

Thank you for flying with Japan Airlines. The New Year's holidays are fast approaching. I guess that many of you are looking forward to a long-awaited visit to your hometown to celebrate the holidays with close friends and family.

We call this time of year Shogatsu in Japan. It is a time to enjoy *toshikoshi soba* (buckwheat noodles eaten on New Year's Eve for good luck), listen to the ceremonial tolling of a Buddhist temple's bell 108 times at midnight, eat *ozoni* (a traditional holiday soup of rice cakes), and visit Shinto shrines. These are long-cherished traditions in Japan. They express wishes for longevity and peace of mind, as well as to ring in the New Year.

I don't feel I can greet the New Year without engaging in all of these traditions. The landscape is always snowy in my hometown in the north of Japan, so when I spend these holidays where there is no snow on the ground, I cannot get into the Shogatsu mood. When I was little, on the last day of the year, relatives would gather to pound *mochi* (rice cakes),



Snowscape



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)。

and in the evening, the family would welcome the New Year while quietly eating *soba* noodles and watching the snow fall outside. On New Year's morning, after shoveling the snow around the house and eating *ozoni* with the family, we would put on our boots and walk through the fresh snow to pay our first visit to a nearby shrine. I would meet some friends there, and before we knew it, we would have a snowball fight. These are typical Shogatsu memories, but when I think of the people I miss, I realize that many of them were in these settings. Perhaps there is something special about Shogatsu events.

Nowadays, we can enjoy a digital Shogatsu by watching a midnight temple bell ceremony on a live stream or remotely visiting a shrine, but when you meet your close friends and family every year, you share memories that last forever. I hope we can hold onto these Shogatsu traditions.

This year, the pandemic is behind us and we can finally return to an everyday life. Thank you very much for your support in 2023. All of us at the JAL Group look forward to seeing you again in the new year.

雪景

非常感谢您乘坐本次航班。

不知不觉中已经迎来了腊月,今年应该会有很多人期待着回到久违的故乡,和亲朋好友一起迎接新年吧。

说到辞旧迎新,日本的习俗是在元旦前夜吃招引福气的跨年荞麦面,听新年钟声(元旦前夜零点钟108次吊钟),吃年糕汤,一起去神社参拜——这都是日本人自古以来很重视的活动,饱含着祈祷长寿与内心平和,庆祝新年的心情。

我也是不完成这一系列活动,就不能痛快地迎接新年。只是故乡北国的新年总是在雪景中度过,看不到雪的话,总觉得新年氛围少了些什么。小时候,元旦前夜会和亲戚们聚在一起,制作年糕,晚上一边观赏着外面的茫茫积雪,一边和家人一起安静地吃着荞麦面迎接新年。元旦早上,铲掉屋子周边的积雪,和家人一起吃过年糕汤之后,就穿上长靴,踏过新雪去附近的神社参拜。在那里遇到几个朋友,不知不觉就开始打雪仗了。虽然是如此普通的关于迎接新年的记忆,但每当怀念起亲朋好友时,我发现很多回忆都是发生在这样的场景中。迎接新年的例行活动,可能真有什么特别的力量吧。

虽然现在是“网络转播新年钟声”“远程参拜”等“数字迎新”的时代了,但希望大家不要改变传统的庆祝方式,和亲朋好友每年都一起参与相同的活动,将这些平常的记忆永远留在心中。

今年新冠疫情已成为过去,总算回归了往日朝气蓬勃的生活。诚挚感谢您一年来的支持。JAL集团的全体员工,衷心期待与您在新的一年里再次相会。

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