

Press Release

Mitsubishi Electric Moves Forward with “Youth Football Clinic” Showcasing the ASEAN Mitsubishi Electric Cup™ 2024 in Thailand



Mitsubishi Electric, a leading global manufacturer and distributor of electronic and electrical equipment, including mechanical systems used across various industries, continues to advance its sports marketing strategy. The company is the official title partner of the ASEAN Championship, Southeast Asia’s top football event which is held biennially. This year marks the second edition that the ASEAN Championship is named ASEAN Mitsubishi Electric Cup™ 2024 after its title partners. In collaboration with the ASEAN Football Federation (AFF), Mitsubishi Electric launched a youth football clinic in conjunction with a Trophy Tour to showcase the ASEAN Mitsubishi Electric Cup™ 2024 in Thailand.



Mr. Tetsuya Shinohara, Managing Director of Mitsubishi Electric Asia (Thailand) Co., Ltd., stated, “Our title partnership of the ASEAN Mitsubishi Electric Cup™ 2024 creates opportunities to increase Mitsubishi Electric’s brand visibility and enhance brand engagement in Southeast Asia, particularly by generating widespread discussions that keep the Mitsubishi Electric brand at the top of consumers’ minds. Additionally, this sponsorship fosters brand loyalty and is a step towards our business expansion, encouraging the use of Mitsubishi Electric’s diverse products, services, and technologies in the region.



“Beyond our title partnership of the ASEAN Mitsubishi Electric Cup™ 2024 , Mitsubishi Electric is also hosting youth football clinics as a special community initiative providing young football enthusiasts in Southeast Asia the chance to participate and learn playing skills. Last weekend, we were honored to have Thai football star, Jaroensak Wonggorn and former national team player, **Worrawoot Srimaka** , along with coaches from FC Imabari, a professional football team in Japan's Meiji Yasuda J3 League, to train and inspire the youth in Bangkok. During the clinic, coaches from Port Academy and Ratchaburi Academy introduced the “Okada Method,” developed by Mr. Takeshi Okada, former Japanese national team coach and current president of FC Imabari in Japan. This initiative aims to enhance both physical and mental preparedness for professional football, embodying the concept, “*Together, we can build better.*”



In conjunction with the football clinics in Bangkok, the Mitsubishi Electric Cup™ trophy was displayed at Samyan Mitrtown for Thai football fans to see ASEAN's most coveted football prize up close and enjoy various activities.

Mitsubishi Electric's goal is to create a better world both on and off the football field. In addition to Bangkok, the youth football clinics will be held in five other cities: Singapore, Kuala Lumpur, Hanoi, Jakarta, and Manila in October and November together with the ASEAN Mitsubishi Electric Cup™ 2024 Trophy Tour."

Overview of the ASEAN Mitsubishi Electric Cup™ 2024

- Organizer: ASEAN Football Federation (AFF)
- Certification: Fédération Internationale de Football Association (FIFA)
- Competition Dates: December 8, 2024 - January 5, 2025
- Participating Countries: 11 AFF member nations: Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, and Vietnam. Brunei Darussalam and Timor-Leste as the two lowest ranking ASEAN teams will play off in home and away matches on October 8th and 15th for a place in the main competition. The second playoff match on October 15th will be held in Chonburi Stadium in Chonburi.

In an Official Draw in May this year, The ten qualifying teams were drawn into two groups of five for the round-robin group stage matches which will be played on a home or away basis. The top two finishers of each group advance to the double legged home-and-away semi-finals and subsequently, the two winners battle for the championship title at the finals.

For more information about the [Mitsubishi Electric Cup Cup™ 2024](#) including schedules for the football clinics, Trophy Tour and matches, please visit <https://aseanutdfc.com/asean-mitsubishi-electric-cup> and @aseanutdfc on Instagram, Facebook, TikTok, YouTube and X.