

More than 10 companies adopt Cross Fields' International Corporate Volunteering Program

NTT DATA, NISSAN and more will send personnel to NPOs in emerging Asian countries



The number of Japanese companies introduced International Corporate Volunteering (ICV) Program organized by Cross Fields (CF) topped 10. They send employees to emerging Asian countries using the program. 5 new companies, including NTT DATA Corporation(NTT DATA), Information Services International – Dentsu, Ltd (ISID), NISSAN MOTOR, Co., LTD (NISSAN) and Hitachi Solutions, Ltd (Hitachi solutions), determined in 2013 to introduce the ICV program, adding new types of industry such as automotive to CF's corporate partners. All of the 6 companies which had adopted the program last year decided to continue, bringing the total number of the companies using the ICV program to 11.

Companies adopting ICV program and the number of volunteers by the end of 2013

Name of Adopting Company	Host Country	Number of Volunteers	Adopted Year
Panasonic Corporation	Vietnam, Indonesia	7	2011
Terumo Corporation	Indonesia	2	2012
Benesse Corporation	India, Indonesia	3	2012
Hitachi High-Technologies Corporation	Cambodia	1	2012
Hitachi, Ltd	India, Laos, Vietnam	10	2012
NEC Corporation	India	3	2012
Hitachi Solutions, Ltd.	Indonesia	2	2013
Information Services International-Dentsu, Ltd	India	1	2013
NTT DATA Corporation	TBD	2 (expected)	2013
NISSAN MOTOR, Co., LTD	TBD	2 (expected)	2013
Non-disclosure	TBD	2 (expected)	2013

Note: All years referenced to are fiscal years of Cross Fields

Number of Adopting Companies
and Volunteers by year

Year	Number of Companies	Number of Volunteers
2011	1	1
2012	6	8
2013	11	25 (expected)

Although the purposes of introducing the ICV program are various, the main aims are to “Cultivate leaders who have cross-understanding and ability to work with global stakeholders”, “Gain knowledge of local culture and needs for new market development and product development” and “Motivate employees by making them utilize their professional skills to contribute to the society”. For example, NISSAN’s main focus of the ICV program is to enhance “Human Quality” of young engineers of the R&D department. The human resource department of NISSAN hopes that their employees will “acquire a whole new experience to overcome self-imposed limits and break through the barriers”. They aim to enhance the employees’ “personal attractiveness” by engaging them in a challenge to resolve social issues related to “mobility.” A recruiting information session of the program held internally at NISSAN late in November was attended by about 200 people, reflecting the great interest among employees. NTT DATA also accelerates development of human resources with abilities to work in global settings, keeping in mind various business needs which are rapidly growing in emerging economies.

- Please visit <http://crossfields.jp/project/> for “**International Corporate Volunteering Project Map**” and find a project location map and voices of volunteers and corporate officers.

Organization Profile

Organization Name	CROSS FIELDS
Date of Establishment	3 May 2011
Address	Machihara Building 3F, 3-8-3 Nishi-Gotanda, Shinagawa, Tokyo, JAPAN
Executive Board	Chairman of the Board / Daichi Konuma
Contact	info@crossfields.jp
Web site	http://crossfields.jp/

Contact Regarding this Press Release :

Kaori Terunuma(Ms), CROSS FIELDS 03-6417-4804 info@crossfields.jp