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POCARI SWEAT Supports 17th Asian Games in Incheon



(left) POCARI SWEAT staff manning booths for athletes and attendees around the Main Stadium and (right) providing POCARI SWEAT drinks to athletes inside various athletic stadiums

In support of 2014 Asian Games in Incheon, South Korea, the official drink POCARI SWEAT was provided to 46 stadiums including Incheon Asiad Main Stadium for players. 15,000 players and staff from 45 Asian countries participated in the competition, and POCARI SWEAT united Asia's diverse cultures into one.

To support this event, Dong-A Otsuka mobilized nearly all its staff to support athletes' rehydration by providing POCARI SWEAT on site. They also managed various fun filled POCARI SWEAT activity booths across the venues, such as history zone, sampling zone and sports experience zone.



Indonesian athletes learning the importance of rehydration at the Incheon Asian Games 2014 training venues

POCARI SWEAT also became the official drink for Indonesian athletes this year.

POCARI SWEAT provided Indonesian athletes with development funds, uniforms for the Indonesian contingent for Asian Games 2014 and SEA Games 2015 and invited sport science experts to educate the coaches of Indonesian Athletes.

This partnership between National Sports Committee of Indonesia (known as KONI) and PT. Amerta Indah Otsuka will run for five years. "We will be consistent in doing these activities as an effort to support the Indonesian sports achievements" said Mr. Yoshihiro Bando, President Director of PT. Amerta Indah Otsuka.

In addition to providing support for top athletes, Otsuka Pharmaceuticals was also involved in activities to nurture the next generation of athletes and promote the culture of sports.

Children from Japan and South Korea participated in this program in which 11 elementary school athletes from Iwate Prefecture in Japan's Tohoku region was chosen to experience the world-class atmosphere of Asia's largest sports event.



11 elementary school athletes from Japan escorting soccer athletes