



# **Japan's Global Journey**

## Learnings, Challenges and Innovation

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# What Attracts People to International Racing Events

- > High-quality racing
- > Unique social/entertainment value



# Japan Cup: Early Challenges

- > Started in 1981 as Japan's first international race
- > Foreign horses dominated in early years
- > Revealed need for improvement in breeding, training, and racing practices / techniques



# Turning Point for Japan

- > Rise of Sunday Silence bloodline
- > Continuous learning → stronger breeding and racing



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# 2023 Longines World Racing Awards

- > Equinox: 2023 Longines World's Best Racehorse
- > Japan Cup: 2023 Longines World's Best Horse Race
- > Symbolic of 40 years of progress



# JRA's Global Network

- > Offices: Tokyo, New York, London, Paris, Sydney, Hong Kong
- > Purpose: continuous learning and international collaboration



# Recent Global Victories

- > Saudi Cup, Dubai World Cup, Melbourne Cup, Cox Plate and Hong Kong Cup etc.
- > Forever Young: 2025 Breeders Cup Classic



# Significance of BC Classic Victory

- > Pedigree = North America × Japan collaboration
- > A shared global achievement

Forever Young(JPN)	Real Steel (JPN)	<b>Deep Impact (JPN)</b>	<b>Sunday Silence (USA)</b>
			Wind in Her Hair (IRE)
Forever Young(JPN)	Forever Darling (USA)	<b>Congrats (USA)</b>	<b>Storm Cat (USA)</b>
			Monevassia (USA)
Forever Young(JPN)	Forever Darling (USA)	<b>Congrats (USA)</b>	<b>A.P. Indy (USA)</b>
			Praise (USA)
Forever Young(JPN)	Forever Darling (USA)	<b>Congrats (USA)</b>	<b>Deputy Minister (CAN)</b>
			Roamin Rachel (USA)

# Thoroughbreds as Shared Global Assets

- > Value of international competition
- > Broader engagement and sporting value
- > Avoiding isolation within national borders



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# Japan's Never-Ending Arc de Triomphe Challenge

> 2<sup>nd</sup> - El Condor Pasa (1999), Nakayama Festa (2010) and Orfevre (2012&2013)



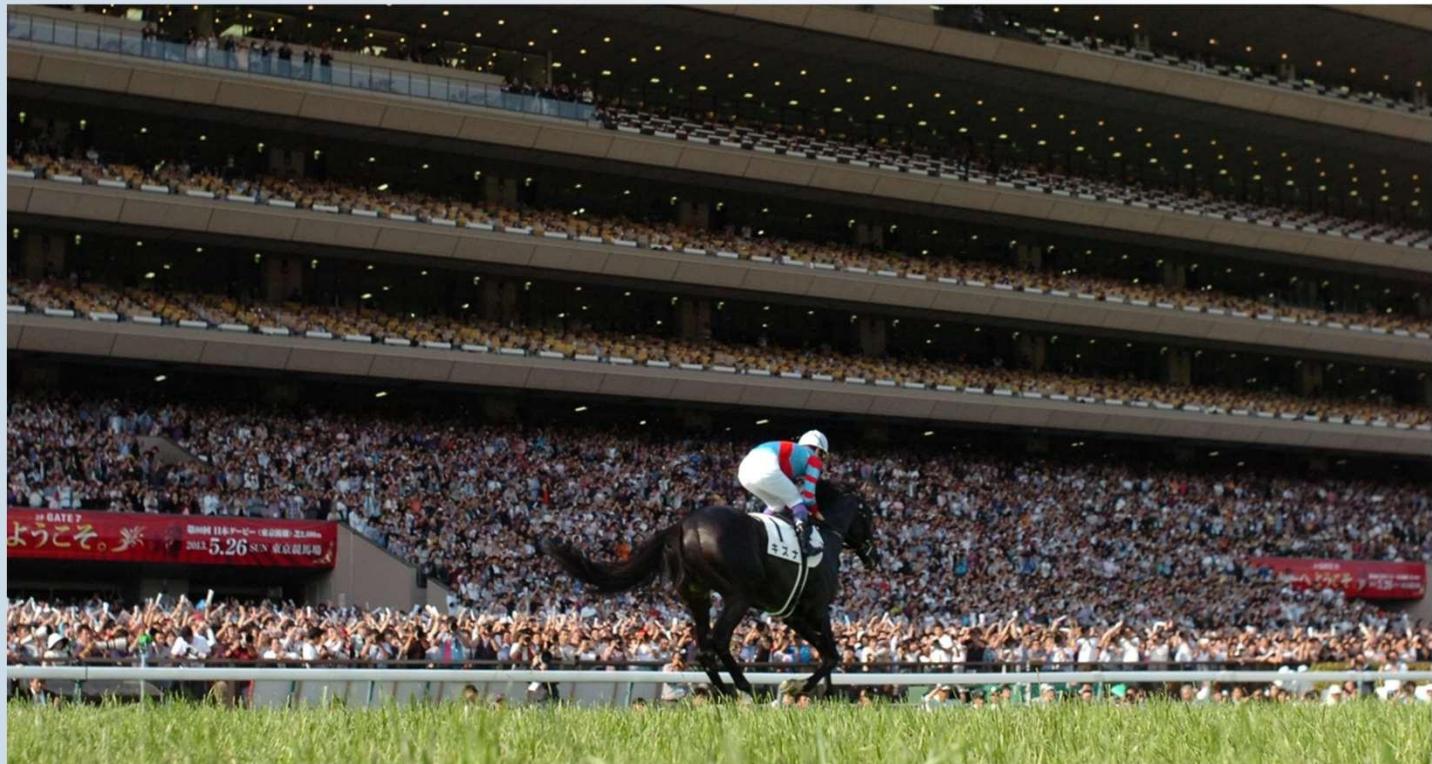
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# 2012 Arc de Triomphe



# Shared Assets of Racing Fans

- > Japan's 'never give up' spirit
- > Story beyond glory and purse



# The Fundamental Policy of JRA Management



経営の基本方針

JRAは、毎週走り続けます。

“JRA keep running every week.”

- > 1. Together with our Customers
- > 2. With Dreams and Excitement
- > 3. With Trust
- > 4. With Societies
- > 5. And for the Future

# The Thoroughbred Value Chain

- > Breeding → Pre-training → Training → Racing → Breeding
- > Stories accumulate through the cycle
- > Enhancing racing's emotional appeal



# Japan Cup Bonus Reform (2026-)

- > New bonus system: up to \$5M
- > Total potential earnings exceed \$8M for the winner
- > Goal: attract top international runners



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# Call to North America

- > North American participation absent 10+ years
- > Invitation to U.S. and Canadian top horses



# 2025 Japan Cup

> Video created by America's Best Racing

