



press release

Standard Chartered Japan signs a yearlong partnership with Japan Blind Football Association

Tokyo, 9th January 2014 – Standard Chartered Bank Japan is pleased to announce that it has signed a yearlong partnership with the [Japan Blind Football Association](#) (JBFA) of Shinjuku-ku, Tokyo, chaired by Ms. Misako Kamamoto, as part of the Bank's Seeing is Believing, a global program to help tackle preventable and curable blindness. It now expands cooperation with JBFA from support it extended on a match-by-match basis between 2011 and 2013 to a more comprehensive and effective form of support.

Under the partnership, effective from 1st January 2014 to 31st December 2014, the Bank is committed to providing financial support, prizes and dispatching volunteers to help JBFA organize blind football matches in Japan and carry out the [Supoiku Project](#), a program to enable sighted children to experience blind football.

Christopher Knight, Chief Executive Officer, Standard Chartered Bank Japan, says of the partnership: "We are very honoured to have had this partnership with the Japan Blind Football Association since 2011 and to now be expanding our support. I clearly remember how I surprised and impressed I was when I saw my first blind football match. I never would have guessed that it was possible to play football without being able to see. The Bank has a charity program aimed at eliminating avoidable blindness globally through which it participates in and supports many activities globally to help raise awareness of the visually impaired. I hope that our expanded partnership with JBFA will contribute to both the development of blind football and to an increased awareness in Japan of issues facing the blind."

Mr. Eigo Matsuzaki, Management Director of JBFA says: "JBFA has a vision with the power of blind football to help create a society where the visually impaired and those who are not can live together. Standard Chartered Bank has thus far cooperated with the JBFA in various ways—from financial support to the participation of volunteers in our activities to low-vision awareness campaigns. With the new partnership with Standard Chartered Bank Japan, we would like to strengthen our joint efforts towards the solution of the social issue both of us tackle."

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Seeing is Believing

Seeing is Believing is a global charity initiated by Standard Chartered Bank employees in 2003 to help raise awareness of avoidable blindness. To date, the program has raised USD60 million for eye-care initiatives in developing countries and reached over 41 million people. Seeing is Believing currently aims to raise USD100 million by 2020 to build sustainable eye-care services. Funds raised by the program will be used for treatment of the visually impaired and sustainable campaigns, including support activities, awareness-raising initiatives, distribution of eye glasses and support of eye operations. In Japan, the Bank signed an agreement of cooperation with Achilles International Japan in 2004 and has since supported the organization that promotes opportunities for the visually impaired and those who aren't to enjoy running together. The Bank began cooperating with the Japan Blind Football Association in 2011 and entered into a yearlong partnership in 2014. Aiming to raise awareness of visual impairment, Seeing is Believing continues to contribute to local communities by supporting the abovementioned organizations. For details, please visit the following website:

<https://www.sc.com/jp/media-centre/seeing-is-believing/jp/index.html>

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Standard Chartered Bank Japan

The history of Standard Chartered Bank in Japan goes back 134 years to 1880 when the Bank opened a representative office in Yokohama. Today, it is poised to grow further in Japan as it offers a wide range of financial services to Japanese corporate and institutional clients with investments in Asia, Africa and the Middle East.

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