

Tune your Stories for Japan

Journalistic Editorial Work & Liaison

ペンで、心を動かす
PEN&CO.

Tokyo, Japan
#StoriesJP

Pen&Co.—Your boutique, agile partner

For Sports, Travel, and MICE.

A Tokyo-based communication boutique founded by two former journalists from The Asahi Shimbun. With **20+ years** of reporting in **30+ countries**, we deliver journalism-based editorial work, localisation, and cross-border liaison with clarity and integrity. Expertise from **Expo 2025** Osaka–Kansai and the **Tokyo 2020** Olympics informs our practical, on-site coordination.

Sports team & Organizers

On-site liaison
Media coordination
Match operations

Tourism & Airlines

Destination stories
Campaign localization

MICE & Delegations

Agenda planning
Protocol
Mission coordination

What We Do

Editorial Work

Reporting, writing, and localization

- On-site reporting and interviews
- Writing and editing clear content
- EN/FR ⇄ JP localization with cultural nuance
- Feature and branded story production
- Publishing via Pen&Co. media channels

Liaison Work

Communication, protocol, and on-site operations

- EN/FR ⇄ JP messaging, meeting, follow-ups
- Bridging your team and Japanese counterparts
- Handling schedules, protocol procedures
- Preparing agendas, run-of-show scripts
- On-site operations

What We Also Bring

Our editorial media platforms in Japan

PEN&SPORTS

<https://sports.pen-and.co.jp/>

Sports Coverage with an Eye on LA 2028

In-depth features across volleyball, handball, football, and so on.

PEN&VOYAGE

<https://voyage.pen-and.co.jp/>

Curated Travel Stories for Outbound Explorers

Practical destination stories and tips for Japanese travelers.

PEN&SPOON

<https://pen-and-spoon.com/>

Food Stories & Recipes

Simple, story-driven recipes and culinary ideas.

Meet us



Pen&Co., Ltd.



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