

EBC E-NEWS BULLETINS

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This e-News Bulletin is available on the EBC website and printouts are displayed in the EBC office.

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The DaimlerChrysler Cup: the Annual North America-Europe Golf Challenge in Japan

On this first day of the second half of the year 2003, we are pleased to make an exciting and historic announcement.

The EBC, in collaboration with the ACCJ, is organising the first annual North American-Europe Golf Challenge in Japan, to be played on Friday, September 26.

We are proud to present [DaimlerChrysler Japan](#) as the Title Sponsor of the tournament. DaimlerChrysler is a true American-European company both in name and activities and represents perfectly the values of this tournament - increased cooperation between American and European corporations and individuals, both globally and specifically in Japan.

Accordingly, the title of the annual event is:

The DaimlerChrysler Cup: the Annual North American-Europe Golf Challenge in Japan

We also invite other sponsors to support this event. The ACCJ has already identified at least 10 other sponsors to provide prizes and support for the event and the EBC is anxious to obtain a similar number. More information about becoming a sponsor is given later in this newsflash.

We at the EBC hope that all the golfers among the EBC committee members, the European national chambers of commerce and other business organizations, the EC Delegation and the national embassies will support this event, which is expected to grow over the next few years into a major high-profile, well-reported event in Japan. As participation is restricted to 72 Europeans and 72 North Americans in this inaugural challenge, we hope that you will respond quickly. In order to make this challenge a major success and to back up the hard work of the organizing taskforce, we sincerely hope that many of you will decide to sponsor the event. Please refer to the information below and visit the dedicated website at <http://www.fcc.or.jp/dcc/index.html>

History:

The idea of a Europe-U.S. annual golf event was first raised about one year ago in a discussion between Mr. Robert Grondine (former ACCJ President & Chairman and current Governor), Mr. Richard Collasse (EBC Chairman) and Mr. Erik Ullner (EBC Vice-Chairman for Finland). The concept is to have an annual high-profile "mini-Ryder Cup" that will draw the attention of the media and foster closer relations between the US and European companies in Japan.

Organizers

The Task Force in charge of the planning and practical arrangements consists of:

Joseph Lestage, Programs Committee Chairman (ACCJ)

Erik Ullner, EBC Vice Chairman

Clas G. Bystedt, FCCJ Executive Director

Clas Bystedt has prepared a dedicated website for the event, and you can find all the information you need and the forms for registration as a player and as a sponsor on that site: <http://www.fcc.or.jp/dcc/index.html>

The Course:

The prestigious Atsugi Kokusai Country Club has been selected as the venue for the event. It is just 50 minutes by car from central

Tokyo.

Who can participate?

The tournament is open to:

1. Members of the American Chamber of Commerce in Japan (ACCJ) and the Canadian Chamber of Commerce in Japan (CCCJ) and their respective embassies (in combination representing the North American Team), and
2. Members of the European Chambers and other business organizations that are affiliated with the EBC and their respective embassies (in combination representing the European Team).

As the number of players is limited to 72 per team, especially in the case of Europe, it is possible that a quota may need to be invoked for each chamber.

What is there to play for?

Although this is a friendly tournament to be played in good spirit, it is also a serious competition. The winning team will hold the DaimlerChrysler Cup until the next tournament is held.

Thanks to prize donations from the title sponsor, and from a number of other sponsors, we expect that no player will leave empty handed from this event. Top players by net and gross score will receive valuable prizes.

What is the cost?

The participation fee is **24,000 yen**, including a registration fee, the play fee, caddie, lunch and party after play, service and tax. The only additional costs are for breakfast and extra drinks not included in the lunch or party.

How to Register?

As we expect the number of applicants wishing to participate in this tournament to exceed the number of players allocated to each team (72), we will apply the "first-come-first-served" principle. Depending on the number and breakdown of registrations, we might have to restrict the number of players from each company and each chamber/business organization. Sponsors will automatically be guaranteed at least one participant. Guests will be accepted only if there are vacancies after the registration deadline.

Registration deadline: Friday 12 September

The EBC will handle the registration for participants from European companies. Please fill out the attached player registration form attached to register as a player or for greater efficiency, register directly on the website: <http://www.fcc.or.jp/dcc/register.html>

When we have received your application:

1. The EBC will issue an invoice for 3,000 yen as the registration fee and prompt payment of this fee by bank transfer by the registration deadline will guarantee your registration. When you submit your application, you will be advised of the details for bank transfer. If the registration fee is not paid by the deadline, your place in the event will be forfeited and offered to the next person at the top of the waiting list.
2. The remainder (21,000 yen) of the participation fee (+ what you eat and drink not included in the participation fee), must be played directly to the club after the play.

How to become a Sponsor?

Although the Title Sponsor (DaimlerChrysler) has already been selected, we welcome other sponsors. To receive the maximum benefit from your investment, please sign up as soon as possible to obtain full visibility when the tournament is announced to the members of all the chambers and business organisations.

Sponsor Categories and Contributions

Category	Cash	Goods (retail value)
GOLD	200,000 yen and over	300,000 yen and over
SILVER	100,000 - 199,000 yen	150,000 - 299,000 yen

BRONZE	50,000 - 99,000 yen	75,000 - 149,000 yen
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What do the sponsors receive?

- * logo and link on the web site for the Cup (this site)
- * logo on the pocket card distributed to each player
- * logo on poster(s) at the tournament
- * sponsor's name mentioned at the prize ceremony

Logos would be in proportion to the sponsor category, if Gold is 100% the Silver 66% and Bronze 33%.

How to apply to be a sponsor?

If you are interested in becoming a sponsor, please fill out the sponsor registration form or for greater efficiency fill out the form directly on line at: <http://www.fcc.or.jp/dcc/sponsor.html>