



Why we are here?

TASHIMA Kohzo / FIFA EXCO, JFA Vice President

03/07/2015

FIFA[®]

For the Game. For the World.

Tashima, Kohzo



Country: Japan

Organisation: Japan Football Association / FIFA

Role: Vice President / Executive Committee Member

Short Biography

- National Player
- National Team Coach
- Technical Director 1998-2002
- Management – General Secretary, Vice President, Japan FA Executive Committee Member, AFC 2011-2015, FIFA 2015-

Why we are here ?

**The importance of
The FIFA Symposium with the
FIFA Women's World Cup
Why **we** are here?**

The importance of The FIFA Symposium with the FIFA Women's World Cup

Why **we** are here?

President, GS can decide

Women's Football in JFA

**Female Vice President
Female WF Chairperson**

2007 FIFA Women's World Cup China

**Women's Football Conference
By FIFA**

One day before the final



Impressed as GS of JFA

Who is Faye White?

4th FIFA
Women's Football
Symposium

Shanghai, 28 and 29 September 2007

FA[®]





CHAMPIONS

CLUBBING TOGETHER

ARSENAL
FOOTBALL CLUB
SEASON 2004/2005
EXCLUSIVE
POSTER



**Women's Football
in each MA & confederation
Not on the higher priority?**

Winning Together !!



2008
JAPAN National Team &
JAPAN Women's National Team

重慶

Feb. 2008
in People's Republic of China / Chongqing

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**You have the key to
decide !**

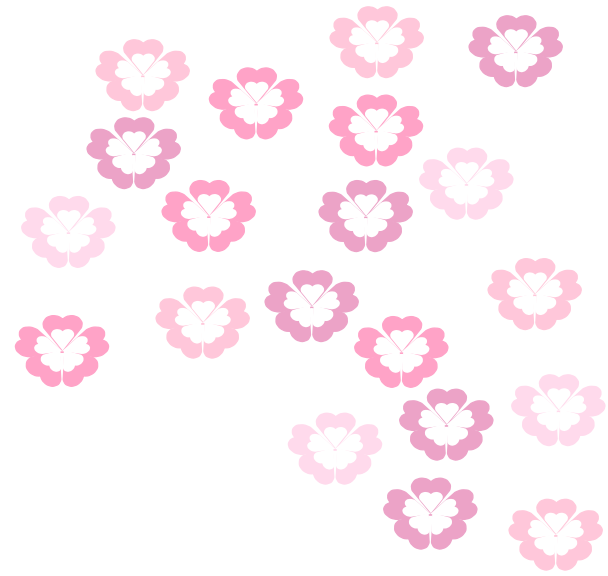
**Strategy
Priority
Organization
Budget
etc.**

**Why we, Nadeshiko,
are here ?**

NADESHIKO vision —

NADESHIKO JAPAN —

will achieve worldwide prominence! —



**1. Football to be one of the major sports
for Japanese women**

Female players 300,000

**2. “NADESHIKO Japan” to become top-class national
team
in the world**

World Top 5 (2007) → Champion 2015

**3. Help players develop their personal quality
to measure up to global standards**

なでしこ vision



Beijing Olympics Best 4



Nadeshiko is flower,
it is symbolic displaying
inner beauty of Japanese women.



Motto in **NADESHIKO** Vision

Players attitude of **NADESHIKO**

= Identity of Japanese women's football players, icon

What **NADESHIKO** reflects

 **Enthusiastic**  **Inner fortitude**
 **Bright**  **Gracious**

We wish that football feeds
the favourable characteristic and beauty
of Japanese women.

なでしこ vision

Standard

TSG

Suggestion by TSG

I'm bowled over by Japan. Their teams produce moments of magic and really win over a crowd. They're small and agile, immensely fit, technically strong, and good at both end of the field. The Japanese have made us sit up and take notice, and they have their own unique style too.

Tina Theune, FIFA-TSG

FIFA.com Interview on 2007



They may still have a little too much respect for the big names, but they'll soon shake that off.

Tina Theune, FIFA-TSG

FIFA.com Interview on 2007



Continuity & Consistency

**Coach education,
youth development &
grassroots**



Those who have no dream have no ideals;
those who have no ideals have no plans;
those who have no plans take no action;
those who take no action achieve no success.
Thus, those who have no dream achieve no
success.

Shoin YOSHIDA

It is your turn!



NO MAGIC in football development !!



**Looking forward to
the final...**

DREAM

COURAGE TO ACHIEVE





Thank you

FIFA®

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