

Earning Customer Trust

NEC considers value for customers from a societal perspective, and will continue to work with customers to contribute to solving social problems. All of our employees discuss how to maximize value for customers, create opportunities to share awareness, and utilize ICT to contribute to solving social issues where customers are located.

“The NEC Group Values Day:” Aimed at Maximizing Benefits for Customers and Society

NEC uses July 17, the anniversary of the company’s founding in 1899, as “NEC Group Values Day,” a day on which all employees reaffirm the four values of great importance to our company: Better Products, Better Services; Passion for Innovation; Collaboration; and Self-help. On that day, employees at each workplace spend time discussing what the values are so as to better satisfy customers’ expectations. Employees also discuss what they should do to maximize such values, using it as an opportunity to foster a mindset of putting ideas into action based on a sense of ownership.

In 2014, we added a “Values Achievement Award” to our “NEC Contributors of the Year” event. The event honors employees and teams that contribute to customers, markets, and/or society and help grow the NEC Group’s culture by being aware of the value their work provides to customers. In 2014, there were seven recipients of the award.

Award recipients included a team that helped with “Sports Festival in Tokyo 2013” by volunteering with operations and cleaning sidewalks. The team also worked closely with Tokyo’s Koto Ward and other organizations to develop and provide a smartphone app that offered information on competition venues during the festival. Another team provided customers with manufacturing know-how linking sales and production plants and is working with clients to promote production innovations.



NEC Contributors of the Year awards ceremony

Local Subsidiary’s Efforts to Support Developing Countries

As part of its social contribution program in the Philippines, NEC Telecom Software Philippines, Inc., worked with the Japan International Cooperation Agency (JICA) to support a program that fosters exchanges between high schools in the Philippines and Japan.

With the aim of improving communication skills that allow people to enjoy global success, Subangdaku Technical Vocational School in Cebu (one of Philippines’s model schools for technical education) and Chiba Prefectural Ichikawa High School of Technology in Japan connected via a network and discussed differences in the cultures and learning methods at the two schools.

The students felt a sense of affinity based on the schools’ having many subjects in common, such as math and physical education. But, through ICT, they also got a real sense of the differences between the schools, such as the clothing, accents, the number of class periods for occupational technology classes and specialized courses, and the different things they were producing in their classes. Following the completion of the program, students from both schools said that the program helped them speak with confidence and that they started to enjoy communicating in English.

Going forward, NEC will continue to earn the trust of local communities through locally rooted global social contribution activities in the communities where we operate.



Network-based exchange program between high school students in Japan and the Philippines