

## 当社代表取締役社長 野崎秀則のインタビュー記事がNewsweek（国際版）に掲載されました

当グループ株式会社オリエンタルコンサルタンツホールディングスおよび当社代表取締役社長の野崎秀則が、昨年11月1日に、英国の通信社「The Worldfolio」の取材を受け、その内容がインタビュー記事として、同社のWebサイトおよび2023年3月10日発行の「Newsweek」（国際版）の特集「Smart building : Japan embraces DX」に掲載されましたので、お知らせいたします。

「Newsweek」は1933年に創刊された、米国を代表する政治・経済・社会情勢などを扱う週刊誌で、現在は、世界59カ国で紙媒体と電子版で発刊されています。

- 「Newsweek」（国際版）の特集「Smart building : Japan embraces DX」  
<https://d.newsweek.com/en/file/465653/country-report-japan-83-march-2023.pdf>
- 「The Worldfolio」のWebサイト  
<https://www.theworldfolio.com/interviews/ocg-celebrating-65-years-of-excellence-in-infrastructure-development/5587/>



### Oriental Consultants Group targets infrastructure development in emerging nations

Oriental Consultants Group has brought the strengths of Japanese infrastructure to the developing world since its establishment in 1957.

An increasingly renowned name among firms which specializes in public infrastructure, Oriental Consultants Group has recently celebrated its 65<sup>th</sup> anniversary. According to company president, Hiromasa Nozaki, Oriental Consultants Group has retained its advantage over competitors through its "long-standing history in overseas business" and its "accumulation of hybrid technologies that provide optimal services to each and every region of the world."

The variety of course, with the group's base in a country of oceans, where low fertility rates and labor shortages pose challenges in a war for all different sectors.

Taken structure for instance. Merely starting from the early 1960s, classical infrastructure is aging. Rehabilitation, reconstruction and protecting the land from the threat of natural disasters will all present a major role today in the years to come.

"With the country's decreasing population," Mr. Nozaki explains, "there is a need to use land more rationally, and more to do so, existing cities has become critical. Connecting those cities to a network is important, which means that there is a growing need for long-distance roads, which in turn means more transportation construction."

But goes, perhaps, in the face of the country's well-documented demographic issues. But here the group has a three-pronged strategy to ensure its work force remains operational at the highest level possible.

"First," Mr. Nozaki explains, "we are focusing on women. Even after retiring children they can come back and work, so we're trying to create a system to let women work longer and more comfortably. The second strategy addresses the working environment for senior generations. We have a revised retirement age to 70 years old now. The third strategy is to try and diversify working styles so people can be taking on a range of more 'flexible' jobs."

Digital transformation is another IT initiative, such as the introduction of Building Information Modeling (BIM) will also prove vital in a sector that historically speaking, hasn't always fully embraced change. With each step of the building process in Japan conducted by a separate city B.M. in particular, often a comprehensive solution in the management of exits.

Staying with construction, it is clear that Oriental Consultants Group's structure offers it a unique platform to provide high quality services. Mr. Nozaki takes up the thread: "Regarding public construction, it's a clear that Oriental Consultants Group's structure offers it a unique platform to provide high quality services. Mr. Nozaki takes up the thread: "Regarding public construction, it's a clear that Oriental Consultants Group's structure offers it a unique platform to provide high quality services. Mr. Nozaki takes up the thread: "Regarding public construction, it's a clear that Oriental Consultants Group's structure offers it a unique platform to provide high quality services."



Japan's MRT (winner of 2021 "EBC Project Award")

Outside of the group structure, a recent collaboration with intelligence Design Group has led to a new Oriental Consultants Group to use object analysis and AI to manage the flow of people in a crowd of people.

The idea is to force strong domestic partnerships, usually through a joint venture, to manage the flow of people in a crowd of people. The idea is to force strong domestic partnerships, usually through a joint venture, to manage the flow of people in a crowd of people.

Looking further into the future, Oriental Consultants Group is turning its attention to social issues with the launch of its "Social Value" initiative. "Establishing and Doing the Social Value" is a new initiative to cement the group's status as a responsible corporate citizen embracing integrity and promoting openness, honesty and respect for all ages, and communities.

First, however, is the mid-term plan, and by way of course, Mr. Nozaki's base is to emphasize three of the group's core strategies: "First there is innovation. We are actively engaging in high-end research and development with regards to DX, and last but not least is investing in our group on par with 20 or 30 years of the challenge of building, social issues."



Sato Shizu (a historic sake brewery) acquired and successfully rebranded by Oriental Consultants Group

Having already brought its influence to bear in a number of countries, see one to mitigate the effects of natural disasters, Oriental Consultants Group is now focusing on the Asian market in

CONVULSED BY THE WORLD FOLIO

"We will continue to make further contributions to society in order to realize our mission of 'creating dreams and enriching lives' for people around the world."

Hiromasa Nozaki, President, Oriental Consultants Group Co., Ltd.

Philippines, Indonesia, India, Thailand and Vietnam.

"After Asia," Mr. Nozaki says, "it will probably be Africa. At the same time, South America is an attractive market for us, so we want to engage our core strengths as early as possible by opening new offices."

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On a Consultant's Home Country Links  
www.oriconsl.jp/english

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