

ISEAS-RIETI Webinar

SDGs and Business Contribution in Southeast Asia

Tuesday, 25 May 2021

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OMRON

ISEAS YUSOF ISHAK
INSTITUTE



OMRON's Principle Based Management

Contributing to ASEAN by aligning Business Strategies with SDG's

Virendra Shelar

Executive Officer

GM- Global Human Resources Strategy

OMRON Corporation

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Quick Introduction

Principle Based Management

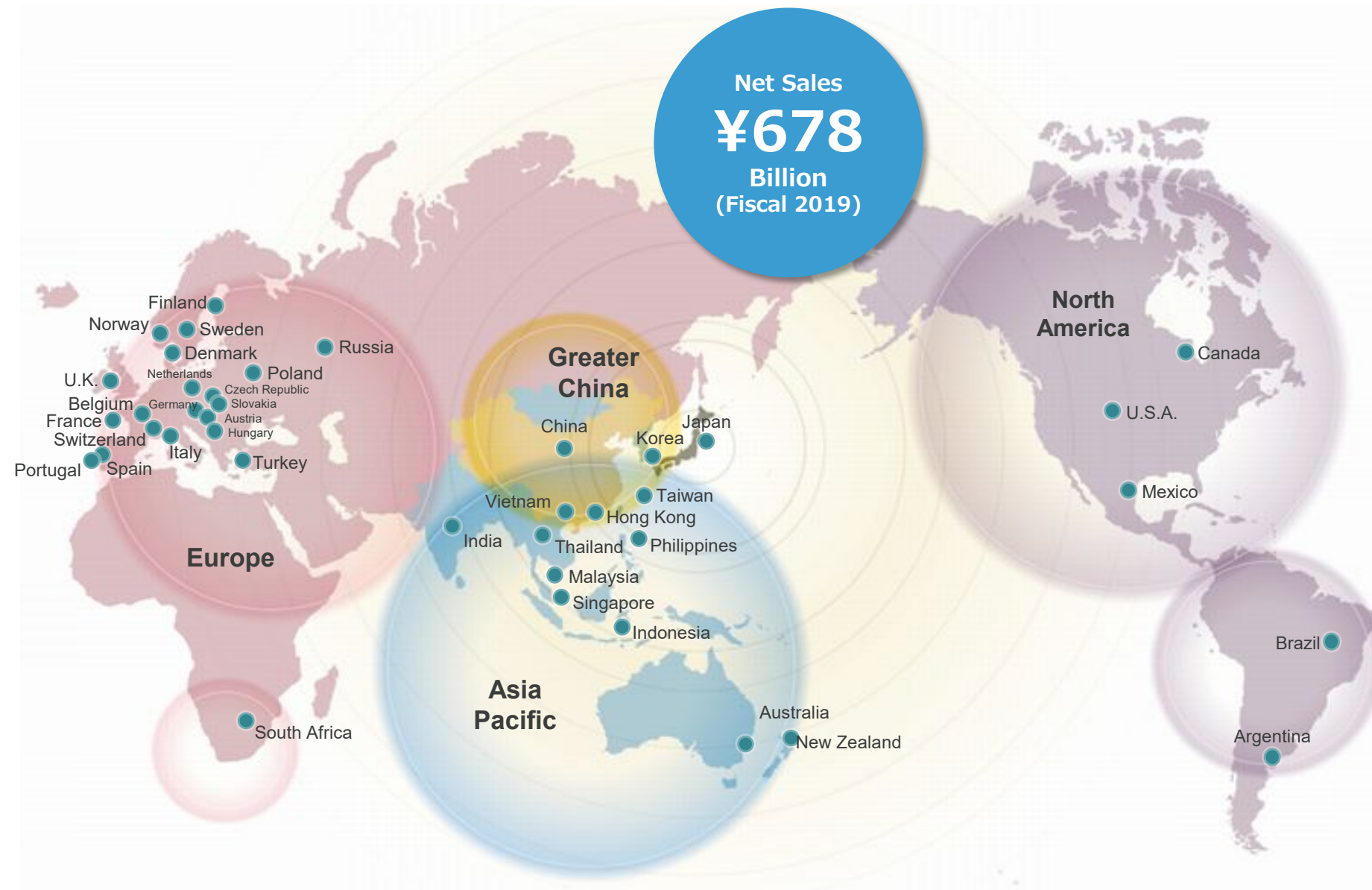
Contributing to ASEAN

Quick Introduction

Principle Based Management

Contributing to ASEAN

OMRON's Global Presence



OMRON

88 Years of Innovation

28,000 Employees

120 Countries

200,000+ Products

9000+ Patents

Our Presence in ASEAN



7 COUNTRIES

3 BUSINESSES

3 FACTORIES

5 AUTOMATION CENTRES

4500+ EMPLOYEES

Agenda

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Contributing to ASEAN

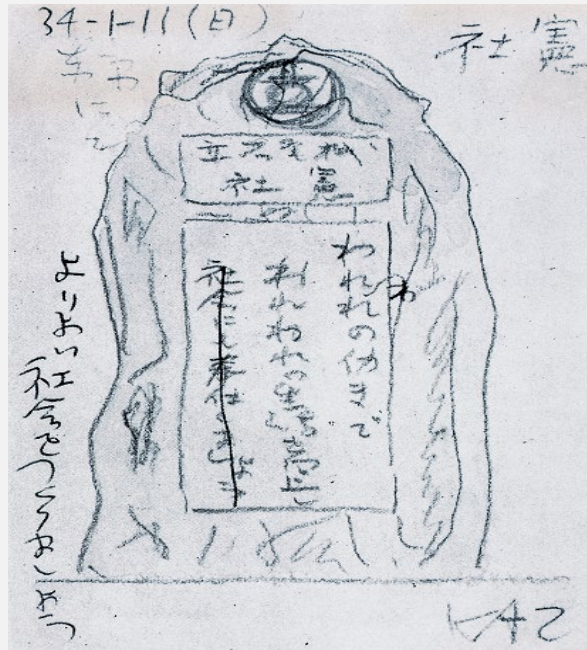
OMRON Principles

**In 1959, OMRON Founder Kazuma Tateishi created the motto behind our growth:
Solving social issues through our business**

Our Mission: To improve lives and contribute to a better society



**OMRON's Founder:
Kazuma Tateishi**
(Born in 1900-9-20)



Established in 1959

- Companies have an obligation to serve society
- The determination to be a pioneer in driving social change

**The spirit embodied in
the founder's motto**

Our Mission

To improve lives and contribute to a better society

Our Values

- **Innovation Driven by Social Needs**
Be a pioneer in creating inspired solutions for the future.
- **Challenging Ourselves**
Pursue new challenges with passion and courage.
- **Respect for All**
Act with integrity and encourage everyone's potential.

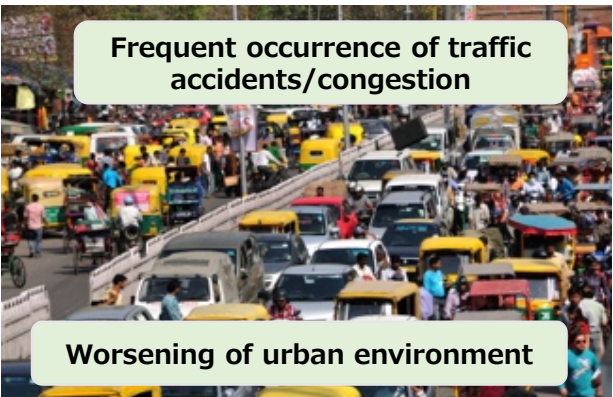
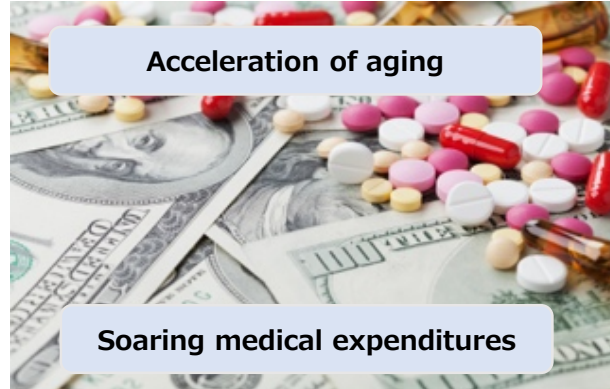
Principles Based Management

- The Principles are embodied in how we conduct our business
- We have created a culture that is rooted in "Our Values"
- Our global employees are capable of taking initiative independently

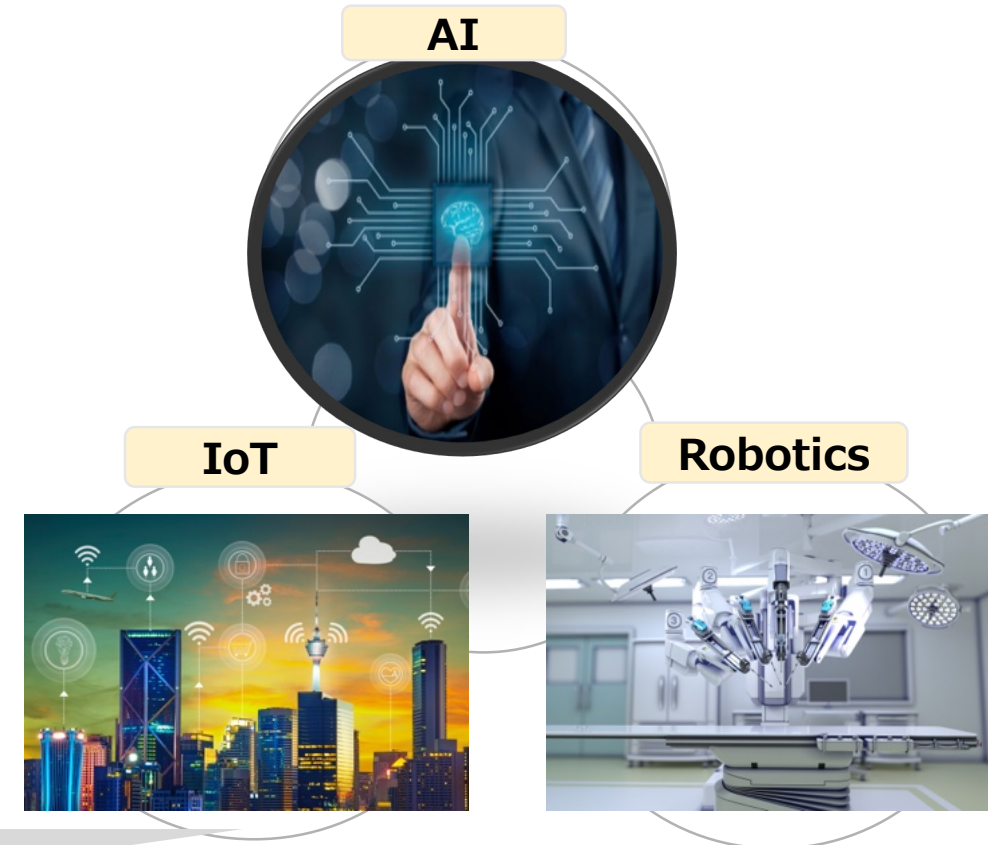
Changing World needs change in Business Strategy...

Due to the globally growing social changes and technological innovation, the world is facing disruption

Social issues will become severe



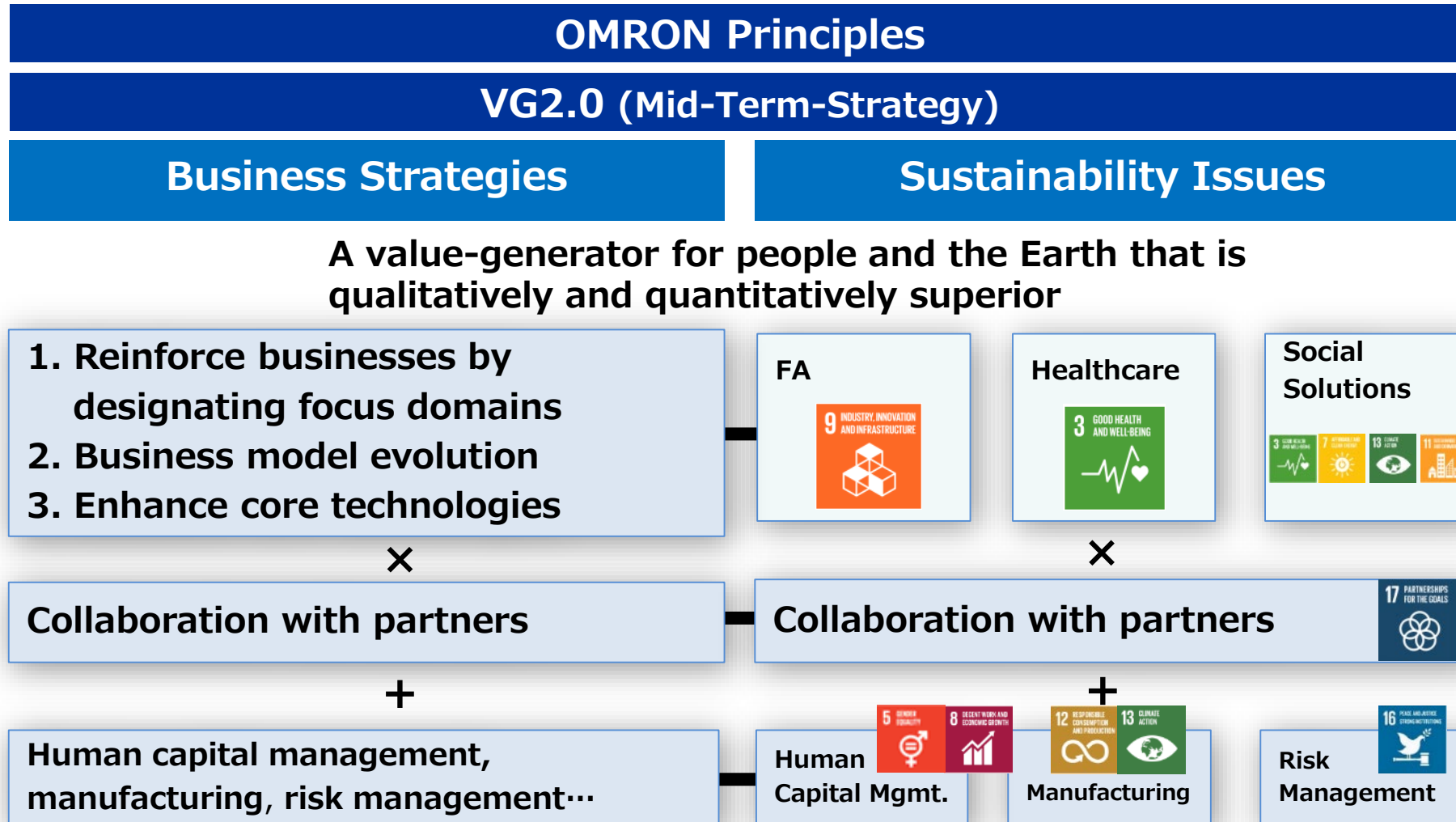
Technological innovation will be the key to solving social issues



Continuation of current strategies cannot address this issues & renewed corporate strategy is required

OMRON's Business Strategies & Sustainability Framework

Mid-Term-Plan targets & business strategies aligned to sustainability



Agenda

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Contributing to ASEAN

Fighting COVID-19 in ASEAN



**“UVC Disinfection Mobile Robot”
Developed in Singapore used in ASEAN**



**“Ventilators Development Project”
Developed in Indonesia**

Contributing towards Health & Wellbeing



“Bionic Leg” Developed by Young Indonesian Engineers to help amputees live a more fulfilling life



Philippine Society of Hypertension

Indonesian Society of Hypertension



Indonesian Heart Association

Establishing partnership with the government to contribute towards people's health

Our current Businesses in ASEAN

**Unique
OMRON
Value**

Factory Automation



**Innovations to manufacturing
by automation**



**Bring innovation to mfg.
to enrich lives of people
all over the world**

Healthcare Business



**Optimal health for all
through personal daily vital
sign and lifestyle information**



**To help realize healthy and
comfortable lives for people
around the world**

Electronic & Mechanical Components



**Providing components for
industrial, C&C (consumer and
commercial), automotive sectors.**



**Realization of a prosperous society
in which people continue to live in
safety, security & comfort**

Factors strengthening ASEAN's Business Potential

Strong macroeconomic fundamentals: On way to become the 4th largest economy in the world by 2030

Large FDI inflows & wide-ranging productive capabilities : in agriculture, manufacturing, and services

Flourishing digital economy: to be the largest digital economy after United States and China by 2025 with faster adoption of technology like Industry 4.0 in manufacturing sector

Strong consumer economy: with significant rise in middle class

Young & big market: Third largest population in the world; young & skilled labour force

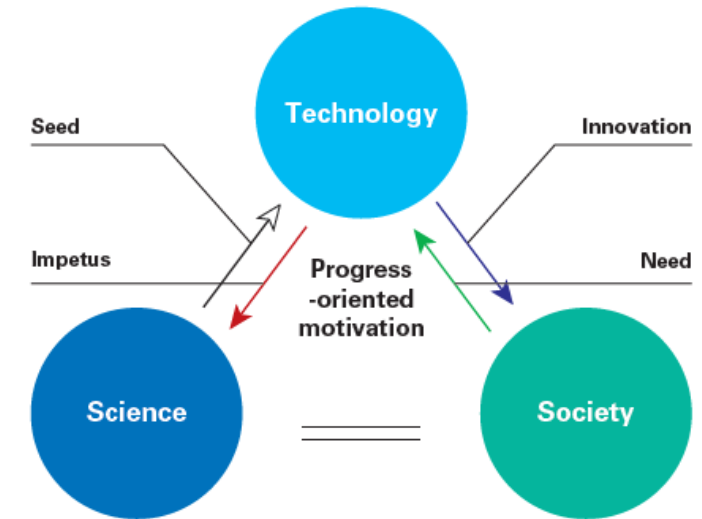
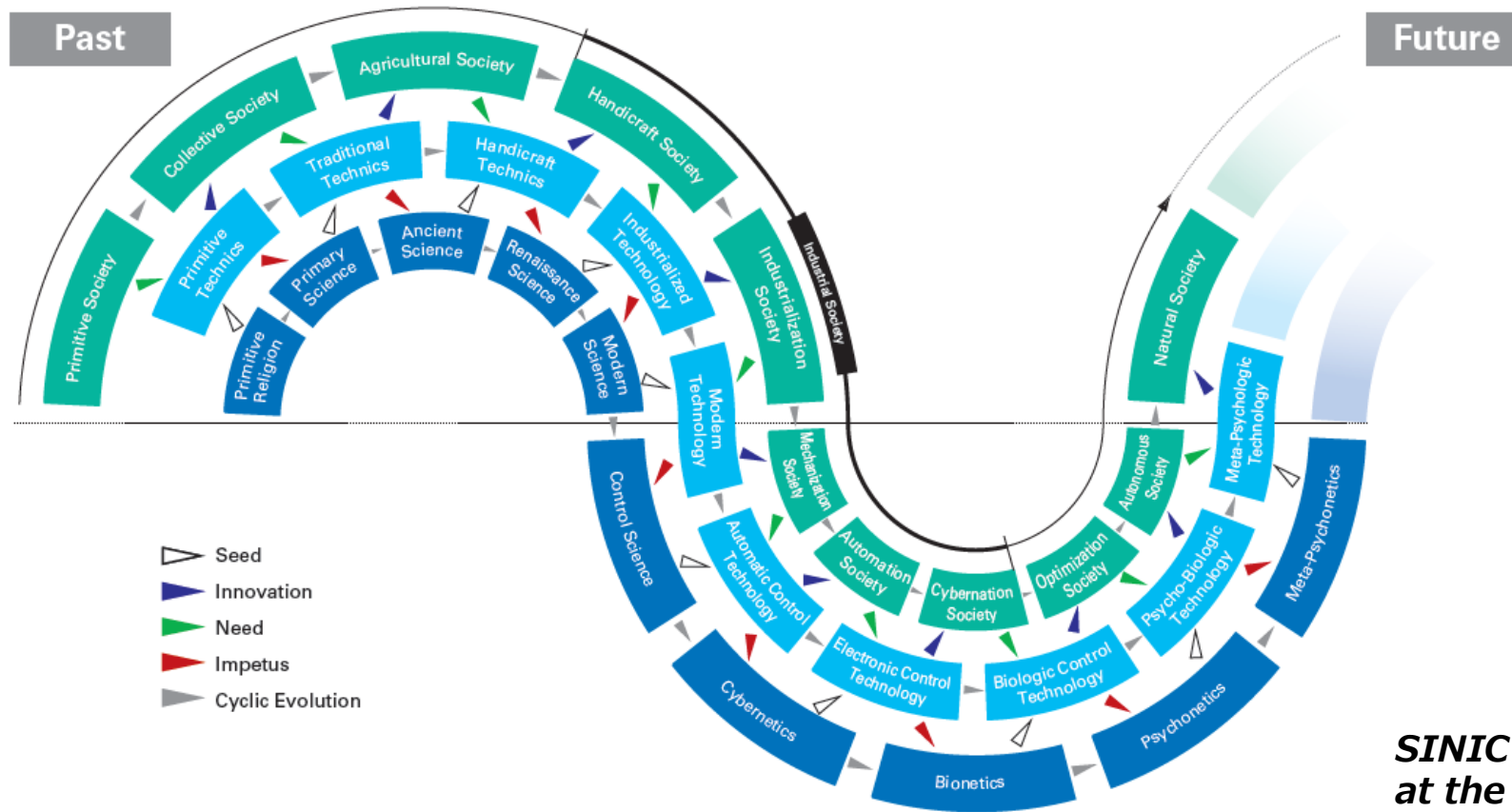
Rapid growth in infrastructure : Progressive transport and utility needs emerging because of urbanization

Strategic location : For expanding to Asia with huge market potential



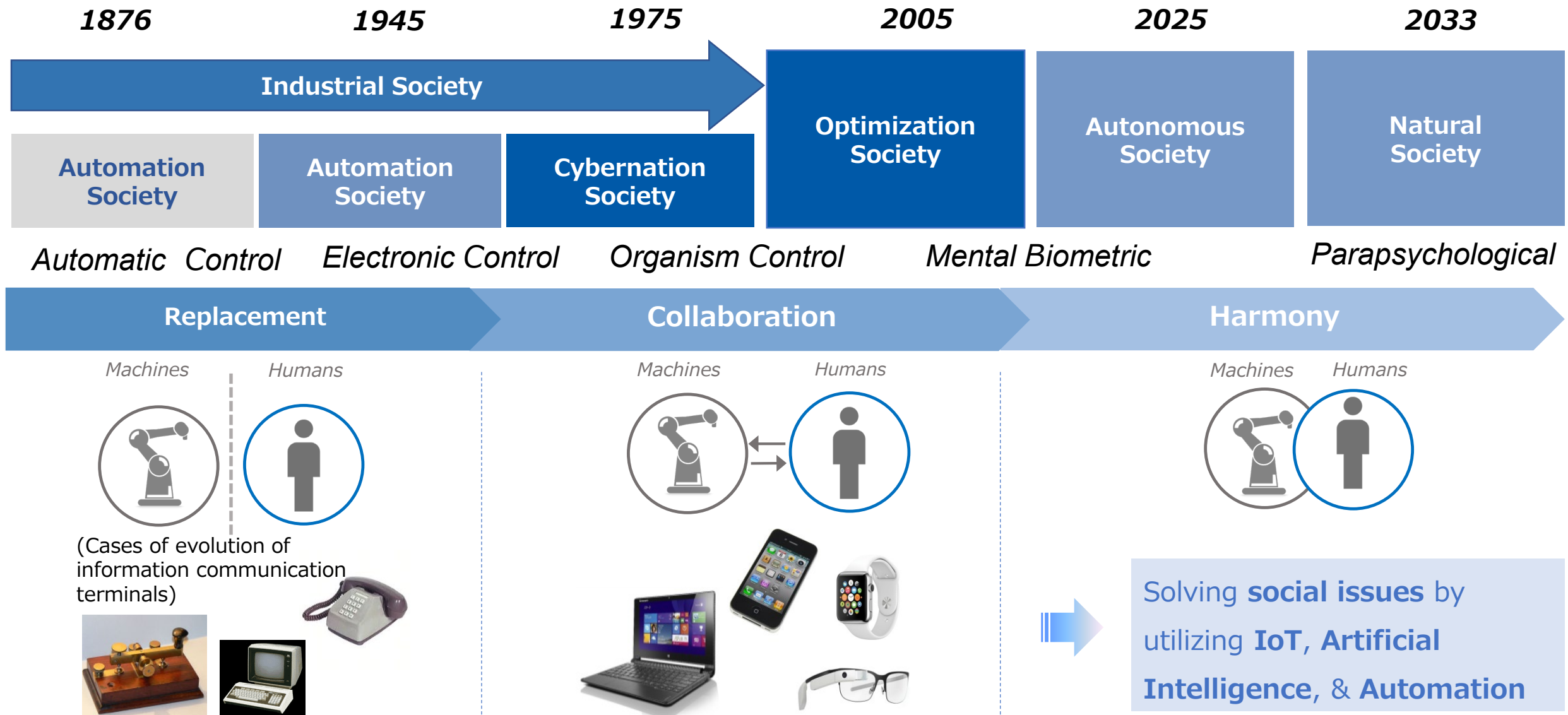
SINIC Theory: The Future of Society by 2033

SINIC Theory predicts Autonomous Society after Industrial Society via Optimized Society



SINIC Theory was announced by Kazuma Tateisi at the International Future Research World Congress in 1970.

The Future Described by SINIC Theory



The Current Society

Urbanization



**Crowded
Workplaces**



**Mass
Production**



**Mass
Disposal**



From “Current Society” To “Autonomous Society”

Future Social Changes will be aiming for Autonomous Society

Centralized



Real



Controlled



Linear



Distributed



Digital



Autonomous



Circular



The Future : Emerging Social Issues

COVID-19 is accelerating the pace of social change. Social issues, business opportunities expected in the future materializing now

Changes in Manufacturing

New Automation Needs



Changes in Medicine

Need for remote medical treatment



Changes in Society and Services

Needs for remote and labor-saving solutions for station services



Vision for OMRON Group HR Management

Practice OMRON PRINCIPLES

Omron Group Policy:
Achieve self-driven growth by creating innovation originated by technological evolution

OMRON

- **Right talents with Right Capability in Right Place at Right Time.**
- Provide growth opportunities based on capability, potential & motivation
- Provide right compensation based on size of the job/role and performance



Build culture which helps to
EMPOWER & ENGAGE
OMRON & our Employees to
embody our principles and
deliver higher results

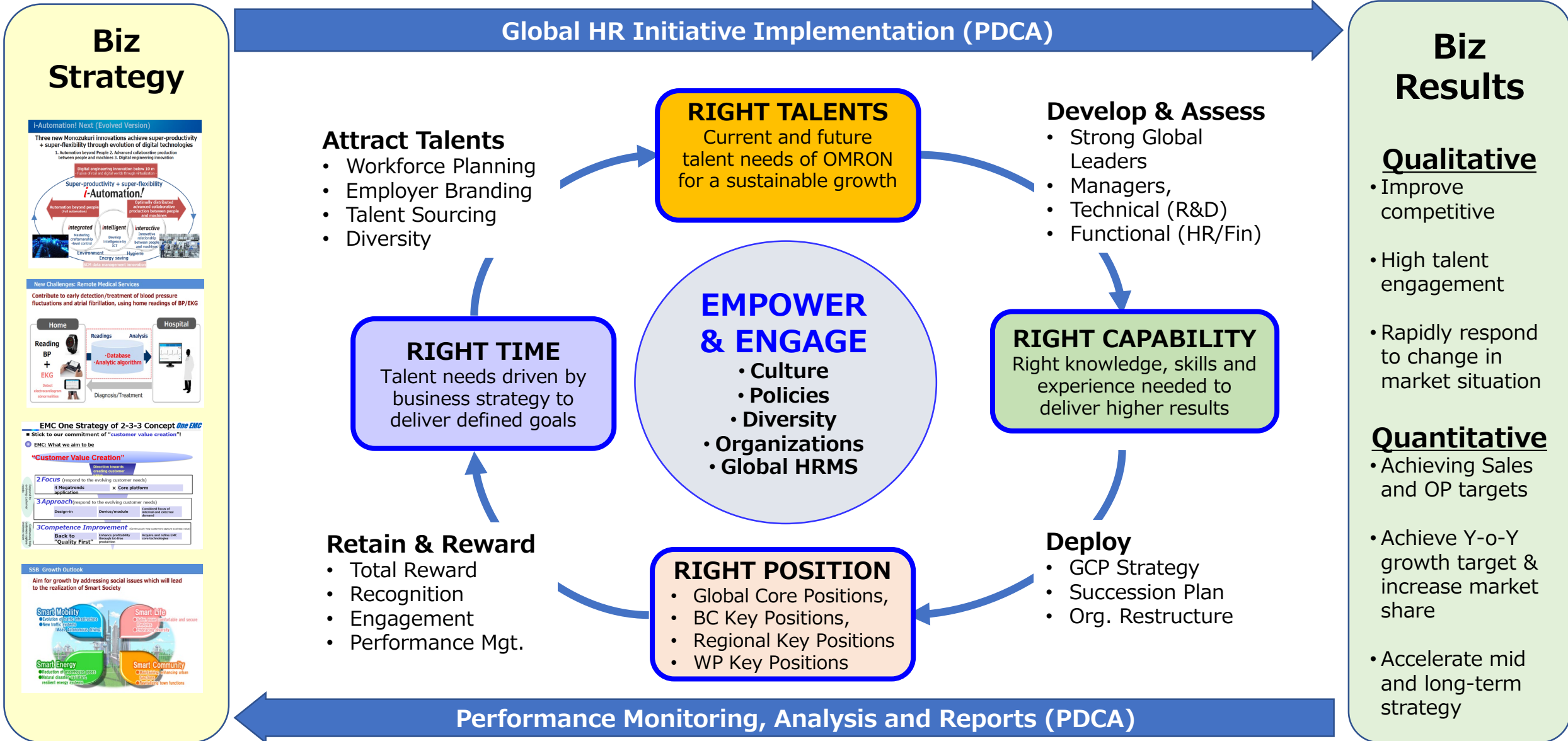
EMPLOYEES

- **Take responsibility for their own career growth & raise hands to take bigger roles**
- Proactively develop their skills, knowledge, experience to develop capability
- Maximize their potential by enhancing performance and delivering results

Omron Group HR Management Policy:

Create a sincere & **strong company** where people can grow, enjoy work, and **continuously improve performance**

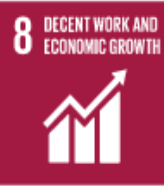
Direction of OMRON Group HRM Strategy



Our HR Initiatives in ASEAN

SOCIAL VALUE

OMRON is **creating leaders** who can drive innovation, and both acquire and train diversely talented employees **to solve social issues through our businesses**



OUR INITIATIVES

- **Empower & engage:** provision of a workplace environment that can attract and empower the diverse talent necessary for business growth (**Sustainability Employment Index: 76%**)
- **Securing and training :** of next-generation leaders (candidates for important positions)
- **Fostering of self-motivated employees :** who can achieve self-transformation and development

PROGRESS



RIGHT TALENTS

- **Identification of Current & Future Talent:** for a sustainable growth incl. Women and Specially-abled (**2% at ID Factory**)



RIGHT CAPABILITY

- **Workstyle Improve:** **New HRMS systems**
- **Talent development :** 360FB, Talent Reviews, OJT and OFF-JT Training



RIGHT POSITION

- **Localization of ASEAN core positions:** Ratio of non-Japanese in Key ASEAN Position: (**<80% Localization**)



RIGHT TIME

- **Strongly driven by business strategies:** **Hiring local talents** based on business needs.

Recognitions



Friends of ASEAN award by ASEAN Business Advisory Council, Nov, 18

- **For being amongst the most outstanding and successful ASEAN companies contributing to ASEAN's economic growth and prosperity.**
- **The award recognizes non-ASEAN owned enterprises demonstrating a continuous and increased commitment in growing their presence within ASEAN.**

Recognitions



Primaniyarta Award for High Performance Exports : by Government of the Republic of Indonesia for **PT OMRON Manufacturing of Indonesia, 2020**

The company for green environment and sustainability development: by Vietnam Govt. for **OMRON Healthcare Vietnam, 2018**



Best Community Programme Award (Gold) : 10th Global CSR Summit for **OMRON Healthcare Indonesia, 2018**

Global CSR Award For Women Empowerment : 8th Annual Global CSR Summit for **PT OMRON Manufacturing of Indonesia, 2016**



Environment Leading Company Award : by Vietnam Resources and Environment Bureau for **OMRON Healthcare Manufacturing Vietnam Co Ltd, 2014**



Recognitions



Notable Achievement in Environment Performance : by Prime Minister's Office Hibiscus Award for **OMRON Malaysia Sdn Bhd, 2012**

Award for Environment Protection: by Binh Duong Province & Vietnam Singapore Industrial Park for **OMRON Healthcare Manufacturing Vietnam Co Ltd, 2011 & 2012 respectively**



Best Practice Award for employing people with disabilities : by International Labour Organization (ILO) for **PT OMRON Manufacturing of Indonesia, 2011**

Award for Contribution to Economy and Social Development of Binh Duong : by Binh Duong Province for **OMRON Healthcare Manufacturing Vietnam Co Ltd, 2010**



