Thank you for flying with Japan Airlines.

August is a time when many in Japan enjoy 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 abilities, 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 in April 2018, joining Japan Airlines in promoting the event. The World Children’s Baseball Foundation was established in 1987 with the aim to expand the legitimate sport of baseball to children around the world and contribute to world peace. JAL also supports the World Children’s Baseball Fair by making model airplanes, going skiing with children, and watching sports with his family and watching sports in the company and watching sports in the company and watching sports in the company and watching sports in the company and watching sports in the company.

BOEING 747

Greatly inspired by the World Children’s Baseball Fair, I look forward to welcoming you on board with us again soon.

President’s Welcome

AKASAKA Yuji

Representative Director, President
Chief Executive Officer