

Press Release

HRAI Founder & Chair, Fumie Hanazono, Delivered Key HR Masterclass to 100 African HR Professionals — Driving Japan-Africa HR Collaboration

On July 11, 2025, Fumie Hanazono, Chair and Founder of the Human Resource Accreditation Institute (HRAI), was invited to serve as a special lecturer in the HR Masterclass Series, hosted by the Global Conference on Human Resources in Africa (GCHRA). She conducted an online session titled "Overcoming HR Challenges & Driving Global HR Transformation – Insights from Japan," joined by over 100 HR professionals from across the African continent.

In the session, Hanazono introduced Japan's current HR challenges and its efforts to respond to digital transformation, demographic shifts, and global HR standards. There was robust interest in Japan's traditional employment systems, such as lifetime employment and seniority-based promotion, with attendees raising questions about how companies maintain competitiveness and motivate younger talent under such systems.

The cultural concept behind the Japanese word 人事 (Jinji), which translates to HR, was also shared. Hanazono emphasized the Japanese values of 心技体 "Shin-Gi-Tai" (Spirit, Skills, Action)—representing empathy, professionalism, and proactive behavior. These values, deeply embedded in Japan's corporate culture, reflect a profound respect for people and attention to detail, forming the foundation of Japan's human capital strength. These insights resonated strongly with the African HR professionals.

Hanazono also introduced the Global HR Conference in Japan, scheduled for November in Tokyo. Many participants expressed great interest in attending, and increased participation from Africa is expected in the coming years.

She further introduced the GHR-Professional™, a global HR certification developed by HRAI. Officially launched in January 2025, the certification is already held by HR professionals based not only in Japan but also in the U.S. and Malaysia. The program has been particularly popular among HR professionals in leading Japanese and multinational companies.

Africa is expected to experience significant economic growth in the coming years. Strengthening the HR relationship between Japan and Africa through education, mutual visits, and dialogue—such as participation in the Global HR Conference—will play a critical role in deepening economic ties. A new foundation for global HR collaboration is now being built.

More details in the English Column: <https://hr-ai.org/new-column/africa4/>



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this QR code for:**

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