

# Greeting

**Japan Business Machine and Information System  
Industries Association**

**Chairman Hisanori Makaya**

Chairman and Director, FUJIFILM Business Innovation Corp



Business equipment such as multifunction devices, printers, projectors, and shredders produced and sold by JBMIA member companies are widely used both in Japan and overseas as infrastructure for supporting work in the office and at home. To enable diverse workstyles, new digital technologies such as AI and security are crucial. As an industry association that serves as a framework for inter-company cooperation, JBMIA intends to encourage individual member companies to participate in collaborative activities designed to create new value while also fulfilling their social responsibility. We also intend to help promote a solid response to market and customer expectations from a business machine and information systems industry perspective.

Based on the above commitment, as JBMIA's new chairman, I intend to champion the association's key themes from a green, digital, and global perspective.

1. Accelerate the development of solutions to environmental issues that consider the whole product lifecycle
2. Promote digital transformation (DX) designed to achieve diverse workstyles for the "new normal" era
3. Promote responsible corporate behavior in global markets

My responsibility as the Chairman is to take on the worthy challenge of achieving results through specific activities of this association, while maintaining a long-term perspective on each of the association's key themes.