

## NEWS RELEASE

March 6, 2025

### The Inbound-oriented Sumo Entertainment Show Hall "THE SUMO HALL HIRAKUZA OSAKA"

**Received the Excellence Award at the "Cool Japan Platform Award 2025"!**

Hanshin Contents Link Co., Ltd., which operates the inbound-oriented sumo entertainment show hall "THE SUMO HALL HIRAKUZA OSAKA" (located on the 8th floor of Namba Parks), has been awarded the Excellence Prize in the "Project (Business) Category" of the "Cool Japan Platform Award 2025" (CJPF Award 2025). This award is hosted by the Cool Japan Public-Private Partnership Platform under the Intellectual Property Strategy Headquarters of the Cabinet Office. The recognition was received jointly with Open Box Co., Ltd., a talent agency specializing in sumo entertainment.



#### Award Ceremony Overview

Open Box Co., Ltd. The President and CEO, Mr. Yoshinori Tashiro

The CJPFAWARD 2025 was established to promote the Cool Japan Strategy, aiming to share Japan's charm and appeal with the world and expand its global fan base. With inbound tourism recovering in the post-pandemic era and interest in Japan rising, the award recognizes outstanding initiatives that contribute to these goals.

The "Project (Business) Category" recognizes and honors initiatives that enhance the experience of Japan's charm for overseas expansion and inbound tourism. "THE SUMO HALL HIRAKUZA OSAKA" was awarded for its outstanding contribution as a project that allows visitors to experience "sumo," a traditional Japanese sport with over 1,500 years of history, in an accessible and engaging way.

## ■ About the Award-Winning Project

Opened in May last year in Namba Parks, Osaka Minami, "THE SUMO HALL HIRAKUZA OSAKA" is an inbound-focused sumo entertainment show hall dedicated to showcasing the charm and appeal of Japan's traditional sport, sumo, which boasts a history of over 1,500 years. From Osaka, it brings the thrill of sumo to audiences worldwide, offering a unique cultural experience tailored for international visitors.



The sumo entertainment show, performed entirely in English, combines dynamic visuals, immersive sound, and dramatic lighting, featuring former professional sumo wrestlers.

The program offers a rich and engaging experience through:

1. An introduction to sumo's history using stunning audiovisual effects.
2. An explanation of sumo techniques and rules with a touch of humor.
3. Exciting live sumo matches, showcasing the power and skill of the wrestlers.
4. A hands-on sumo experience, where selected audience members can challenge a wrestler in the ring.
5. A commemorative optional group photo session, open to all guests.

Beyond sumo, the experience is further enriched with authentic Japanese cuisine, including Makunouchi Bento (traditional Japanese boxed meals) and the sumo staple Chanko Nabe (hotpot stew). Additionally, a professional Rakugo storyteller serves as the show's MC, adding a uniquely Japanese comedic flair. Together, these elements create an accessible and immersive cultural experience, making it easy for international visitors to engage with Japanese traditions in a fun and interactive way.

In less than six months since its opening, THE SUMO HALL HIRAKUZA OSAKA welcomed its 10,000th visitor. As of March 2025, we have welcomed guests from approximately 90 countries and regions around the world.

Moving forward, THE SUMO HALL HIRAKUZA OSAKA will continue to provide new ways to experience Japanese culture through sumo entertainment, creating a space where even more people can enjoy sumo in an accessible and engaging way. Additionally, we are expanding our international outreach, further promoting Japanese culture to audiences around the world.

## ■ Project Department: Comments from the Jury

### Judge Lauren Rose Kocher (Representative of Vegas PR Group)

Congratulations on your award! This is the first time a sumo-related project has received such recognition, which is truly wonderful. I sincerely hope that people around the world will continue to feel close to sumo and have more opportunities to enjoy it, ensuring that this tradition is passed down for generations to come. My heartfelt congratulations to you!

## ■ Comments from the Awardee

We are deeply honored to receive this prestigious award and extend our sincere gratitude.

At THE SUMO HALL HIRAKUZA OSAKA, we strive to offer new ways to experience Japanese culture through sumo entertainment for international visitors. Since our opening in May last year, we have welcomed guests from approximately 90 countries and regions, reaffirming sumo's growing global appeal.

Moving forward, we remain committed to promoting sumo culture and contributing to tourism development, providing even more people with the opportunity to experience and enjoy the rich traditions of Japan's national sport, sumo.

## ■ About the "Cool Japan Platform Award 2025"

The Cool Japan Platform Award 2025, hosted by the Cool Japan Public-Private Partnership Platform under the Intellectual Property Strategy Headquarters of the Cabinet Office, recognizes and honors the "Movie (Video) Category" that promote Japan's charm and foster global empathy, as well as the "Project (Business) Category" that enhance the experiential value of Japan's appeal in overseas expansion and inbound tourism.

The award invited submissions across a wide range of fields, including content (such as games, anime, manga/publishing, live-action films, music/live entertainment), food and food culture, tourism, cosmetics and fashion, manufacturing, distribution and services, traditional industries and culture, regional industries and culture, and cutting-edge industries, technologies, and culture. The submission period was from Tuesday, August 6, 2024, to Monday, September 30, 2024.

Out of a total of 371 entries [268 in the Movie Category and 103 in the Project (Business) Category], videos and businesses that were deemed to align with the "New Cool Japan Strategy" were selected by the selection committee.



## ■ Overview of THE SUMO HALL HIRAKUZA OSAKA

**Facility Name:** THE SUMO HALL HIRAKUZA OSAKA

**L o c a t i o n:** 8th Floor of Namba Parks (2-10-70 Nambanaka, Naniwa-ku, Osaka City)

**Operating Hours:** 11:00-23:00 (Souvenir shop only open from 11:00-17:00) \*Please note that performance times are subject to change.

**Days Close:** Every Tuesday, The year-end and New Year holidays (12/31・1/1) \*Open on Tuesdays during busy periods.

**Ticket Information:** [Sumo Show]

**An immersive sumo entertainment utilizing sound, lighting, and visual effects.**

S-seat: ¥16,000, A-seat: ¥12,500 (Child: ¥9,000), B-seat: ¥9,500 (Child: ¥7,000) \*Tax included

\*The ticket prices above apply to performances until March 31, 2025.

\*Starting April 1, 2025, there will be changes to seat names. Please check the official website for details.

\*All seats include “HIRAKUZA Bento,” “HIRAKUZA Child Bento,” or “HIRAKUZA Snack Bag” and one drink.

\*Children are from ages 3 to 12 years. (Children get a “HIRAKUZA Child Bento.”)

\*Food additional fees: Premium Bento (+¥4,000), Halal Bento (+¥2,000), and Vegan Bento (+¥2,000)

\*Bento orders are accepted until 10:00 AM three days prior. After that, only “HIRAKUZA Snack Bag” is available.

\*Tickets reservation from official site are accepted until 3:00 PM of the performance date.

After that, please visit our venue or contact us to purchase a ticket.

### [Sumo Workshop Experience]

**Learning and experiencing the basic sumo training directly from former professional sumo wrestlers.**

Adult: ¥14,000, Child: ¥9,000 \*Tax included

\*All seats include “Chanko Nabe” (one bowl per serving) and one drink.

\*Children are from ages 3 to 12 years.

\*This performance is held irregularly. For the latest schedule, please visit our official website.

**U R L :** <https://hirakuza.net/>

**Company Name** HANSHIN CONTENTS LINK CORPORATION

**Headquarters** Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

**Capital fund** ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

**Business Description** Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

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