

What Little League Baseball Taught Me

Thank you for flying with Japan Airlines. August is a time when many in Japan go crazy for high school baseball. I fell in love with the sport when I was in elementary school playing for the local little league baseball team called All Hitters. I was a pitcher, but another key player who also played on the same team was Mibe Toshihiro, the current CEO of Honda.

All Hitters was only a small team when it was first created, made up of fourth grade students without any older players or even a coach, but when we unexpectedly came from behind to beat a stronger team in a fifth-grade tournament, we began to focus more on actually winning and started to practice hard after school and on Sundays. At that age in the little league, we all had different physiques and ability, but we helped each other and practiced our own thought-out tactics that made the most of our unique abilities. This gave us confidence and created a strong bond within the team. And then we amazingly won a tournament in the fall of sixth grade. That wonderful memory remains firmly in my mind and in Mibe's too, and even though the stage has moved away from the baseball ground to the corporate and social world, those recollections are still alive and well.

JAL has been helping with the World Children's Baseball Fair* for many years. The 30th Baseball Fair is scheduled to take place in Japan next year, and as chairman of the WCBF, Oh Sadaharu says, "In children's baseball, young people of different genders and nationalities play together. Whether they are good at the sport or not, anyone can become a hero so in terms of children's growth it's a very good sport." These pertinent words strongly resonate with my own personal experience.

In recent years, companies and society are placing more importance on diversity where people respect



Representative Director, President
Chief Executive Officer

AKASAKA Yuji

Born in Sapporo, Hokkaido in 1962. Joined Japan Airlines on the technology side in April 1987. Vice President of Corporate Safety & Security and Customer Relations in 2009. By 2014 was General Manager of Engineering & Maintenance, and President of JAL Engineering Co., Ltd., becoming Managing Executive Officer, General Manager of Engineering & Maintenance in 2016. Appointed President in April 2018, taking up current position in June of the same year. Akasaka's most beloved airplane is the Boeing 747. He enjoys making model airplanes, going skiing with his family and watching sports (especially baseball).

赤坂祐二 1962年出生于北海道札幌市。1987年4月加入公司(技术人员)。2009年,就任安全推进部部长(兼)灾难受害者咨询部长,2014年就任执行董事机务本部长,并担任JAL Engineering Co., Ltd.的代表取缔役社长,2016年就任常务执行董事机务本部长。2018年4月就任社长执行董事,并于同年6月开始担任现职。最喜欢的飞机是波音747。爱好是制作飞机的塑料模型、和家人一起滑雪、看体育比赛(尤其是棒球)。



one another and each other's differences. I believe that such diversity gives rise to new ideas and values, helping individuals and society as a whole to grow. The JAL Group too is making full use of the strengths of its diverse human resources to create a safe and secure society and a prosperous future full of hope.

I look forward to welcoming you on board with us again soon.

少年棒球给我的启发

非常感谢您乘坐本次航班。

8月是为高中棒球比赛加油助威的季节。我在小学时也沉迷于棒球,曾在当地的少年棒球队“All Hitters”打球。我是投手,现在担任Honda社长的三部君是队里的核心选手。

组队时没有教练和前辈,是仅由4年级学生组成的弱小队,在5年级的比赛时却意外逆转战胜了强队,那是我们首次尝到了“赢”的滋味,进而开始在放学后和星期天都拼命地去练习。虽然少年棒球队中成员的体格和实力各不相同,但我们互相支持,通过加强练习我们自己思考而形成的独特的战术,从而坚定了团队的自信心和凝聚力。

也因此6年级的秋季比赛上顺利赢得了冠军。那时的记忆都深深印刻在了我和三部君的心里,即便生活舞台已经从运动场转换为公司和社会的今天,回忆却依旧鲜活。

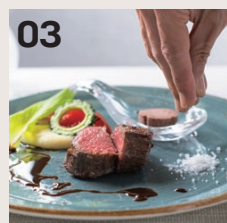
JAL也长年支持着世界少年棒球大会*的发展。明年第30届纪念大会将在日本举行,理事长王贞治说:“少年棒球让性别和国籍各不相同的孩子在一起比赛,无论球技好坏都能成为赛场上的英雄,这是非常有助于孩子们成长的运动。”这和我对少年棒球的记忆不谋而合。现在,公司和社会上也非常重视彼此互相尊重,以及彰显个性的多样性。这样的多样性可以产生新的创意和价值,也有利于个人和社会的成长。JAL集团也将充分发挥每位成员的个性和才能,创造安全、安心的社会和丰富的、充满希望的未来。

衷心期待您再次搭乘日航航班。

*The World Children's Baseball Fair is promoted by the World Children's Baseball Foundation with the aim to expand the legitimate sport of baseball to children around the world and contribute to world peace.

*世界少年棒球大会:是以向全世界孩子普及正确的棒球知识,为世界和平做出贡献为目的而设立的世界少年棒球推进财团所举办的比赛。

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*Page numbering is reversed in the Japanese Section. Magazine information is subject to change.

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