

Message from Outside Directors

Kazushige Okuhara

Outside Director



I believe that the growth of Hitachi Construction Machinery was made possible by our strong independence and commitment to strong growth as well as our collaboration with Hitachi, Ltd., which provides useful technical assistance in terms of IoT and other solutions.

Hitachi Construction Machinery has 80 consolidated Group companies located around the world. For someone who values the frontlines of our business, I believe that this form of governance is extremely important in the sense of ensuring our management results.

Under the assumption of the mid-term management plan that demand will experience sharp volatility, we are not only working on sales of new machinery, but also making efforts across the value chain to increase solutions and rentals. This is the right direction in terms of strengthening our earnings base. It has been shared based on in-depth discussions with each level of the company. Next is whether the company's structure is being reformed with an eye toward 2022, which marks the end of the new mid-term management plan. I plan to provide appropriate advice and recommendations as an outside director.

Maoko Kikuchi

Outside Director (New appointment)



The COVID-19 pandemic has caused major impacts in all aspects of society, including people's lives, values, working styles, business structures, roles of local communities and nations, and even the international order. This requires fundamental reforms at a speed never seen before. Among them, the digital transformation of social and economic activities is now a matter of necessity. This movement is the same direction as existing environmental issues and the SDGs. Now is the time to transform risks to changes, and changes to opportunities. Today, the 70th anniversary of our full-scale production of construction machinery, making full use of IT and frontline strengths, Hitachi Construction Machinery is in a dynamic transition from "things to experiences" toward "No.1 customer issues solution provider", by expanding the value chain from new machinery sales to used cars, rentals, parts remanufacturing, services and solutions.

Looking ahead, though there is a possibility of an unexpected contingency, such as huge disaster all of us as one team will continue working toward our corporate vision of an Hitachi Construction Machinery that contributes to "passing on a productive environment and prosperous cities to future generations. Hitachi Construction Machinery Group helps to create comfortable living spaces". As an outside director, I promise to harness all of my experience to fully support Hitachi Construction Machinery's reforms, sustainable development, and expanded corporate value.

Haruyuki Toyama

Outside Director



I was elected outside director in June 2015. Since then, more than five years have passed, during which time I experienced the bewildering changes of the business environment, including rapid fluctuations in demand in our main markets and the interruption of the supply chain caused by a large-scale natural disaster. As if these difficulties I faced previously were just a prologue, now the COVID-19 pandemic is affecting both supply and demand in unpredictable ways.

We are displaying Hitachi Construction Machinery's frontline strengths completely. If changes in the business environment are not transient in nature, management's ability to boldly transition to effective measures after swiftly determining a response to change will be tested. However, when thinking about the response, there is no change in my focus on the perspective of what can Hitachi Construction Machinery do to provide effective solutions to the individual business challenges of customers and social issues in a new normal, while incorporating new technology.

With my external perspective, I believe that I need to carefully identify the expectations placed in the company and project the necessary changes actively into management.

Junko Hirakawa

Outside Director



Hitachi Construction Machinery manufactures construction machinery that cultivates land and prepares land in various formats across 30% of the planet. Furthermore, the company provides various services that ensure this construction machinery will benefit customers over a long period of time. As a result, Hitachi Construction Machinery is creating the earth's future. Kenkijin Spirit are action guidelines that are closely practiced by officers and employees alike. I sense that these guidelines demonstrate that the Hitachi Construction Machinery Group's officers and employees equally share self-confidence, technological prowess, and passion that will help create a brighter future for the earth with an eye towards the long-term.

As a member of the outside directors of Hitachi Construction Machinery, we regularly hold discussions, hearings and QA sessions with Hitachi Construction Machinery's Internal Audit Office, J-SOX Committee, accounting auditor, and each executive officer. These activities are highly conducive to the active participation in deliberations and reviews at the Board of Directors' meetings. I will keep contributing in any way I can to Hitachi Construction Machinery, a company whose officers and employees are committed to social contributions as part of a construction machinery manufacturer that contributes to society via its business locations in Japan and more than 100 other countries around the world.

Medium- to long-term strategy

The HCM Group is carrying out activities under eight key initiative themes, having identified three CSV themes where solutions to social issues equate to business growth and five core themes essential to the implementation of the three CSV themes.

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