

YKK and Real Madrid Foundation unite to coach underprivileged youth for its CSR program in Bengaluru

“Support Healthy Growth of Children through Sports”

Bangalore, Friday 10th November 2017: YKK is back in India for the third time for its regional Corporate Social Responsibility (CSR) program, the **YKK Asia Group Kids Football Clinic (AFKC)**. Jointly organized by YKK HOLDING ASIA PTE. LTD. (YHA) and YKK INDIA PRIVATE LIMITED, in partnership with Real Madrid Foundation (RMF), this biannual event aims to use the beautiful game of football to provide underprivileged children in the region with this unique experience of a lifetime.

The clinic which will be held over 3 days from November 10 to November 12, will see 280 local children and 30 local coaches train with professional coaches from Real Madrid Foundation at the FSV Arena in Bangalore. The children were selected from the Surabhi Foundation Trust, Sumangali Seva Ashrama, Need Base India and Kasturi Trust. Coaches from the Real Madrid Foundation will impart their world-class training techniques and methods to the local coaches. This formula will be replicated with the participating children who will then have a fruitful time in an interactive training session with them.

Known as the “Cycle of Goodness”, YKK’s corporate philosophy states that, “No one prospers without rendering benefit to others.” This same philosophy provided the spirit and motivation for the clinics. According to YHA’s President, Mr. Kosuke Miimi, *“This (AKFC) is an integral program that not only values the children, but the community. This event gives opportunities to those who normally have lesser chances at sports and brings the community together to celebrate the love of football.”*

“After PM Modi’s visit to Japan last year, both Japan and India’s PMs have decided to make 2017 the year of Japan India Friendship Exchange. Along with the interest of football getting stronger in Bengaluru, this event came timely and will help strengthen Japan’s relationship with India. Besides using football as a bridge to break cultural differences, the children will receive holistic training from RMF coaches to help shape their physical and mental well-being.” Says Consul-General of Japan in Bengaluru, Mr. Takayuki Kitagawa.

“We have successfully partnered with YHA since 2012 and have had incredible and positive experiences from the Asian countries where the events have been held. Watching the local coaches and children engage and participate in a sport which knows no language or social barriers is the ultimate reward,” notes Mr. Andrés Muntaner Borrajo, Area Manager of Real Madrid and Real Madrid Foundation Campus and Clinics.

All participating children will receive a custom YKK/Real Madrid Foundation football jersey along with a complete kit which includes a cap, shorts, socks, football boots, a drawstring bag and a certificate of participation. Additionally, YKK will subsequently donate the football equipment used for the event to the participants' communities following the event. It is hoped that this donation will provide a sense of continuity for the YKK CSR program and encourage children to live a healthy sporting lifestyle.

This year, the AKFC press conference was graced by an esteemed panel of guests including:

1. Mr Kosuke Miimi - President, YKK Holding Asia Pte. Ltd.
2. Mr Takayuki Kitagawa - Consul-General of Japan in Bengaluru
3. Mr Andrés Muntaner Borrajo - Area Manager of Real Madrid and Real Madrid Foundation Campus & Clinics.
4. Mr Alson Ng - Regional Marketing Manager, YKK Asia Group & Brand Strategy in YKK Holding Asia Pte. Ltd
5. Mr Ajay Chandorkar - General Manager of GA, HR & Legal, YKK India Private Limited
6. Mr Ramaswamy. V - Accounts & GA Manager, YKK India Private Limited

Schedule:

Coaches Clinic

Date : 10th November, 2017
Venue : FSV Arena
Time : 14:30hrs – 17:30hrs
Address : Hennur – Bagalur Road, Chagalatti Village, JalaHobli, Bengaluru, Karnataka 562149, India

Kids Clinic (4 sessions)

Date : 11th & 12th November, 2017
Venue : FSV Arena
Time : AM Session (0830hrs - 1130hrs)
PM Session (13:00hrs - 16:00hrs)
Category : Boys and Girls age 8-15 years old (Est. 280pax total/70per session)
Address : Hennur – Bagalur Road, Chagalatti Village, JalaHobli, Bengaluru, Karnataka 562149, India

Website Links:

<http://www.ykkasia.com/upcoming>

<http://www.ykkasia.com/archives>

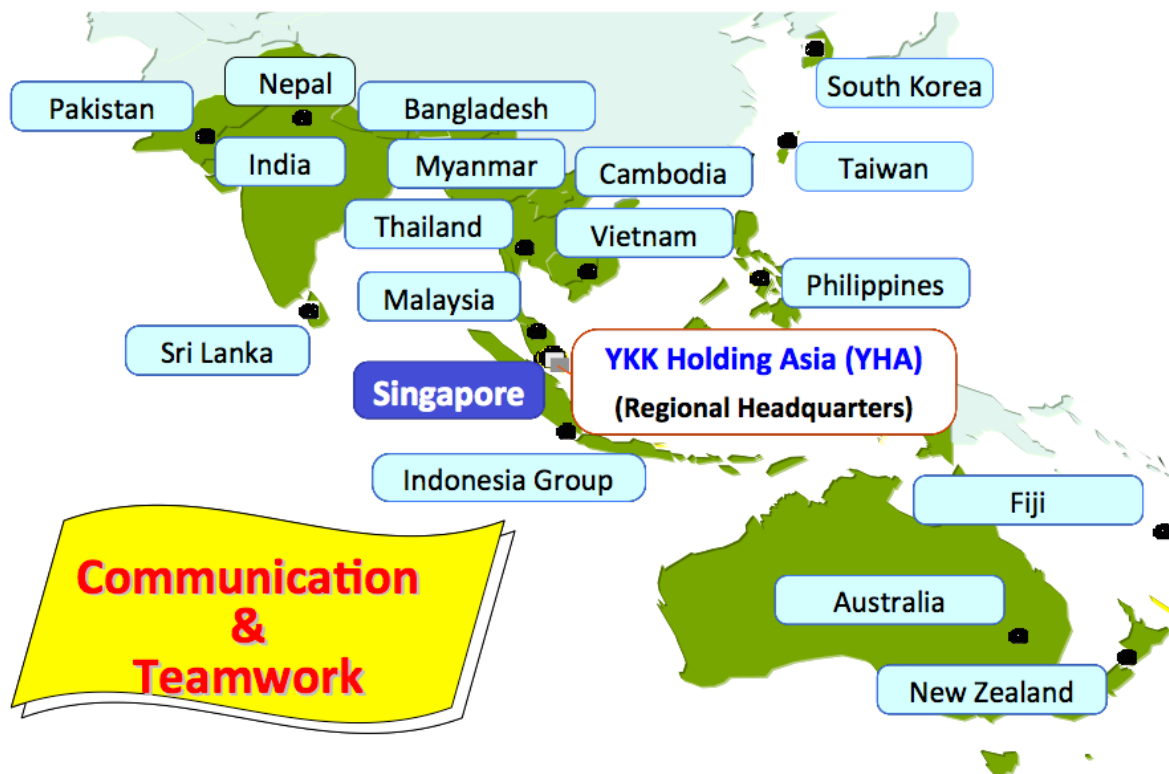
Corporate & Participant Profiles

About YKK Holding Asia Pte. Ltd.

YKK Corporation is a global developer, manufacturer and supplier of quality fastening and architectural products. Currently, YKK group has 111 affiliated companies, in diversified business developments in 71 countries such as Europe, Japan and the Asia Pacific regions.

Established in 1991, YKK HOLDING ASIA PTE. LTD. is a regional management office and headquarters of YKK Corporation for the ASIA region. We have extensive operations in 18 countries and we are responsible for regional support to our subsidiaries.

YKK ASIA GROUP



(ii) About YKK India Private Limited

YKK India Private Ltd is a wholly owned subsidiary of YKK Corporation, Japan. YKK India was established in 26th September 1995 after receiving approval from foreign investment Promotion Board (FIPB) to manufacture metallic and non-metallic Slide Fasteners using integrated plant. The Factory, which is located in HSIIDC Growth Centre, Bawal, Haryana, Started production in March 1997 with production of various categories of polyesters and metal zippers. At present YKK India has two state of art manufacturing facilities in Bawal Haryana. This financial year 2017-18 our plan is to produce 513 million pcs which is approximate 20% higher than last year. Currently expansion is going on in second plant to enhance production capacity to 1 billion pcs by 2020.

YKK India caters to the large number of customers and spread out Indian market of Garment, Footwear & Luggage Exports, as well as manufacturers of Domestic Brands and Tailors through its strong network of 14 Branches & Depot and 13 Dealers/reseller across India.

Towards benefiting society and complying rules and regulations, YKK India is maintaining its product standards safety & environment and quality aspects since its establishment. YKK India is certified ISO 9001, 14001, 27001 & OHSAS 18001 company. For its recognition, YKK India maintains “Oeko – Tex 100” certificate issued and update by “TESTEX” Switzerland. YKK India is fully dedicated for cause of society and therefore taking lot of internal & external CSR initiative like providing vocational training in computer skill, stitching & making handicraft items and English communication. Every year group of 15 girls from local villages are taken and trained for these skills. On external CSR activities, YKK India adopted school from nearby local village and providing infrastructure support. Apart from this, our Medical team visit near village to run clinic on daily basis. YKK India has very ambitious plan to reach level of 1 billion Pcs by 2020 with help of strong technical, commercial and skilled workforce of approx. 1500 employees.



(i). Real Madrid Foundation

The Real Madrid Foundation seeks to promote our values through sports and education, teaching children human values such as commitment, responsibility and teamwork, which will be central to their success in their future work life.

Andrés Muntaner Borrajo (Campus & Clinics Area Manager)

Andrés has a Business and Law Degree from the University of Comillas in Madrid and a Master's Degree in International Business from CECO International Commercial and Business School. He has a strong experience in communication and business development projects both in Spain and abroad. He has been involved in sports as Marketing Manager of HRT Formula 1 Team and now with the Real Madrid and Real Madrid Foundation.

Carlos Gustavo Albert Garcia (Head Coach)

Carlos has been with the Real Madrid CF and the Real Madrid Foundation since 2008. He has been involved in the planning, design and development of youth players with regard to Goal Keeper coaching in the Real Madrid Academy and also being responsible for the RMF clinics and camps programs in Spain. Currently he manages sports projects for the Foundation at the National and International level.

Javier García Torres (Technical Coach)

Javier García Torres has served as Technical Coach for Real Madrid Foundation Clinics at Valdebebas and Abroad. He was a professional football player in Spain before becoming a coach in 2001 and earning his Spanish F.A. Level 2 license. Having been brought up through the Real Madrid Academy and having played for Real Madrid C, he is well-suited to pass on Real Madrid's social objectives and sporting methods to future talents. Mr. García Torres is committed to sharing his experience and passion for football with kids all over the globe.

Jaime Torcal Cano (Technical Coach)

Jaime Torcal Cano has worked as a Technical Coach for Real Madrid Foundation Clinics since 2011, and has served as a Real Madrid Academy coach at the U8 to U12 levels. Mr. Torcal Cano holds his UEFA PRO coaching license and earned his Sport Director certification from the Royal Spanish Federation in 2016. With his knowledge of how the Real Madrid Academy system works, Mr. Torcal Cano is a great resource for training coaches and youth using the same methods present at Real Madrid's training centers in Spain.

(ii). Participant Information**Sumangali Seva Ashrama**

Sumangali Seva Ashrama is a Non-Voluntary organization and Registered under Karnataka Societies Act 1960. This organization is dedicated to the facilitate services for Down trodden deserted women, Orphan children and economically weaker people in the society. S.G. Susheelamma the founder President and Smt.M.Kanthamma (Secretary) established this in the year 1975 with its Reg.No. 212/75-76. Its distinct style of functioning based on the principal of Gandhi-ism has made it a well-respected and well-known organization both at the state and the national level.

Need Base India

Need Base India (A foundation for Child Care and Development) is a non-profit organization started in Dec 2009 with the intention to work towards addressing the basic and fundamental rights of child care, protection, health and education for children living on streets, runaway children, orphans, children out of school or children under challenging situations.

Surabhi Foundation Trust

A shelter project of SFT started in 2008 for opportunity deprived children such as orphans, rag-pickers, street children, single parents, neglected and economically poor children. Presently Hongirana is sheltering 240 children in 6 homes in and around Bangalore. The project has rescued 940 children and rehabilitated them into mainstream of society.