

Creating a Corporate Culture for Exploring New Business Directions

Since fiscal year 2014, Hitachi Chemical has been conducting WOW Global Award activities, in which employees are encouraged to engage in friendly competition against each other, with the goal of creating a corporate culture. We are seeking to realize the Hitachi Chemical Group Vision and be a company that delivers "wonders" that exceed the expectations of customers and society.



The WOW Global Awards is one of the two pillars of WOW-BB activities which were launched at the 50th anniversary of Hitachi Chemical.

WOW-BB activities

Acronym of Working On Wonders Beyond Boundaries Activities. WOW-BB activities are activities in which all employees participate to realize the Hitachi Chemical Group Vision.



For information on the 10-year Strategy, please refer to **P.25-28**.

Hitachi Chemical's 5 challenges

- ① Discovering potential needs
- ② Designing future scenarios
- ③ Developing the next core technology
- ④ Becoming a globally competitive firm
- ⑤ Building a co-creative work style



Hitachi Chemical becomes a powerful group with a **challenging spirit that continuously innovates, building on individual initiatives**

In the WOW Global Awards, which is held annually, employees enter of their own volition and work in teams from launch until judging. Many employee teams participate each year, cutting across division and company boundaries, to take on Hitachi Chemical's 5 challenges focusing on the next 10 years.

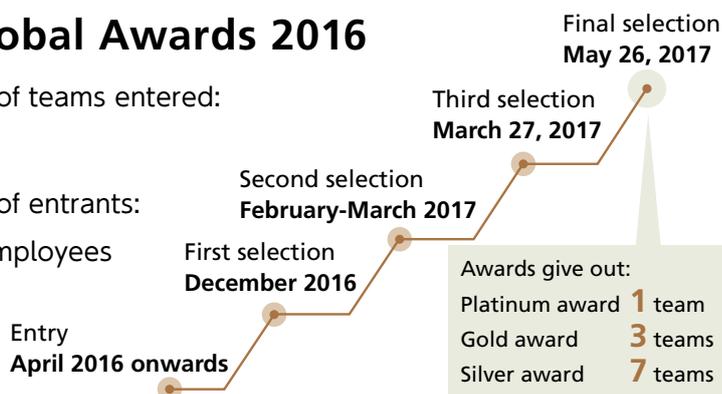
WOW Global Awards 2016

Total number of teams entered:

989 teams

Total number of entrants:

12,600 employees



Source: WOW Global Awards 2016

Proactive Quality Assurance

Applied to customers and business sites worldwide

This is an activity that takes on the challenge of evolving towards “proactive quality assurance” to increase corporate value by preventing defects from arising. We held study meetings on products in the manufacturing division and performed various activities to boost the sense of unity among site staff. In addition, we developed a unique training method for preventing defects, and made a video showing the mechanism by which defects arise, as a result of which defects were successfully reduced. Based on these accomplishments, we expanded these activities from Japanese to overseas business sites and then to customers, which led to incredible results: loss on return of products attributable to handling by customers decreased by a whopping 94%.

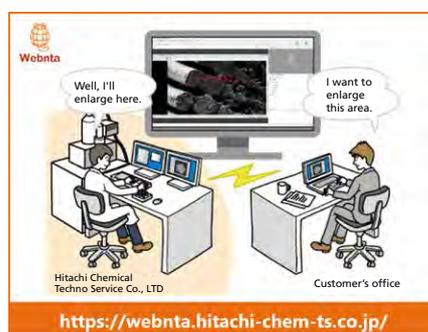


Loss on return of products decreased by **94%**
7 companies and **178** people from our customers participated in technical guidance workshop

Observation of analyses made possible by ICT

Launch of “Webnta”

We conducted marketing with the passion to create an analysis center preferred by customers, and consequently found that many customers wanted to see how experiments are being conducted. This activity takes on the challenge of creating an environment in which experiments are made “visible” by utilizing ICT. After repeated examination, we collaborated with three Hitachi Group companies and launched “Webnta,” a web-based analysis center that makes customers forget about distance. Having developed the framework for providing an analysis service previously unheard of, this activity is a step into the future.



Japanese only

March 31, 2017
Launched service

WOW Global Awards

The WOW Global Award celebrates wonderful challenges in line with “Hitachi Chemical’s five challenges.” The WOW Global Awards is a process-focused award in which challenges taken on to realize the Hitachi Chemical Group Vision are screened in terms of what extent people put words into deeds and how much these actions have driven corporate cultural change.

ICT

Information and communication technology

Webnta

“Webnta” is a new service that links the customer’s workplace to the analytical laboratory of Hitachi Chemical Techno Service Co., Ltd. via the Internet. Even from a remote location customers can make requests on analysis conditions, scope of measurements, etc., in real-time during the analysis as if the analysis is being conducted in their presence via live streaming over the Internet.

For detailed information on “Webnta,” refer to the special page on the website (Japanese only) of Hitachi Chemical Techno Service Co., Ltd.