



Pursuing the Quality

In accordance with Basics and Ethics, we think and act on our own mind from a customer's point of view, and work hard to improve continuously for each business process.

Customer First

We will devote ourselves to *Monozukuri* on a customer-first principle, and develop and provide products and services in which emphasis is placed on safety, quality, and environmental soundness, in order to earn the trust and confidence of our customers and society.

Providing Safe Products and Services

We comply not only with the Product Liability (PL) Law, domestic and international laws, and safety standards, but observe also internal standards for further safety in an attempt to improve the level of quality, thereby providing our customers with safe and high-quality products and services. Moreover, in the companywide quality assurance meeting, we share information and consider ways of preventing nonconformities based on case studies of failure occurring both internally and externally.

Policy to Improve Quality

We have certification of ISO 9001 (quality management systems) at all our Works and are continuously improving our quality management system by using the PDCA cycle in the process approach. In order to further satisfy various requirements of customers on products and services, we get certification of JIS Q9100 as applicable to certain product categories, and have our sales departments incorporated into the quality management system.

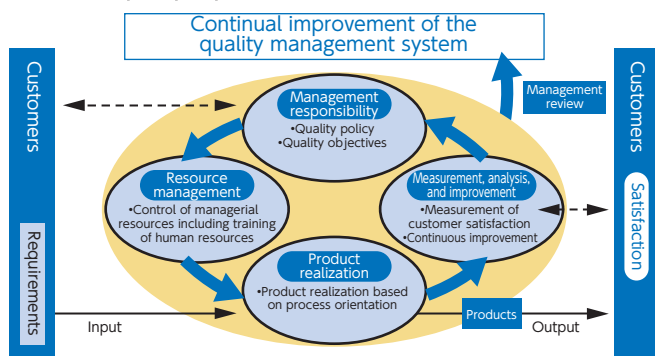
Policy to Address Quality Problems

A series of review and recurrence prevention activities based on thinking and acting from the customer's point of view is called *Ochibo Hiron* (i.e. "gleaning"), which identifies the direct technical causes of problems and the motivational problems that led to those causes, and involves working to prevent recurrence and verifying similar products in an attempt to prevent similar problems.

Globalization Efforts

We work to exchange human assets in charge of quality assurance, and further improve quality and service in accordance with our promotion of local production for local consumption in the global market.

■ Flows of quality improvements → Value-adding activities → Information flow



To inquire about our products and services:
Home Page of Hitachi Kokusai Electric Inc.
<http://www.hitachi-kokusai.co.jp/global/contact/>
 OR **Hitachi Kokusai Electric Inc. Contact** **Search**
 Note: Usual inquiries concerning quality problems and repairs are supported by the relevant sales and service staff.

HiKQ Innovation Activities

It has been 4 and a half years in this spring since we started the "HiKQ innovation activities" for reforming our corporate culture in August 2009, where we reform all business operations from the viewpoint of customers. Through various activities, results have been seen in our business operations and awareness. In fiscal 2013, we conducted the activities with some new themes for dealing with managerial issues, in addition to the continued themes from the previous fiscal year, including the improvement of business quality and innovation of business processes.

■ Synergy through the integration into the Tokyo Works

As Hamura Works and the Omiya Works of our Group were integrated into Tokyo Works in October 2013, each of the Design, Manufacturing, and Quality Assurance Departments made discussions and debates about how to exert the synergetic effects of the business integration for several months. Partly due to these efforts, the positive effects of the integration started to be observed.

■ Globalization

As for globalization, bottom-up activities have been conducted mainly by young employees since the commencement of the HiKQ activities, including the case studies towards the fostering of a global mindset and global businesses. The number of participants in these activities is increasing, and the base of the activities is broadening. Last year, we made discussions including an overseas Group company. We held a video conference with the Group company in Brazil, with the President of the Company also participating, and discussed business management. Although it was still clumsy compared with those held in Japan, we would continue accumulating experience little by little.

■ Coaching

We promote the coaching by manager level staff, with the aim of improving the openness of corporate culture and invigorating workplaces and business operations. The smooth communication between superiors and subordinates is required for solving the business-related problems nagging employees. We promote training the skill of coaching subordinates by giving questions to them so that they will find solutions by themselves. The staff who have acquired the coaching skill are increasing through the activities thus far and will contribute to the further invigoration of the Company.

In the year 2014, we continue the efforts in 2013 to have the HiKQ Innovation Promotion Division take the leadership in working to revitalize both our internal and external communication in order to nurture a corporate culture for conducting business with customer satisfaction being given top priority.



Poster for fiscal 2013

For the purpose of raising employee awareness, a poster featuring younger employees has been printed and distributed for display at all works and offices.

Following last year, the poster for fiscal 2014 keeps including the employees of overseas Group companies, and is intended for promoting the activities.