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THE OTSUKA WHATS & WHOS

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people creating
new products
for better health
worldwide

The Ten-Year Journey of POCARI SWEAT 3-on-3 Basketball Tournament



Otsuka Sims (Guangdong) Beverage Co., Ltd. has been sponsoring the annual POCARI SWEAT 3-on-3 Basketball Tournament since 2006. The aim of the tournament, in which teams of 3 compete, is to encourage consumers to develop and maintain healthier bodies through exercise and good hydration habits.

At the start of each summer's team recruitment drive, basketball fans from many regions of China, including Guangdong, Hong Kong and Macau, have come to Foshan to participate in the POCARI SWEAT Battle of the City Heroes. The POCARI SWEAT 3-on-3 Basketball Tournament has developed a strong reputation and become recognized and respected among the sporting community.

Compared to last year, this year's tournament added 2 more divisions totaling 8: Guangzhou, Shanghai, Shenzhen, Zhuhai, Dongguan, Jiangmen, Foshan and Huizhou. Also this year, the number of cities holding competitions increased to 8, the number of teams increased from 600 to 912, nearly one thousand athletes increased adding up to 3,648, and the number of spectators increased from 7,000 to about 9,000.

Each year, the previous year's champion team is invited to appear in the tournament poster.



Female Team Champions (left) and Male Team Champions in 2016

This year's media coverage has included the Shenzhen Entertainment channel, Jiangmen Xinhui channel, Huizhou news channel, Guangzhou TV news channel, which will report on and broadcast the competitions in their respective cities.

The company has been hosting this tournament for 11 years. During this period, it has broadened publicity for POCARI SWEAT and heightened consumers' interest and understanding of the product. The tournament has increased the public's faith in and goodwill toward Otsuka and established in the minds of consumers a brand image for POCARI SWEAT as a new awareness of ion supply drink.