

Global Athlete, Operator of English-Language Soccer Schools, Joins Global KA Holdings

From English Education Through Sports to Study Abroad and Career Opportunities

Global KA Holdings Inc. (GKA), an education group specializing in English-language education, has welcomed GA Inc. (Global Athlete), which operates English-language soccer schools and other sports education programs, into its group.

By combining GA's experience in sports education and business operations with the educational expertise of Global Step Academy (GSA) and Kikokushijo Academy (KA), the group aims to expand learning opportunities through English and sports. It also plans to develop support services for students pursuing sports-related study abroad opportunities and career assistance for student-athletes studying overseas.



Students and coaches at Global Athlete's English-language soccer school

Key Highlights

- GA, which operates English-language soccer schools, joins Global KA Holdings.
- Expanded opportunities for children from different schools and nationalities to connect through sports and English.
- A new English-language physical education program designed to develop physical abilities and non-cognitive skills.
- New study abroad and career support initiatives combining expertise in sports and education.

Building English Communication Skills Through Sports

For approximately 12 years, GA has combined English education with sports under its mission of "Expanding children's potential through sports and English." Today, it operates 14 English-language soccer schools across Tokyo, Saitama, Kanagawa, and Chiba.

Lessons are conducted in English, with coaches using gestures and demonstrations to help children understand instructions. Even children with no previous English experience can connect words with physical movements while enjoying soccer and interacting with teammates and coaches.

Through the excitement of being understood and accomplishing something together, children gradually build confidence in using English.

New Initiatives Through Collaboration

Tokyo Champions League | Bringing Children Together Through Sports and English

Tokyo Champions League is an initiative developed through collaboration between GA and GKA, creating opportunities for children to connect through sports.

Activities are conducted in English, encouraging children from different schools, nationalities, and English proficiency levels to communicate and work toward shared goals.

Beginning with soccer, the initiative aims to expand into other sports, including basketball, in the future.



TAIQ | Developing Physical and Non-Cognitive Skills Through English and Sports

Preparations are underway to introduce TAIQ, a new physical education program conducted in English, in Ebina and Tachikawa.

Through movements drawn from a variety of sports, the program aims to develop fundamental motor skills, decision-making abilities, and adaptability, alongside non-cognitive skills such as a willingness to take on challenges and the ability to cooperate with others.

Children will also learn values traditionally emphasized in Japanese physical education and martial arts, including courtesy and respect for others, through hands-on experiences.

Further details about the program and enrollment will be announced once confirmed.



TAIQ, a new physical education program (image for illustrative purposes)

International Sports Study and Career Support | Supporting Students Pursuing Education and Athletics Overseas

The group's new international study and career support initiatives will draw on GA's experience in the sports industry and the educational expertise of GSA and KA.

These services aim to support students seeking opportunities to study abroad through sports, as well as student-athletes balancing academics and competitive athletics overseas.

By helping students translate their international experiences into future career opportunities, the group intends to expand its support beyond education and athletics to long-term career development.

Cultural Experiences in Niseko | Introducing International Children to Japanese Culture

Preparations are also underway for The Kidz Niseko, a program designed to give children visiting Japan from overseas the opportunity to experience Japanese culture in English.

Through activities such as Japanese calligraphy, *karuta* (traditional Japanese card games), and making bamboo-copter toys, children will discover different aspects of Japanese culture while developing a broader international perspective.

The program aims to create memorable experiences that stay with children long after they return home and inspire them to visit Japan again.



Japanese cultural activities for children (image for illustrative purposes)

Executive Comments

Charles Knudsen

President and CEO
Global KA Holdings Inc.

"Learning English is just the beginning. What matters is the people children can connect with and the opportunities they can pursue. Sports have a unique ability to bring people together across languages and cultures. Together with GA, we want to create more opportunities for children to experience firsthand how English can connect them with the world, giving them the confidence to take their next step."

Ryusuke Tanaka

President and CEO
GA Inc. (Global Athlete)

“Combining GA’s sports business experience and established brand with the educational expertise of GSA and KA broadens the support we can offer—from children’s first experiences with English and sports to studying abroad and finding employment. Our ambition is to grow into a truly ‘Global Athlete Project,’ supporting people as they take on challenges around the world.”

Company Profiles

Global KA Holdings Inc.

President and CEO: Charles Knudsen

Address: LAIDOUT SHIBUYA 501, 1-15-12 Shibuya, Shibuya-ku, Tokyo, Japan

Business: Educational services through Kikokushijo Academy, Global Step Academy, and other programs

Official website: <https://globalka.com>

GA Inc. (Global Athlete)

President and CEO: Ryusuke Tanaka

Address: Daini Awaya Building 4F, 3-15-12 Higashi, Shibuya-ku, Tokyo, Japan

Business: English-language soccer schools, sports-based English education programs, camps, events, and related activities

Official website: <https://globalathlete.jp>

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