

Drop-in Futsal in Hong Kong

Keio University

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Drop-in Futsal

個人参加型フットサル

Drop-in Futsal

- One day
- One person OK
- 15-20 players
- 3-4 teams
- 1.5-2 hours
- 1,000-2,000 yen



Drop-in Futsal in Syunsuke Park in Yokohama¹

Traveling South East Asia...



Cambodia

Thailand

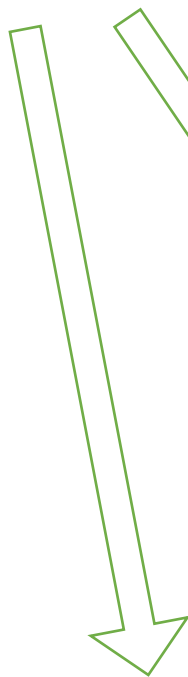


Japan



Hong Kong

- 920 Futsal Courts²



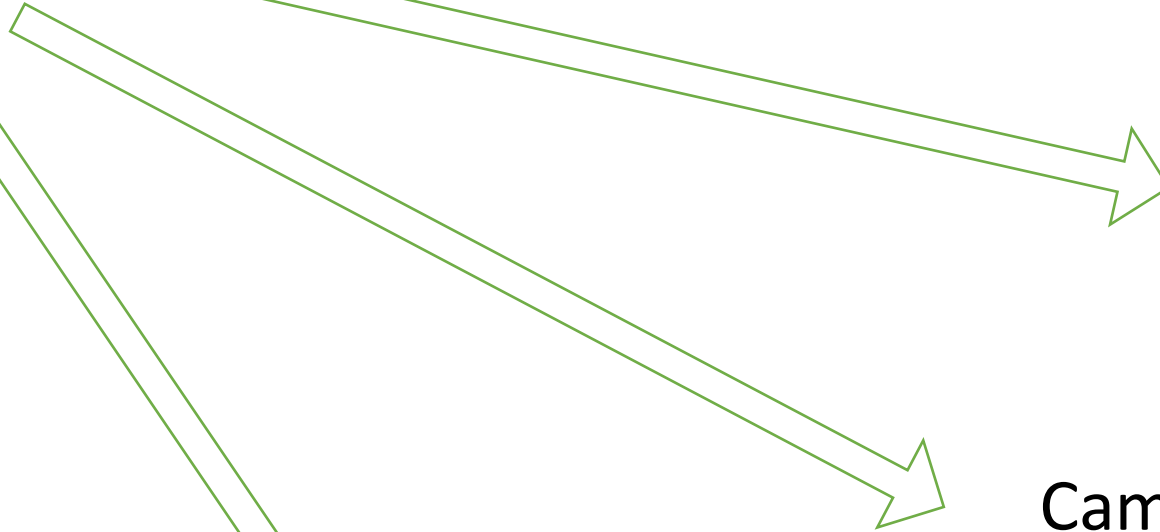
Singapore

- ALBIREX NIIGATA SINGAPORE



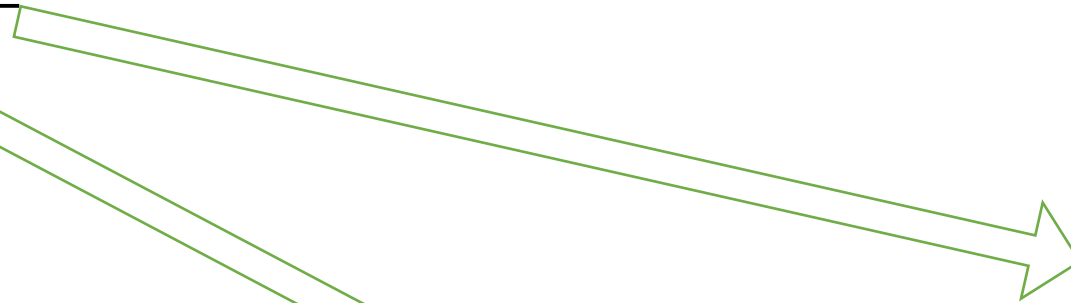
Thailand

- SOLTILO FAMILIA SOCCER SCHOOL



Cambodia

- GFA SORIYA



China

- LONG YONG Japan

Exporting Drop-in Futsal into Hong Kong

BUSINESS			
① Drop-in	② Rental	③ Event	④ School
Business Person & University Student	Business Person & University Student	Business Person & University Student	Child & 20-30s Women
After work or school.	Teams need to register.	EX: University Cup, Company Cup	

- **Expenditure**

Initial: Land, Construction(Artificial Turf, Office)

Running: Artificial Turf Replacement, Ball, Goal, Bib, Prize, Salary, Marketing, Insurance, Utilities

- **Income**

4 businesses, Food and Drink, Sponsorship, Subsidy

Why Futsal?

-3 Reasons-

1. Popularity

- Soccer $\hat{=}$ Futsal.
- Soccer is the most popular sport in the world³ as well as Hong Kong.⁴

1	2	3	4	5
Soccer (61%)	Swimming (57%)	Cycling (56%)	Basketball (51%)	Badminton (43%)

Questionnaire in Hong Kong⁴
“What sport do you like?”

- More people involved in Futsal

HKFA's Event: 16,000 (2015-16) \Rightarrow 19,000 (only in early 2017)⁵

School Competition: Number of Teams \Rightarrow 14%UP! (2016-17)⁵

\Rightarrow Enough demand for futsal in Hong Kong

2. Space Limitation

- High Density in Urban Area

“The urban area of Hong Kong has the highest population and employment density in the world.”⁶

- Soccer Pitch > Futsal Pitch

Futsal courts at rooftop of buildings, under highway, etc.



In Tokyo⁷



In Singapore⁶

➔ Futsal is Suitable for Hong Kong

3. Diversity

- 451,000 non-Chinese people in Hong Kong
= 6% of the population (2011)⁸.

- **“Asia’s World City”**

The Hong Kong Government positions itself as “Asia’s World City”; it is enriched with **an increasingly diverse populace**.⁹

-Plus, Soccer (≡ Futsal) is the world sport.

➔ **Futsal makes more international interactions**

Two Issues

1. Environment on Futsal Court

- **234 hard surfaced soccer pitches** managed by the government(2017).¹⁰
- Nike Cup futsal tournament
 - Hosted by Hong Kong Football Association (HKFA) with cooperation from the Leisure and Cultural Services Department ¹¹
 - A total of 476 matches took place.¹¹



Hard surfaced pitch
used for the tournament ¹¹

2. Management

- Volunteers manage drop-in futsal

for people speaking English.¹²

- Volunteers cannot take responsibility for players' injury.
- There is a risk that main members leave the management.



The screenshot shows the homepage of the Casual Football Network (CFN). The header includes the logo and navigation links: Home, Introduction, How to join, Games, Forum, Locations, Community, Gallery, and Contact. The main content area is divided into several sections:

- Welcome to CFN!**: A text block stating that CFN is a football community for amateur players in Hong Kong, organized about 10 games per week. It mentions that the organization has been active since 2009, with over 2000 games and a player base of over 300.
- Recommended by**: A section with a partially visible logo.
- Support CFN's new supplements business:**: A promotional banner for three products: SUPSUB (a white bottle), MULTI VITAMIN (a bowl of colorful vegetables), OMEGA 3-6-9 (a bowl of nuts and seeds), and Joint Flex (a blue fish-shaped product).
- Login to CFN!**: A login form with fields for Username and Password, a "Remember Me" checkbox, and buttons for "Login with Facebook", "Login with Google", and "Log In".
- Sign up section**: A section with a warning: "-PENALTY MIGHT APPLY IF YOU SIGN OUT ON GAME DAY-" and a timestamp: "Friday Jan 12, 6:15pm: Happy".

Casual Football Network HP¹²

If a company is involved in management of futsal...

- Quality of futsal court increases! 

EX. Hard surfaced pitch \Rightarrow Artificial turf pitch, Shower room, etc.

- Quality of management increases! 

EX: Levels divided, Making clear about reliability, insurance, etc.

- Burden on volunteers can be reduced.
- Management can be stable.

Why Japan Involved?

-3 Reasons-

1. Good understanding on each culture

2. Geographically close

3. JFA support

-Japan Football Association(JFA) has a partnership with Hong Kong Football Association.¹³

-Japan national futsal team is one of the strongest in Asia.

-Support EX: Dispatching professional players, coaches and judges.
Exhibition match, etc.

➔ Japan can be the best partner!!!

Relationship between HK and Japan better!!!

Why Futsal?

- ① Popularity
- ② Space Limitation
- ③ Diversity

2 Issues

- ① Environment on Futsal Court
- ② Management

Why Japan Involved?

- ① Cultural Understanding
- ② Location
- ③ JFA Support



Futsal Court Business by Japanese company can be successful!!!

In addition...

Sports have a great potential to

- Get rid of stress and get people refresh
- Help you keep healthy
- Help you make new friends
- Connect with people beyond cultural difference
- Make people smile and happy etc.

→ People's life in Hong Kong better!

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