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Mitsubishi Electric to Hold Football Clinics for Children in Southeast Asia Ahead of ASEAN Mitsubishi Electric Cup™ 2024

Interacting with children through football in six countries



Football clinics being held in Vietnam (left) and Thailand (right) in 2022

TOKYO, September 20, 2024 – [Mitsubishi Electric Corporation](https://www.mitsubishi-electric.com) (TOKYO: 6503) announced today that it will collaborate with the ASEAN Football Federation (AFF) to co-organize football clinics for children in Southeast Asia when the ASEAN Mitsubishi Electric Cup™ 2024 trophy tour visits local cities between September 28 and November 9. Mitsubishi Electric is the title partner of the ASEAN Mitsubishi Electric Cup 2024, a biennial tournament that the AFF will organize for 11 Southeast Asian national teams between December 8 and January 5.

The clinics will be held in six cities—Bangkok, Singapore, Kuala Lumpur, Hanoi, Jakarta and Manila, the last venue in recognition of the Philippines being newly added as one of the tournament’s 11 host countries. Clinic participants will include coaches from FC Imabari, a Japanese professional football team in the Meiji Yasuda J3 League, with which Mitsubishi Electric signed an executive partnership agreement in November last year, and legendary players from each country’s national team, who will conduct lessons and mini-games to help children learn about football, the joy of sports and the importance of pursuing dreams. FC Imabari Chairman Takeshi Okada will also attend selected clinics.

Mitsubishi Electric, in addition to helping solve pressing issues in global society and contributing to sustainability through its businesses, also strives to create a more vibrant and enjoyable world through activities involving culture, the arts and sports. When the company was the title partner of the tournament in 2022, it invited legendary football players from the national teams of Southeast Asian countries to conduct football clinics for children in Thailand, Singapore, Malaysia, Vietnam and Indonesia. Today, as the title partner of the tournament as well as organizer of additional clinics, Mitsubishi Electric is contributing to the future of Southeast Asia by encouraging local children to pursue their dreams.

Overview of Football Clinics

Organizers	ASEAN Football Federation (AFF) and Mitsubishi Electric Corporation	
Dates	September 28, 2024 - November 9, 2024	
Details	Lessons and mini-games with FC Imabari coaches and national team players	
Dates and venues	September 28	Bangkok, Thailand
	October 5	Singapore
	October 12	Kuala Lumpur, Malaysia
	October 26	Hanoi, Vietnam
	November 2	Jakarta, Indonesia
	November 9	Manila, Philippines

Title Partnership of ASEAN Mitsubishi Electric Cup 2024

The ASEAN Mitsubishi Electric Cup 2024, in which Mitsubishi Electric has served as the title partner since 2022, is organized by the AFF and sanctioned by the Fédération Internationale de Football Association (FIFA). As Southeast Asia’s premier football competition, the tournament features national teams competing for the coveted title of ASEAN Champion. The sponsorship slogan, “Together we can build better,” expresses Mitsubishi Electric’s desire to contribute to the development of Southeast Asia through its products and services, just as players and supporters in each country strive to work as a team to make each tournament a success.



The tournament’s logo

Overview of ASEAN Mitsubishi Electric Cup 2024

Organizer	ASEAN Football Federation (AFF)
Certification	Fédération Internationale de Football Association (FIFA)
Dates	December 8, 2024 - January 5, 2025
Participating (host) countries	11 AFF member associations: Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam
Format	The competition format includes a Qualifying Round Play-Off in which the two lowest ranking teams Brunei Darussalam and Timor-Leste compete in home and away matches to secure a place with the nine other ASEAN national teams—Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam in the main group stage. The ten qualifying teams are drawn into two groups of five for the round-robin group stage matches which will be played on a home or away basis. The top two finishers of each group advance to the double legged home-and-away semi-finals and subsequently, the two winners compete for the championship title at the finals.
Website	https://aseanutdfc.com/asean-mitsubishi-electric-cup

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About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,257.9 billion yen (U.S.\$ 34.8 billion*) in the fiscal year ended March 31, 2024. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥151=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2024