

News Release

April 10, 2014
Hitachi Solutions, Ltd.

Hitachi Solutions Introduces Cross Fields “International Corporate Volunteering” Program to Dispatch Employees to NPOs of Emerging Nations as a Measure to Cultivate Global Leaders Capable of Resolving Social Problems Using IT Skills

Hitachi Solutions, Ltd. (Head office: Shinagawa Ward, Tokyo; Kaichiro Sakuma, President and CEO) will dispatch an employee to an Indonesian NPO from April 10 to June 8, 2014 through the “International Corporate Volunteering” program administered by Cross Fields NPO (a specified nonprofit corporation with an office in Shinagawa Ward, Tokyo; Daichi Konuma, Representative of the Board of Directors).

The “International Corporate Volunteering” program appoints persons working in companies to NPOs and similar organizations in emerging countries for a certain amount of time where they take on the challenge of trying to resolve social issues together with local people by using the skills they have garnered in their normal jobs.

Hitachi Solutions introduced the “International Corporate Volunteering” program in 2013 as a part of its measures to cultivate global business leaders. One employee was dispatched to an Indonesian NPO from September to November in 2013 where he constructed a library system.

With the aim of improving the quality of life of the impoverished, this same NPO contributes to regional development through programs such as its “Urban-Rural Linkage Education Program (‘Edu-Tourism’)” developed for elementary and junior high schools in Jakarta, as well as performing educational activities such as the management of local libraries, and also provides support for health such as countermeasures against malaria.

In 2014, our employee will be dispatched to this NPO and provide support for its “Edu-Tourism” program business activities. This support aims to help it acquire the necessary funds for itself and implement autonomous and continuous activities so that it does not rely solely on grants to provide aid for its activities.

Hitachi Solutions plans to continue this program as a means to cultivate human resources capable of creating social innovation that is advocated by the Hitachi Group.

■ “International Corporate Volunteering” Program at Hitachi Solutions

Hitachi Solutions, in collaboration with Cross Fields, has held a “Social Innovation Business Hands-on Experience Workshop” (assembly-type sessions with group activities held three times over a two-month period), every year since FY 2012, that provides hands-on experience in thinking about business from a social perspective under the theme of global social issues. The objective of this workshop is to practice and acquire concepts related to the global social perspective learned through the workshop. Participation in this workshop is a requirement for entry to the “International Corporate Volunteering” program. Hitachi Solutions has assigned the “International Corporate Volunteering” program an important role as part of its measures to cultivate global human resources and implemented this program in cooperation with the personnel department.

Comments of Executive Officer Responsible for Personnel Affairs

I believe that the “International Corporate Volunteering” program provides participants with an opportunity to acquire extremely valuable experience. The Hitachi Solutions Group has foreign local subsidiaries in major cities of America, Europe, India and China, providing worldwide support for our customers’ businesses as a unified business group. As management capabilities are becoming increasingly necessary at our foreign local subsidiaries, and the “International Corporate Volunteering” program has proven to be effective at forming the required global human resources, so I would like to continue this program into the future.

Vice President and Executive Officer Hiroshi Ishikawa (in charge of personnel and general affairs)

■ Overview (Results) of “International Corporate Volunteering” Program for FY 2013

From September 9 to November 11, an employee was dispatched to an NPO involved in regional development, and improving education and health in Indonesia, where he constructed a library system that manages book lending at a library operated by this same organization. Computerizing the management of the book lending system, which had previously been performed using paper, allowed for organizing and sharing of information, and served to optimize the work tasks of the library personnel. These measures were greatly appreciated and the same organization requested that more Hitachi Solutions personnel be dispatched in the future.



Comments of the Participant

As I learned more about the activities of the NPO that I was helping, I became more than just a volunteer, but rather I strongly felt that I had to make efforts with the responsibility of an IT professional. I also learned innovative ways to communicate my intentions in an accurate manner to the local persons with whom I dealt. Through my participation in the “International Corporate Volunteering” program, I gained a good sense of the possibilities for increasing the presence of the Hitachi Group throughout the world. In the future, I’d like to be involved with creating services for the rapidly growing Asian market.



Kenichi Mochida, Department1, Division3, Financial Systems Business Division

■ Overview (Scheduled) of “International Corporate Volunteering” Program for FY 2014

From April 10 until June 8, 2014, an employee will be dispatched to the same Indonesian NPO where an employee worked during the previous year where he will create a sales action plan for “Edu Tourism”, as well as visit companies to acquire new business partners and provide sales training to organization personnel.

Comments of the Participant

I'd like to be involved in finding and developing new business in emerging nations in the future, so I would like to become a human resource who, starting from zero, is able to use my abilities to lead the way in the future. The "International Corporate Volunteering" program and the experience it provides is exactly what I am seeking. Through the experience of perceiving "social needs" and deriving the corresponding solutions, I think that I can learn the skills needed to create new values that will provide a foothold in the global market.



Hidemasa Wakabayashi, Hitachi Group Sales Department, Manufacturing Industry Sales Division

■ About CSR of Hitachi Solutions

At Hitachi Solutions, CSR is thought of as a promise made with our customers and society embodied by the corporate philosophy that states, "Guided by the Hitachi Spirit, Hitachi Solutions will contribute to the growth of our customers and the global community via unique solutions based on reliable technologies." We have a major responsibility as a provider of solutions that anchor the IT infrastructure of our society, considering the need today to create a sustainable society.

As a member of the Hitachi Group, we value the founding spirit of Hitachi, which is built on Wa (Harmony), Makoto (Sincerity), and Kaitaku-Seishin (Pioneering Spirit). As a solutions provider, we pride ourselves on our technology and advanced solutions, which we will leverage to achieve sustainable growth and development together with the global community.

<http://www.hitachi-solutions.co.jp/company/csr/>

■ About Cross Fields NPO

This specified nonprofit corporation provides support for the resolution of issues in developing countries and formation of global human resources, as well as expansion into emerging countries and the development of BOP businesses through "International Corporate Volunteering" program that appoints persons working in companies to NPOs and similar organizations in emerging countries for a certain amount of time where they take on the challenge of trying to resolve social issues by using the skills they have garnered in their normal jobs.

URL: <http://crossfields.jp/>

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