



Press Release

July 9, 2019
transcosmos inc.

transcosmos extends the Nagasaki Athletic Stadium naming-rights agreement

The stadium continues to be called “transcosmos Stadium Nagasaki,” also known as “tra-sta”

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) and Nagasaki Prefecture have agreed to extend the Nagasaki Athletic Stadium naming-rights agreement which the company acquired on August 1, 2016, for a further five years, taking it up until July 31, 2024.



transcosmos opened “BPO Center Nagasaki” in May 2015, and “BPO Center Sasebo” in February 2019.

With the aim of contributing to the development and promotion of the sports business in Nagasaki Prefecture, transcosmos applied to become the naming rights partner for the stadium in 2015 when it opened its first BPO center in the prefecture. Since then, the stadium has been widely known as “transcosmos Stadium Nagasaki,” or “tra-sta.” Now, transcosmos has extended the naming rights agreement for a further five-year period in order to strengthen its community engagement. transcosmos continues to contribute to the revitalization and development of local communities through the creation of jobs.

“I would like to take this opportunity to extend our sincere appreciation to transcosmos for extending the naming rights agreement for the Nagasaki Athletic Stadium,” Mr. Hodo Nakamura, Nagasaki prefectural governor said. “Since August 2016, the stadium has been popularly known by its nickname “transcosmos Stadium Nagasaki,” or “tra-sta.” As our local professional soccer team V-VAREN Nagasaki continues to showcase their talent, the nickname has gained popularity not only in Nagasaki but across Japan. All the payments we received for the naming rights are valuable financial resources for us, and we are using the resources to offer enhanced services to Nagasaki citizens such as improving the parks and other community facilities. As a prefecture, we will continue our efforts to make the stadium a popular place among the locals that is loved and known by its nickname more than ever before.”

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 167 locations across 30 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce services to deliver our clients’ excellent products and services in 48 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. <https://www.trans-cosmos.co.jp/english/>

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