

## Activities of JAPIA

### The 10<sup>th</sup> Raising Awareness of the Industry

#### Report: Public Relations Subcommittee

#### Disseminating information widely within and outside the industry

#### Taking on the challenge of digitization and video distribution

The automotive industry is undergoing a once-in-a-century transformation, and it is essential to secure talented human resources who can respond to the rapid technological evolution. JAPIA's Public Relations Subcommittee is committed to raising the level of the entire parts industry by focusing on measures to increase awareness of the auto parts industry among students, promoting communication among members, and strengthening the public relations capabilities of members by training public relations personnel.

#### Launched to Raise Awareness of the Industry

#### 11 companies from JAPIA members join

JAPIA established the Public Relations Subcommittee under the umbrella of its Organizational Affairs Committee, in 2001 with the aim of raising awareness of the auto parts industry. When the subcommittee was first established, its main mission was to create a logo for JAPIA. Subsequently, as a measure to raise awareness of the auto parts industry, the subcommittee has focused on producing DVDs that introduce the functions and roles of auto parts, organizing tours of parts manufacturers for high school teachers, and holding industry workshops for female students in science-related fields.

The Public Relations Subcommittee meets four times a year and currently includes members with a variety of backgrounds from 11 companies. In addition, two working groups, the "JAPIA NEWS" Editorial Committee and the Digital Content Working Group, have been established under the subcommittee umbrella. The subcommittees are led by members dispatched from member companies and carry out various measures.

In August of this year, the Public Relations Subcommittee Chairperson was replaced. Mr. Ken Shido, newly appointed chairman (vice chairman of Yorozu Co., Ltd.), said, "In consultation with those involved in the Public Relations Subcommittee, in particular, I will work to raise awareness of the auto parts industry and JAPIA. The automotive parts industry is not poorly compensating workers compared to other industries, but it is still not well known. We would

like to make the industry recognized among students as an option for employment," he says, looking to the future.

This year marks the 60th anniversary of the first issue of the Activities Bulletin, which focuses on three measures

The main measures of the current Public Relations Subcommittee are organized into three main areas, with each working group serving as a specific promoter.

The first measure is to increase awareness of the automotive parts industry. Promoting the industry to students and other end users is essential for the development of the industry. By focusing on this, we will raise awareness of the industry and help to secure excellent talents.

The second point is to promote communication among members. By introducing the 430 member companies, we aim to create new synergies among members by sharing information on each company's business activities.

The third point is to support the development of public relations personnel of the member companies. Strengthening the public relations capabilities of each member company will lead to an increase in the industry's overall public relations capabilities, which in turn will increase industry awareness. This initiative is led by the Public Relations Subcommittee and is based on the results of a survey for members. Last year, the Public Relations Subcommittee held its first seminar. By setting topics that are beneficial to members, such as "Crisis Management PR" and "Using Digital Media," we were able to secure a higher-than-expected number of participants and level of satisfaction.

These three measures are being led by two working groups.

First, the JAPIA NEWS Editorial Committee, consisting of members from five of the Public Relations Subcommittee members, is working with Nikkan Jidosha Shimbun, the production contractor, on planning, proofreading, and other editorial work for the association's journal, "JAPIA NEWS."

The magazine has a long history, starting with the first issue of "Monthly Auto Parts" in April 1962. The name was later changed to "JAPIA NEWS." In 2018, the magazine underwent a major renewal, including a shift to all-color and a revamp of its content. The aim of the revamp was to promote communication between companies by introducing as many initiatives of JAPIA and its members as possible.

It is currently published quarterly (four times a year), in addition to

introducing members, we aim to educate our members through features on CASE (Connected, Autonomous, Shared & Services, Electrification) related topics such as the evolution of autonomous driving technology, which has become a hot topic in the automotive and auto parts industries, and on current themes such as carbon neutrality, as well as interviews with prominent figures in technology fields that anticipate the future.

In the actual production of each issue, an editorial meeting is held twice with the participation of all committee members. However, this is not enough to complete the work, and the final proofreading is done via e-mail until just before the due date.

Mr. Hiroshi Watanabe, Editor-in-Chief of JAPIA NEWS Editorial Committee (Marelli) says, "JAPIA has a wide variety of member companies, even though it is limited in the automotive parts industry, and they vary widely in size, products handled, and position in the industry. This makes it difficult to narrow down the content to the greatest common denominator of what information is beneficial to the readers and what their needs are," he said.

He added, "From the planning stage of each issue, we are particularly conscious of setting themes that will be helpful to small- and medium-sized member companies, which lack mechanisms for sharing information on other companies. On the other hand, some member companies are hesitant to be interviewed when they need to introduce their individual activities, and this has led to a shortage of interview sources," he said.

Currently, we continue to publish the "Readers' Survey" and review the contents on a regular basis. Next January's issue of "JAPIA NEWS" will also include a new project. And in addition to the current print edition, we have long received requests for an electronic version. We plan to consider electronic publication in the coming year or later, with the aim of expanding our readership.

Looking back on the daily editorial work, Editor-in-Chief Watanabe said, "I would like to express my deepest gratitude to our members for reading each issue and cooperating with our interviews. We would love to hear your opinions and impressions of our articles on the survey page. This is very important for us to ascertain the needs of our readers. Since this magazine is also available on the JAPIA website, we would like to encourage a wide range of employees at each company to read it as much as possible. We would also like to ask for your active cooperation in responding to requests for interviews by the editorial

committee," he said, adding that he is committed to further enhancing the magazine.

### Promote awareness to students through video and digitization

Next, we would like to talk about the Digital Content Working Group (WG), which was launched last July.

The Public Relations Subcommittee has long been concerned with the creation of videos that members could use at exhibitions and other events. The Digital Contents WG was tasked with promoting this issue, and five of the PR Subcommittee's participating companies dispatched their young, elite employees to work on the production of digital contents at a rapid pace. Mr. Daichi Saito (Yazaki Corporation), the leader of the WG, said, "The WG's primary focus is to raise awareness of the automotive parts industry among students, and to broadly discuss not only content creation but also its effective use. This is our greatest commitment. We are focusing on how to appeal to those who have not been able to raise their awareness of the industry by utilizing the power of digital technology.

Last year, we produced a video introducing the auto parts industry for use at company information sessions for students. This video has already been actively used by many members and has been viewed more than 1,000 times on YouTube. Even if students watch the video, it may have only a transitory effect. Therefore, it is important to link the video to students' understanding of the company.

This year, in order to make more effective use of the videos produced, we launched a portal site that consolidates information on members to which the videos will be linked, and received information from approximately 140 members.

In addition, targeting mainly university students, we have established a system in which videos are posted as advertisements on social media sites with many student users, such as Instagram, to attract students who have shown interest in these videos to the portal site, where they are matched with member companies that match their desired work location and job type when they select the desired job.

Mr. Saito, the former leader of the WG, who led the project from the production of the video to the launch of the portal site, said, "Since the launch of the WG, we have had to plan the video, conduct a needs assessment of

members, select vendors, audition actors, conduct location scouting and filming all within nine months, and we are grateful for the cooperation of the WG members and many member companies in achieving our high goals under the tight schedule amid the spread of the new coronavirus. The videos produced are intended for small- and medium-sized members as the main users. As for attracting students to the portal site, JAPIA has allocated an advertising budget for the first time and has been posting advertisements on social media since October of this year.

We plan to measure the number of students attracted to the recruiting sites of each member. We hope to help students realize their dreams by communicating the high potential and excitement of the automotive parts industry," he said with a strong sense of purpose.

The JAPIA Public Relations Subcommittee plans to continue to implement public relations measures utilizing digital technology and looks forward to continuing to receive active cooperation from members in providing information and exchanging opinions.