

The Employees of Japanese Companies Depart for the Emerging Countries in Asia for “International Corporate Volunteering” From January 2013

Terumo Corporation, NEC, Panasonic, Hitachi Corporation and Benesse send their employees to local NGOs in Asian countries



Six Japanese companies (namely, Terumo Corporation, NEC Corporation, Panasonic Corporation, Hitachi, Ltd., Hitachi High-Technologies Corporation and Benesse Corporation) are going to send their employees to local NGOs and social enterprises in South Asian and South East Asian countries starting from January 2013 by using the “International Corporate Volunteering Program” organized by Cross Fields. The dispatch period is from one month to six months.

While International Corporate Volunteering Programs are popularly introduced among Western countries, Panasonic Corporation was the first one to introduce it in Japan and by now six companies have decided to introduce International Corporate Volunteering programs successively. Although the purposes of introducing International Corporate Volunteering are various, the main reasons are “Cultivate human resources who have cross-understanding and ability to work with global stakeholders”, “Gain a knowledge of local culture and needs for new market development and product development” and “Motivate employees by making them utilize their skills and knowledge gained through daily job to contribute to the society”. Those aims are significant issues when thinking of Japanese business in the future and more companies are expected to introduce International Corporate Volunteering Program.

Terumo Corporation will send their employee to a health NGO in Indonesia for the first time in January 2013. The Corporate Volunteer is a medical researcher, and will be working to improve the usage of medical products by utilizing his observation and hearing skills gained through his daily jobs. In addition to the researcher who will be dispatched, Terumo Corporation organized the supporting team based in Japan, named BaseCamp, and five employees already decided to participate in this team. Those supporting members have different specialties and backgrounds within company and will regularly support the project from Tokyo.

Following Terumo Corporation, Benesse Corporation will dispatch its employee to a social enterprise in India, which works in the fields of education in January. This employee from the human resources department will work to strengthen the organization in terms of human resources development for a month. Benesse Corporation decided to dispatch additional two employees for half a year and held the recruiting information session on 17th December for next detachment where about 50 people attended.

Subsequently, NEC Corporation, Panasonic Corporation, Hitachi, Ltd. and Hitachi High-Technologies Corporation dispatch their employees from February to April to Indonesia, India, Vietnam and Laos, respectively. Panasonic Corporation will send two employees with different specialties to the NGO in Indonesia that works in the sector of renewable energy, thus each company utilizes the International Corporate Volunteering program with different value.

Companies will subsequently hold the sessions to inform the departure and to brief the results of International Corporate Volunteering.

Organization Profile

Organization Name	CROSS FIELDS
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