

Originality



Director
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With the advance of globalization, there are growing opportunities for expanding one's knowledge directly overseas. When it comes to learning not only about language differences but climate, religion, and customs, it is difficult to replace fresh experiences, which differ from indirect information gained from books.

Such opportunities also give us a chance to think profoundly about various questions. For instance, what does it mean to be Japanese? What "characteristics" define the Japanese people? What "characteristics" define the various regions and the individual people who live in those regions? What would it be like to live in a homogeneous world in which such "characteristics" were taken away? Wouldn't the world be truly drab and unexciting?

From a macroscopic perspective, global economic activities that develop freely among people and among regions that have such "characteristics" can be considered international standard development activities. Similar to an international lingua franca, these activities are unquestionably important elements of an internationally common base that supports the prosperity of the individual regions.

From an economic perspective, the development of technologies in fields that link individuals and regions at the global level can also be considered a feature of the past century.

Looking forward to the era ahead, it appears that technology will be used and evolve in a direction that, in parallel to the linking element, will respect individuals and regions; maintain, develop, and utilize the originality of individuals and regions; and enliven an era of diversity.

Excessive standardization and equalization, however, contain hidden elements that can hinder the maintenance of individual originality and reinforce homogenization.

If we assume that "harmonization between what is globally optimal and what is locally optimal," or "glocalization," is an important element of economic development, then it is important, from the aspect of providing products, systems, and services, to be conscious of this glocalization in each process of the entire supply chain and not just in technical development.

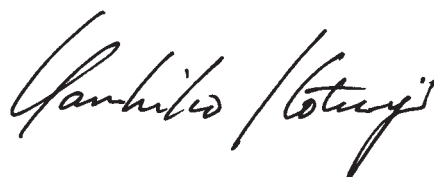
Furthermore, it would seem that we should have a stronger awareness of the local aspect (originality).

Customers who have visited our company's plants overseas have praised the plants, saying how good the plants were because they appropriately mix the production methods of Japan with the strengths of the local areas. Nothing is better than to hear such praise. Even the smiling faces of the local people who work there come to mind.

It is sincerely hoped that we will be able to develop technologies that will retain the originality of individual people and their geographical regions, technologies that support glocalization, in other words, technologies that maintain and develop an "axis" of "characteristics," and technologies that have originality in such areas. The aim is to create a society of originality for people of originality made possible by technologies of originality.

Similarly, from the perspective of technology, current times call for our group to have a firm grip on FUJITSU TEN fundamentals at all times while maintaining the ability to adapt to changes in the environment. We must combine the original axis of individual skills together with a global foundation of shared engineering standards within the group.

For this reason, one cannot help but have a keen sense of the need to more actively develop one's interest and knowledge of people, geographical regions, and the world.

A handwritten signature in black ink, appearing to read "Ganhito Kotani". The signature is written in a cursive, flowing style with some loops and flourishes.