

## **YKK teams up with Real Madrid Foundation to coach underprivileged youth for its CSR program**

*Supporting Healthy Growth of Children through Sports*

**Jakarta, Indonesia, 5th October 2017:** YKK is back in Jakarta for their regional Corporate Social Responsibility (CSR) program, the YKK ASIA GROUP KIDS FOOTBALL CLINIC (AKFC). Jointly organized by YKK HOLDING ASIA PTE. LTD. (YHA) and PT. YKK ZIPPER INDONESIA in partnership with Real Madrid Foundation (RMF), this biannual event aims to bring the experience of a lifetime to underprivileged children in the region through the universal language of football. This is the third time that the clinic is being held in Jakarta.

*"YKK's presence in Indonesia dates back to 1972, and our growth and success during these 45 years owes a great deal to the local society that our customers and employees also form part of. It will be our sincere pleasure to see them all happy while their kids will be getting a big kick out of football in a unique event like this."* said the President Director of PT. YKK Zipper Indonesia, Mr. Tsuyoshi Izumi.

Over the course of 3 days from October 6<sup>th</sup> to 8<sup>th</sup>, 280 local children and 30 local coaches will get the chance to train with coaches from RMF at the International Sports Club of Indonesia (ISCI). The RMF coaches will first demonstrate and share their world-class training methodologies and techniques with the local coaches. The participating children will then spend a fun and interactive training session with them.

"We want the youth to have fun; that's our most important and first goal," said Mr. Carlos Gustavo Albert Garcia, Real Madrid Foundation's Head Coach, "This clinic helps them to learn teamwork skills and sportsmanship behaviour from a pleasant and enjoyable methodology, making it an awesome experience."

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."*

Each child will receive a custom YKK/Real-Madrid branded football jersey kit which includes football boots, a cap, a customised bag, a pair of socks, and a certificate of participation. Other sporting equipment such as footballs, sports bibs and training cones will also be provided by YKK.

This AKFC will visit Bangalore, India later this year in November as part of its 2017 campaign.

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“YKK ASIA GROUP Kids Football Clinic” is a football clinic which supports healthy growth of Children through Sports and aims at underprivileged children 10-14 years of age. Each 3-hour session will be conducted by the Real Madrid Foundation coaches. The participants will learn football the ‘Spanish way’, character building and developmental social skills whilst having great fun playing the game and experiencing a once in a lifetime experience.

(a). Press Conference

Date : 5<sup>th</sup> October, 2017  
Venue : Crown Plaza Hotel, Tiara 1 Ballroom (Level 3)  
Time : 1000hrs - 1230hrs (Registration Opens at 0900hrs)  
Address : Jalan Gatot Subroto Kav. 2-3, RT.1/RW.4, Karet Semanggi, RT.1/RW.4,  
Karet Semanggi, Kota Jakarta Selatan, DKI Jakarta 12930, Indonesia

(b). Coaches Clinic

Date : 6<sup>th</sup> October, 2017  
Venue : International Sports Club of Indonesia (ISCI)  
Time : 0830hrs - 1130hrs  
Address : Jl. Ciputat Raya No.2, Cireundeu, Ciputat Tim, Kota Tangerang Selatan,  
Banten 15419, Indonesia

(c). Kids Clinic (4 sessions)

Date : 7<sup>th</sup> & 8<sup>th</sup> October, 2017  
Venue : International Sports Club of Indonesia (ISCI)  
Time : AM Session (0830hrs - 1130hrs)  
PM Session (1330hrs - 1630hrs)  
Category : Boys and Girls age 8-15 years old (Est. 280pax total/70per session)  
Address : (ISCI, Same venue as Coaches Clinic)

(d). Website Links:

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

(e). Additional information:

Participants will receive a complete set of customized YKK & Real Madrid football jersey, shorts, socks, a pair of football boots, cap followed by a certificate of participation along with other gifts. Refreshments and snacks will be provided to all participants.

This year, the AKFC has also managed to secure an impressive panel of distinguished guests;

- Mr. Tsuyoshi Izumi, **President Director of PT. YKK Zipper Indonesia**
- Dr. Bachtiar Alam, Advisor of YKK Indonesia Group
- Mr. Alson Ng, Regional Marketing Manager, YKK Asia Group & Brand Strategy in YKK Holding Asia Pte Ltd (YHA)

- Mr. Carlos Gustavo Albert Garcia, Head Coach, Real Madrid Foundation
- Representative from the Football Federation of Indonesia (TBC)

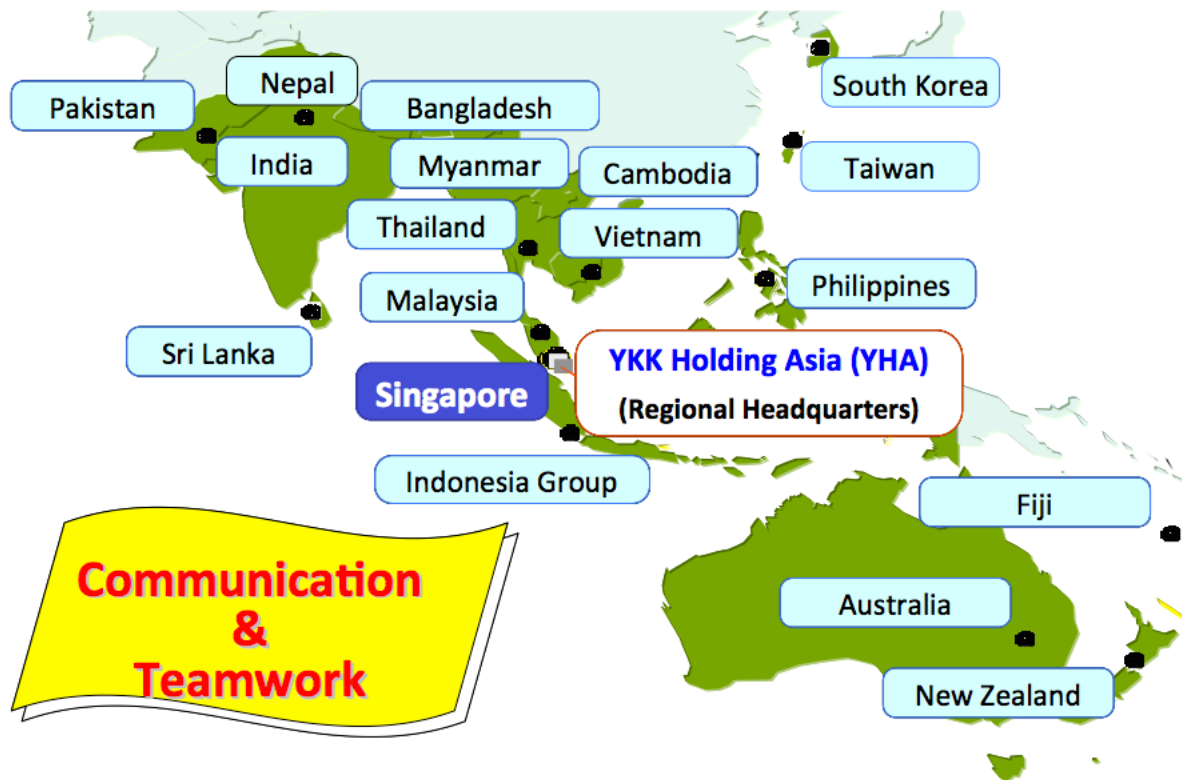
**Press Release Appendix: Additional Information**

**(i). 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). PT. YKK ZIPPER INDONESIA**

PT. YKK Zipper Indonesia, which was established in 1972 as a zipper-manufacturing company, operates successfully with 3,000 employees and the support of 2 factories, in Cimanggis, Depok and Cibitung, Bekasi. PT. YKK Zipper Indonesia focuses 38% of its production for direct export within the YKK Groups, 40% for indirect export and 22% for the domestic market.

Its main products include zippers and their components, ‘*Quicklon*’ (hook and loop fastener), elastic tape, gross grain tape, plastic cord stopper, metal notion, yarn and die set.

**(iii). 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.

**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.

**(iv). Participant Information**

**Rumah Yatim (Bintaro)**

Rumah Yatim is recognised as an Institute of Amil Zakat. It is a social institution that helps improve the quality and rating of the Human Development Index by becoming a social institution in the care and empowerment of orphans and ‘*duafa*’ in Indonesia. Since its opening of its first branch in 2007, Rumah Yatim has been fully occupied. The orphanage has grown to over 14 provinces with 40 branches and dormitories across Indonesia.

**Miftahul Ulum and Nur Al Zahra** are two of the fourteen invited organizations located near the YKK Indonesia factories. They provide scholarships to underprivileged children under their education program that aims to provide them with basic needs and develop their character and life skills.

YKK Indonesia continuously supports education by hosting students at their Fastening Experience facility. Exclusive workshops are conducted for free and students are taught about fastening products in fun and interactive ways. More than 60,000 students have visited Fastening Experience since 2006.

**(v). Football Association of Indonesia (PSSI)**

The Football Association of Indonesia (PSSI) is the governing body of football in Indonesia. It was founded on 19 April 1930, fifteen years before Indonesian independence. PSSI joined the Asian Football Confederation in 1954 and FIFA in 1952. It operates and represents both men’s and women’s in the national football and futsal teams.