

panies such as are always looking to transport cargo paper, but this has drivers be involved in the ki Unso P ki installed a new M OF RENEU graph system in his trucks in October company had been accidents in the months. Afterward, 11 accidents be 2009 and January isn't been a single February 2012. tachographs allow monitor themselves working. accident could be portation compa- ki, 43, explaining ess of uncovering an incident could

reveal if a company was not following safety regulations. "And that is what I would never want." The Sosa, Chiba, Prefecture- Hishiki's father, mainly transports such products as flour and noodle products into companies. Hishiki is not just some second-hand company head in his father's business. He was born the year before the company was founded. He said he bore witness to its "ups and downs, including serious accidents." After graduating from university, he went to business school and worked as a driver for a major trucking company for three years. "I was driving trucks and the company was trying to develop a new philosophy of management. When Hishiki suddenly had to take over the family business at age 30 when his father got sick, the first thing he did as president was to strengthen its management base by enlarging its ware-

houses and increasing business connections. The new warehouses allowed the company to conduct its logistics operations more efficiently and to branch off into packaging pet food and recycling food waste. Under Hishiki's management, the company had a new sales record, selling twice as much as in his father's time. Today, Hishiki Unso operates nationwide with 45 trucks and 55 employees. Hishiki, however, admitted that, as often is the case in his industry, operations were not always conducted smoothly. "I would reserve judgment on that," he said. "I would say that my company was breaking the law." The Health, Labor and Welfare Ministry sets regulations on working conditions for commercial drivers, including maximum

driving hours and minimum break time, to ensure safety. Compliance has been a burden, however, not only for the companies but also for the drivers. This is because they are too complicated to abide by during day-to-day work. "For the drivers, it is not easy to think about regulations while also driving safely in ever-changing conditions," he said. "It's more comfortable if a staff member monitors them and warns them to stop driving and take a break." So Hishiki decided to make use of digital tachographs, which record vehicle activity, such as distance traveled, fuel efficiency and driver behavior. He came up with a system in 2009 that would allow drivers to comply with the guidelines. It took more than four years to develop the system, which Hishiki patented in Japan in 2010. He has also applied for patents overseas, including in the European Union and the U.S.

Today, every Hishiki Unso driver makes use of the device. "It is a change in thinking about how to use information technology. The point is to create an environment that helps drivers' self-management, to abide by the regulations," Hishiki said. "Each driver can explain availability to the clients based on the timekeeping system on the tachographs." Implementation of this safety mechanism to comply with regulations, annual sales of ¥20 million, which was "initially anticipated," but costs stemming from accidents and insurance have also declined, Hishiki said. "Rather than seeking immediate benefit," Hishiki said, "I believe that forming a proper long-term framework based on a long-term view will be more helpful to our company's stability." Hishiki said many clients used to think that trucking companies only have to carry their cargo fast and cheaply as possible, but recently, they have started to realize the value of compliance, especially after a charter

Hosei University  
Global Education Center

# ERP Media English Special Lecture

# David McNeill

## Tuesday Dec 1<sup>st</sup> 17:00-18:30

Ichigaya Campus '55 Building (1F) G-Lounge

## The War on Journalism in Japan

Japan has long been considered as a tricky place to be a journalist. However, the restricted nature of media in Japan has let foreign reporters feed on stories that have been considered too difficult or taboo for their domestic counterparts. In the last five years, the reporting environment has become even more challenging, due to the crisis in global journalism, and a coordinated attack on journalism and information access in Japan. This lecture will focus on this challenge that the media in Japan faces.



David McNeill

He writes for *The Independent*, *The Irish Times*, and *The Economist* and is a regular contributor to *The Japan Times* and other publications. He is a coordinator of The Asia-Pacific Journal: *Japan Focus* and the Japan/Korea correspondent for the US-based *Chronicle of Higher Education*. He has also taught at different universities worldwide, and currently lectures at Sophia University in Tokyo.

Students who would like to take part in the lecture, please send an e-mail to G-Lounge at Ichigaya campus ( [iglounge@ml.hosei.ac.jp](mailto:iglounge@ml.hosei.ac.jp) ) by Nov 24<sup>th</sup>. Please include the following information, with E-mail subject "Media English Special Lecture".

- Student number
- Name
- Faculty / Department
- Grade (ex 1<sup>st</sup> year)
- Your e-mail address
- A question for Mr. McNeill

There will be a question and answer session at the end of the lecture.

Mr. McNeill's articles can be accessed from this link: <http://japanfocus.org/-David-McNeill>