

## **The Expansion of the International Corporate Volunteering Programs to Promote Human Resource Development**

-Following Panasonic, Benesse, Terumo Corporation and NEC, has decided to send their employees to the emerging countries-



Terumo Corporation, NEC and Benesse have decided to send their employees to the International Corporate Volunteering programs in 2012 organized by Cross fields, following by Panasonic that used this program in 2012. Currently, many Japanese companies in various fields are considering the introduction of the International Corporate Volunteering Programs.

International Corporate Volunteering is a program for Japanese corporate employees to work for a certain period of time, between one to twelve months, at local organizations, mainly NGOs and social enterprises, in areas of social needs. The program provides opportunities for corporate employees to utilize their professional skills at the host organization to address social challenges. The Japanese corporates, which introduced the International Corporate Volunteering in 2012, expect this program not only to solve the local social issues, but also to cultivate human resources who have cross-cultural understanding and the ability to work with global stakeholders. In addition, they expect to gain the knowledge of local culture and new market development in the emerging countries, such as BOP business.

Terumo Corporation is expecting to send their engineers to the program this November; the other companies are also scheduling to send their employees around the end of 2012 to early 2013. The host countries are assumed in South East Asia and South Asia, which have the various social problems in addition to the fact that those regions are the emerging big market for Japanese companies. Cross Fields carefully considers clients' demands and the volunteer's expertise and experiences, and match them with the needs and required skills that have been already identified from the registered host organizations.

While the global human resources development and BOP business have attracted a great deal of attention, more companies are considering to the introduction of the International Corporate Volunteering in 2013.

**Organization Profile**

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