

# International Expansion of Major League Baseball

April 24, 2024

Room 520, Geffen Hall, Columbia Business School



*Featuring:*

**Jim Small**, Senior VP of International at MLB/ President of World Baseball Classic

*Hosted by:*

Japan Business Association, Columbia Business School

*Cosponsored by:*

Center on Japanese Economy and Business, Columbia Business School

*Note:*

This in-person event was only for Columbia Business School community members.

The event delved into the dynamic world of baseball's international expansion. From his pivotal role in driving the growth of Major League Baseball (MLB) across Asia to his current leadership in the World Baseball Classic (WBC), Jim Small has been at the forefront of expanding the reach of America's pastime to every corner of the globe. Mr. Small shared the strategic vision, commercial strategies, and operational insights behind the unprecedented success of the 2023 WBC, hailed as the most watched, engaged, and attended baseball tournament in history. He discussed his perspective on the challenges, opportunities, and future directions of baseball's globalization efforts and explored how the iconic sport continues to unite cultures and transcend borders. CBS student Yukako Eto moderated the event.