World Cup that has been held on Japanese soil to date took place in 2002 and was a joint hosting by both Japan and South Korea. Less well known competitions have also been held in Japan, such as the Intercontinental Cup, annually from 1981 to 2004, and the 2006 and 2009 World Baseball Classic ("Japan.").

**Events**

The events of the 2030 FIFA World Cup will be international soccer matches run and officiated according to the Fédération Internationale de Football Association’s *Laws of the Game* (Laws of the Game.). The general rules included in this document are that a game will consist of two teams of eleven men each playing two halves of 45 minutes each. At the conclusion of the 90 minutes of regular gameplay, the team with the higher number of goals will be declared the winner. If the score is tied at the end of regular time, overtime will take place in the method of two additional 15 minute halves. If the score remains tied at the end of the additional 30 minutes, a penalty kick shootout will take place. The shootout consists of five shooters from each team alternatively taking a penalty shot on the opposing goal, and then proceeding until at the end of a round, the goals scored is no longer tied.

Each match will be officiated by a team of three referees; one center referee and two sideline referees. The referees will be selected according to FIFA regulations from the six soccer confederations around the world. These three-person teams of referees will stay together throughout the tournament, selected to be impartial for each match but also have a common
language between them in order to avoid mistakes or misunderstandings (Eisenmenger). A total of thirty officials will be selected for the 32 matches that will take place at the World Cup.

The World Cup tournament features 31 teams and the host nation playing in a single elimination bracket ("FIFA World Cup™."). Over 200 teams play in preliminary competitions in the three years before the “Final Competition” in order to qualify as one of the 31 teams. Ticket prices for the matches will be set by FIFA one year before the event, but it is expected that the standard price for Japanese nationals will be $100 per match, while the price for international attendees will vary from $300 to $1100 depending on the seating area chosen and how far in the tournament the game is. Prices will increase every round of play.

CITIES AND VENUES

The main focus of the international community with regard to any international event such as the World Cup is the cities and venues in which the event takes place. For the Japan 2030 World Cup, a total of 15 stadiums will be prepared throughout Japan for consideration by the FIFA Committee. It is expected that out of these 15 stadiums, 12 will be selected by the Committee to hold the games ("FIFA World Cup Stadiums."). With this in mind, five brand new stadiums will be constructed, while 10 existing stadiums will be analyzed and repaired for use. For this construction, one billion dollars will be allocated for the five new stadiums, as well as $250 million for existing repairs.

The following cities and stadiums will be used in the World Cup. Additionally, the stadiums for the Quarterfinals, Semifinals, and Finals have been decided as denoted below. The three stadiums FIFA eliminates as official venues will be selected from the Round of 16 venues. Round of 16 matches will be held in all stadiums.
<table>
<thead>
<tr>
<th>City</th>
<th>Venue</th>
<th>Capacity</th>
<th>Highest Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yokohama</td>
<td>Nissan Stadium</td>
<td>72,327</td>
<td>Finals</td>
</tr>
<tr>
<td>Saitama</td>
<td>Saitama Stadium</td>
<td>63,700</td>
<td>Semifinals A</td>
</tr>
<tr>
<td>Osaka</td>
<td>Nagai Stadium</td>
<td>50,000</td>
<td>Semifinals B</td>
</tr>
<tr>
<td>Nagasaki</td>
<td>New</td>
<td>55,000</td>
<td>Quarterfinals A &amp; C</td>
</tr>
<tr>
<td>Tokyo</td>
<td>National Olympic Stadium</td>
<td>54,224</td>
<td>Quarterfinals B &amp; D</td>
</tr>
<tr>
<td>Tokyo</td>
<td>Ajinomoto Stadium</td>
<td>50,100</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Okayama</td>
<td>New</td>
<td>52,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Shizuoka</td>
<td>Ecopa Stadium</td>
<td>50,889</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Kobayashi</td>
<td>New</td>
<td>50,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Hiroshima</td>
<td>Hiroshima Big Arch</td>
<td>50,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Hirosaki</td>
<td>New</td>
<td>50,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Toyota City</td>
<td>Toyota Stadium</td>
<td>45,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Hanamaki</td>
<td>New</td>
<td>45,000</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Niigata</td>
<td>Niigata Stadium</td>
<td>42,300</td>
<td>Round of 16</td>
</tr>
<tr>
<td>Sapporo</td>
<td>Sapporo Dome</td>
<td>41,484</td>
<td>Round of 16</td>
</tr>
</tbody>
</table>

("List of Stadiums in Japan.", "2002 FIFA World Cup.").
The main cities throughout the country were focused on for the stadium locations. For reuse of stadiums, the venues used in the 2002 World Cup as well as other large soccer complexes were considered for the pool of ten stadiums being submitted to FIFA for reuse. In alignment with the ideals of a whole-nation approach to the international spotlight resulting from the World Cup, the cities chosen were also cities which spread the event across the entire country, rather than trying to focus it on one specific region such as the central Tokyo region. The following map shows the approximate location of the stadiums being submitted to FIFA for consideration (“Maps Engine.”).

Although there is a high concentration of stadiums in the Tokyo region, the Tokyo area is the largest urban center in Japan and will be the focus of the final round of the tournament. Because it has the resources for the largest crowds of people, this is fitting for the culmination of the event.
**TRANSPORTATION**

One of the largest effects a popular international event has on the host country is the addition of hundreds of thousands of people to the transportation systems. Japan has an extensive network of many different kinds of public transit, which will be the main way people in the country move from event to event, city to city. Being a nation composed of many different islands presents both difficulties and opportunities that the country will be able to take advantage of. In order to best plan for the use of each system, it must be assumed that all systems will see a significant increase in the amount of traffic during the month-long World Cup.

The first obstacle that must be addressed: how are people going to get into the country from around the world? International flight is essentially the only way for people outside of the country or immediate area to come into the country. There are four major international airports located in Japan: Narita Airport and Haneda Airport in Tokyo, Central Japan Airport in Nagoya, and Kansai Airport in Osaka. Fukuoka Airport also services Japan-Asia flights ("International Air Travel: Flying to Japan."). These airports will confidently handle the increase in traffic leading up to and during the event. However, both personnel increases and efficiency analyses will take place in order to accommodate the extra stress of the increased traffic. Security will also be increased for inbound flights in order to attempt to eliminate threats of terrorism and national security immediately.

Once in Japan, fans will be moving from city to city depending on the location of their games of interest. There are four major transit systems that will be utilized and available to the public: train systems, domestic flights, motor vehicles, and ferries. These systems will be a large source of tax income for the Japanese government, taking advantage of the high volume of international traffic to help account for the financial burden of the event.
The Japanese train systems include both the high speed bullet trains, known as shinkansen, and the smaller systems throughout the country. Shinkansen will be the primary means to move between cities or greater distances across the country. They are extremely timely, leaving within 15 seconds of scheduled departure. Almost all cities holding World Cup events will be accessible via shinkansen (“Getting Around.”). For incoming spectators, a World Cup Train Pass will be created. This pass will be valid for the duration of the World Cup on all train systems throughout Japan, in collaboration with Japan Railways. The cost for the basic ticket level will proceed in a level format: $800.00 if purchased more than six weeks in advance of the World Cup Opening Ceremony; $1,500.00 if purchased between one and six weeks before; $2,000.00 if purchased less than one week before the event or within Japan. For features such as first class seating, the price will be adjusted accordingly. The pass will allow flexibility in travel, but the late-stage passes will include high governmental taxation to assist in the funding for expansion and update of the railways.

Domestic air travel is another popular and efficient way to travel within the country. The primary airlines for domestic flights are Japan Airlines, All Nippon Airlines, and Japan Air...
Systems. Prices for domestic flights are significantly more than domestic U.S. flights, averaging in the $350 range for a one-way flight ("Domestic Air Travel in Japan."). However, with the extensive network of airports and airlines, it is expected flying will be a popular choice because of its efficiency, especially with regard to the longer distances from venue to venue. Taxes will be slightly increased, a three percent bump up equating to approximately $10 per ticket per flight, to assist with event financials.

Motor vehicle travel includes both bus systems and personal vehicle use. The bus systems allow a more economical but far less efficient means of travel between cities. Primarily, the buses will be utilized for short trips and within the city to move to and from the venue. Highway buses are available for the longer trips if spectators elect to forgo the more efficient routes, but service all major cities throughout the country ("Bus."). Taxis are expensive but available for late night transit within a city. Personal car rental will be highly discouraged, but allowed at an extremely high price. Taxation on the car rentals will be a 10% mark up on all contracts. For a 24-hour car rental, prices vary from $76.00 (compact car) to $215.00 (van), plus the 10% tax increase ("Car Rental in Japan."). Parking is also at a premium, and therefore extremely expensive. Lastly, in order to drive and therefore obtain a vehicle legally, an International Driving Permit is required. I.D.P.s are only available in the home country of a citizen.

The last common mode of transportation within Japan is the ferry system. Ferries are located throughout the country in locations with access to the ocean. Primarily, ferries connect the main islands of Honshu and Kyushu to the hundreds of other islands which make up the nation ("Japanese Ferries (Domestic Routes). "). With respect to the World Cup, ferries are expected to be used for travel to the games located along the eastern coast of Japan, as well as providing the main route of travel to the games in Sapporo in the northernmost region of Japan.
Ferries provide an extreme variety of travel options based on distance and cost, and so will be an option considered by all types of fans and spectators.

Because the permanent citizens of Japan will be affected by the increase in traffic and increase in prices of the World Cup event, the additional taxation charged to the various means of transit will be waived for their purchases. This is easily enforceable because identification will need to be shown for any of the passes or modes of transit upon purchase. For this same reason, it will be difficult for international travelers to avoid the extra taxation.

INFRASTRUCTURE

Japan has a very complete and advanced infrastructure established throughout the country. The country has one of the largest roadway networks in the world, as well as a complete public transit system which includes the shinkansen bullet trains, extensive domestic air travel options, and the ferries from island to island as mentioned previously. The current administration is planning on investing a further $100 billion in infrastructure expansion within the next two years (Janowski). However, there are several areas that can be focused on for improvements leading up to the high volumes of international people and traffic during the World Cup.

First and most importantly, the energy grids throughout the nation will need to be strengthened. Repair of the nuclear energy facilities damaged in the 2012 tsunamis will need to take place. Investment in hydroelectric power should be considered as an additional and plentiful source of energy, especially considering the lack of natural resources on the islands of Japan. Hydroelectric power is both clean and a ready source of the island nation, so the majority of new electric power should be concentrated on it.

Regarding transportation upgrades, there needs to be an extension of the high speed rail systems into Nagasaki, which is currently poorly supported at the large public transit level. The
bus systems both between cities and within the cities should also be looked at for efficiency improvements and for usability by foreign travelers (“Getting Around.”). The bus system is one of the most difficult systems for non-Japanese speaking persons to utilize, but will be essential for mass transit within the cities of the World Cup games.

Lastly, priority structures such as high-population buildings, emergency facilities, and the soccer stadiums being used should be inspected, repaired, and retrofitted for use, including details outlined by the security demands of the heads of security and of FIFA as well as improving disaster resistance. Integrating these stadiums, especially the new stadiums, into the existing environment while providing the means for the necessary utilities (plumbing, electrical, etc.) and security measures is imperative to the success and worldwide popularity of the event.

**ACCOMMODATIONS**

One of the most important things when hosting a large event is the arrangement of adequate accommodations for the attendants and participants. In the case of the World Cup, both spectators and athletes need places to stay, food to eat, and places to go during the month they are in the country. To take care of these needs, several steps will be taken both leading up to and during the World Cup.

In order to have areas for the athletes to reside and practice, several areas will be renovated and created specifically for the international teams. The old Olympic Villages in Sapporo and Tokyo will be targeted for renovations in order to accommodate several teams simultaneously. In addition to this, villages and towns will be allowed to host the different national teams that wish to remove themselves from the eyes of other teams or the main population centers. Financial assistance to these areas will also be considered. Finally, it will be
the option of the team to stay in hotel facilities in the cities in which they are playing if they so choose.

For the accommodation of spectators and other guests in the country, there will be created a FIFA World Cup Accommodation Bureau that will oversee the reservations of hotel rooms, price bracketing for those rooms (with the increased taxes described later in the financial section), and the availability of the international audience to reserve spaces far in advance. Specifically, large hotel chains such as Sunroute Hotel Co. Ltd., Super Hotel, Miyako Hotels & Resorts, and JR Hotel Group will be targeted by the FIFA WCAB in order to maximize the options provided while keeping styles similar. These selections will also focus funds on national business, rather than international chains with locations in Japan, helping increase the positive economic impact within the country.

With regards to food preferences for all international persons, an effort will be made to assemble a book of restaurants and eateries sorted by nationality for each city that is hosting one or more games. In areas that have little or no variety, it will be encouraged for large international chains, such as McDonalds, to consider locating a new restaurant in the area. It will also be encouraged for international travelers to sample the Japanese dishes, or mixed Japanese/Western restaurants such as Ringer Hut or Hanaya Yohei. Imports to Japan will also be increased in the time leading up to the event in order to accommodate the rapid increase in consumers that will result from the lead up and start of the World Cup.

**Safety and Security**

Safety and security of the players, officials, and spectators of the Japanese FIFA World Cup is of the utmost importance and will rely on a collaboration of security experts from the Japanese police and military, FIFA, and experienced professionals from around the world. In
order to draw on the experiences of past international events such as the FIFA World Cup and the Olympics, invitations will be extended to past heads of security of these events to join the Japan World Cup Security Committee ("Brazil Details Security Plans for 2014 FIFA World Cup."). This will expand the cultural awareness and planning abilities as well as the breadth of experience in international venues.

Security will primarily follow the FIFA Safety Regulations, as established by FIFA. 10 foot (3 meter) high fences will be constructed around the perimeter of each stadium to prohibit access outside of the designated access points. Trained stadium personnel will be stationed at the entrances for bag checks and ticket scanning, as well as throughout the stadium to assist with seating and crowd management. A minimum of one steward per every 100 seats in the stadium will be provided. Turnstiles will be set up at the entrance to assist with crowd control and security, as well as metal detectors available as needed at the entrances. Responsibilities for the stewards and stadium personnel include assisting spectators, identifying suspicious behavior, as well as following the FIFA Safety Regulations (FIFA Stadium Safety and Security Regulations.).

In addition to general stadium security, police and military personnel will be trained in riot control and emergency response. Riot police, equipped with riot shields, tear gas, and Tasers, and armed emergency military responders for threats such as bombs, riots, terrorism, and any other national or international security threats will be drawn from the Japanese Self-Defense Forces, Japan’s standing military force, and trained for large crowd responses through mock response exercises. Military preparation will be focused on stadium venues and highly concentrated spectator areas/communities. A visible and heightened presence of Japanese police officers will be distributed throughout the major cities of Japan, specifically those of the venues (O’Toole and Stevens). Collaboration between the different security forces will be imperative.
A few final preparations regarding security and safety will be accounted for. The identification of the most efficient emergency response path for any medical problems beyond the scope of the stadium first aid will be established. All stadiums have a medical facility within 10 minutes of the stadium. Two armored stadium boxes will be built in each stadium for extremely high-risk targets such as heads of state, FIFA executives, etc. to avoid the risk of an international incident. Last, following the release of the match schedule, high risk matches will be identified and security will be concentrated on these rivalry matches in order to discourage any incidents from happening.

Multiculturalism and cultural diversity is at an all-time high during international events such as the World Cup. Due to this as well as the passion and release sport provides, racism is usually brought out to the open. Because racism can spur violent acts and mob-type actions, an anti-racism campaign will be led through the media coverage of the event both before and during the event. As a model for this campaign, the UEFA model of a zero-tolerance policy toward racism will be expanded to the world stage (“Anti-racism”). During the event, children wearing Unite Against Racism shirts will accompany players onto the field for the national anthems. All players will be asked to wear either armbands or badges as a part of their jersey to be both a constant reminder to the players as well as a model for the spectators to stand above racist actions. Further, during the quarterfinals, an anti-discrimination day will take place in which teams will speak against discrimination and the teams playing will meet together with the officials to demonstrate their stance against discrimination and racism.

In the event of a tragedy taking place during the month of the World Cup, the reaction of the event will be an important consideration. Should an attack such as an act of terror take place in the host country of Japan, events will be postponed until such a time as the threat is
neutralized and a day in memorial takes place. In the event of major international events or conflicts, the events will be recognized during the playing of the national anthem of the affected countries. In the event of a major player injury or fatality, the tragedy will be recognized at the next game in which the country plays or would have played. It must be noted that while tragedies happen during international events, it would belittle the idea of the international celebration of the World Cup should the tragedy be the main focus of the event. Moving past the mourning of the tragedy while not ignoring it is the strategy that will be used should something happen.

**MARKETING**

When it comes to an event or product, a logo is one of the most efficient symbols that can help market the event. This is especially true with an international event such as the Olympics or the World Cup. For the World Cup specifically, the symbol must incorporate different aspects of the country as a whole, blended with the international symbols of the FIFA World Cup that have spanned the decades of
its existence. The 2030 Japanese World Cup symbol incorporates the red Japanese Rising Sun featured in the orb of the FIFA trophy symbol. The trophy symbol has been colored blue, symbolizing the oceanic influence of the country. Behind the trophy is the soccer ball, the main focus of the event, branded with the name of the country and the year of the event. Below, the FIFA World Cup script is featured for the sake of further advertisement to crowds unfamiliar with the symbolism featured in the round logo.

In order to market the event to the younger crowds, specifically children, an alternate logo/mascot has been designed. Using the cartoon image of Momotaro, “a popular hero from Japanese folklore,” the boy has been crafted to the World Cup (“Japan's Police Mascots.”). He has been altered from his standard use and now is holding a soccer ball, wearing soccer equipment, and is sporting a shirt with the words “Japan 2030” on the front in support of the World Cup. Because of the friendly and youthful look, along with the popularity of anime cartoons with the modern day youth, it is hopeful that Momotaro will be able to reach out to children across the world on behalf of the World Cup and the sport of soccer.
**Sponsorships & Media Rights**

In order to establish attractive sponsorship opportunities, a three-tier system of sponsorship will be utilized. The three levels will be: FIFA Partners, contributing more than $45 million; FIFA Sponsors, contributing between $20 million and $40 million; National Supporters, contributing between $10 million and $20 million. Sponsorship will include the ability to advertise or market products with the FIFA World Cup logo, advertisement opportunities both at the events and through the media coverage of the events, as well as recognition on the FIFA website and select World Cup material (“Sponsorship.”). The amount of opportunities available will depend on the contribution level. Expected contributors at the FIFA Partner level include Coca-Cola, adidas, Sony, Visa, and Nissan. Expected contributors at the FIFA Sponsor level include McDonalds, Castrol, Budweiser, Nikon, Continental, and Kawasaki. National Supporters will be determined based on interest closer to the time of the event.

In correlation with sponsorships, media rights will be granted for internet, television, and printed media exclusively for each major region or country. Fees charged for the media rights will vary depending on region and projected audiences. Offers will be extended to the major organizations of each medium, primarily to those that have covered past FIFA World Cup venues. Major providers for internet and television include ESPN/ABC in the United States, BBC in the United Kingdom, Canal 7 in South America, and NHK in the home country of Japan ("List of FIFA World Cup Finals Broadcasters.") Providers can elect to obtain rights in either internet or television coverage, or both for a slightly discounted fee. Printed media will be appointed through the Official FIFA Print Media Supporters protocol ("Licensing."). It is expected that approximately $3 billion will be obtained through media fees, including rights and advertisement fees throughout the course of the World Cup.
**FINANCIALS**

With the size and international spotlight of the World Cup, financial contributions and expenditures is a huge issue. Balancing the budget of the worldwide event is a huge undertaking, but will consist of expenses such as stadium constructions and renovations, infrastructure and transportation expansion and updates, accommodations for athletes and attendees, increased military and security spending. Income expected comes from sponsorships, broadcast and licensing rights, and tourist revenues.

While negotiating the initial capital with FIFA, care must be taken to ensure FIFA contributes to the success and investment of the World Cup, rather than Japan laying down all the risk and capital as in the South African World Cup (Malan). This collaboration between Japan and FIFA will reduce the immediate risk to either party and ensure the success of the tournament.

The specific estimates for flow of capital expenditure are as follows. $1,500 million will be allocated to security and military upgrades, training, and additional employees for the duration of the event. $1,250 million will be allocated toward new stadium construction, while $250 million will be put toward existing stadium renovations. $2,000 million will be distributed to the update and expansion of the national infrastructure, while $1,500 million will be contributed to transportation system upgrades for the major transportation networks. Lastly, $750 million will be allocated toward accommodations for both athletes and spectators.

Income estimates are as follows. $1,500 million is expected in sponsorship deals from all levels of sponsorships throughout the four years leading up to the tournament. $3,000 million is expected in the form of broadcasting and licensing rights across the world in the forms of television, internet, and printed media (FIFA Congress.). For specific sponsors and media
companies, see Sponsorships & Media Rights above. Total tourist revenue of $1,500 million is expected from the sales, hotel, and transportation tax increases during the event, as well as ticket sale proceeds outlined under the event descriptions above. The remaining deficit of approximately $1,250 million will be balanced by the Japanese government.

**CONCLUSION**

Although there is a considerable investment on the part of the Japanese government, the 2030 FIFA World Cup will be an event that shows the technological advancements and prowess of the country to the entire world. The modernized focus of the event will also be accented by the rich cultural flare that will be integrated into the event both within and beyond the stadiums and soccer matches. The event will follow the official regulations of the Fédération Internationale de Football Association, and the investments made will be maximized by both an intimate cooperation with FIFA and a focus on reinvestment in previously used facilities. It will be the hope of all parties involved that the attention and investment in the 2030 Japan FIFA World Cup will increase the international interest in Japan and spur an increase in societal and economic prosperity in Japan and all of Asia.
Works Cited


