



Les Clefs d'Or Japan Key News



February 2015, Vol. 22

Fam Trip to Mazda Motor Co.

List of Les Clefs d'Or Japan attendees:

Ms. Masumi TAJIMA (Mandarin Oriental, Tokyo)
Ms. Kay ABE (Grand Hyatt Tokyo)
Mr. Osamu HAMASAKI (Hotel Okura Tokyo)
Ms. Etsuko HIGASHIDE (Hotel New Grand)
Ms. Aiko IMAIZUMI (Grand Hyatt Tokyo)
Mr. Kazuyoshi NISHIKAWA (Westin Osaka)
Ms. Akiko OKANISHI (Sapporo Grand Hotel)
Ms. Mayako SUMIYOSHI (Palace Hotel Tokyo)
Ms. Miki SAITO (Conrad Tokyo)
Ms. Akane TANAKA (The Peninsula Tokyo)
Mr. Naohiko WAKO (Westin Sendai)
Ms. Misa YAMAMOTO (Hotel Granvia Kyoto)
Mr. Naoyuki YOSHIMURA (Noborioji Hotel)

By NAOYUKI YOSHIMURA

On January 21, we paid a visit to the main office of Mazda, founded in 1920 in Hiroshima. The schedule was as follows:

- Brief lecture about Mazda and its history.
- Introduction of the products and technology development.
- Introduction of design development.
- Introduction of the industrial approach.
- Tour on engine factory.

Each session was approximately 45 minutes long, most of the time, we took bus to visit one from another and had lunch together at their private dining room in their headquarter.

Looking back, I now realized that the schedule was so tight, but we never had stress. Thanks to the Mazda for their care for everything which was more than we could imagine, including their wonderful presentations.

After the whole sessions, there were two things that I noticed.

The first was that all the people we met welcomed us with gleaming eyes. No exceptions. Every one of them had their eyes gleamed which I assume that they cannot help enjoying what they do and sharing them with us!

The second was that everything was conditioned as "people conscious". No matter what they were, literary, "people conscious".

There were two different people there, the people who participate in the course of duty and the others were the ones at the other end receiving the result. Usually, in the hermetically-sealed factory, people can concentrate on their products but that's all. But as long as I watched and listened to their explanations, it was evident that their eyes were looking at the other end, their customer who appreciate their products!

For better working atmosphere, they have established strong supporting system to actualize the ideas from the spots. Both of



the sides, who manufactures and the other one who receives are esteemed as people. A company, leading such number of people in such different departments to one direction. Isn't this a real management? This was possible because of their high technological capability to actualize their ideas. But I don't think they can achieve car of the year awards in Japan for 3 consecutive years only with their technology.

It is always "people" comes first, no matter what, "people" as biological being and as personality. And that is applied to those who work and achieved.

Then, here comes another question. How have they specifically fulfilled? In order to make their design of their creativity to actual production, they said they discussed thoroughly.

"Most of the time, we were chatting about something unnecessary things", they said with smile.

Taking time for the communication and recognizing each other as "personality" and with respect, they pull-out each other's maximum capability without being compromised. Then, with their high technological skills, do their best to actualize their ideal. And they enjoy that!

They say "Never create a car that's not fun to drive!".

This is the phrase of Mazda's development philosophy.

Isn't this something common with us?

"Never let them stay at the hotel that's not fun to stay!".

Regarding the concrete contents, please check their web-site, <http://www.mazda.co.jp> then, check with the members who actually attended.

The image is Mazda's world-class diesel engine.



Asian Congress 2015 Meeting



On January 28, the meeting was held in Tokyo. 34 members attended the meeting.

From the Secretariat:

-The application form for the registration is under progress.

-The email address for inquiries is under progress.

From the Accounting:

-Still in need to look for more additional sponsors.

From the Operations:

-Will contact the hotel school and university for the student volunteers.

-Had meeting with the company offering the Japanese cultural entertainment for the gala dinner.

-Had meeting with the guest speakers for

the day 2.

From the PR:

-The congress website is now with the Japanese background music.

-Pre/Post congress destinations are increasing in number.

-The brochure to be handed out in Mendoza is under progress.

From the Sponsor Finding:

-7 new sponsors reported.

-A special guest is arranged for the gala dinner.

Editors: OSAMU HAMASAKI / ADRIAN FAUTT
Publisher: MASUMI TAJIMA