

# “Human Resource Management (HRM) Seminar” Held in Iran



*Seminar participants*

From October 17 to 21, 2009, a Customized Program-Overseas (CPO) on human resource management (HRM) was held in Tehran, Iran.

## 1. Background

The request for a CPO on human resource development (HRD) in Tehran was conveyed to Mr. Masataka Sase, Executive Director of JCCP, by members of the NIORDC Personnel Department during Mr. Sase's visit in October 2008. Thereafter, specific details of the program were discussed the following July with Mr. S. Mahjoubi, Deputy

Director, Production Coordination and Supervision, when he visited Japan to participate in the FY2009 JCCP Program Seminar. NIORDC and JCCP thus agreed to implement a CPO on HRM in October 2009 and a Customized Program-Japan (CPJ) on HRD in Japan the following year.

## 2. Lecturers

Akio Hoshino (JCCP)  
Mr. Kentaro Uozumi (Nippon Oil Corporation)  
Mr. Koji Baba (JGC Corporation)  
Mr. Hiroto Iida (Idemitsu Kosan Co., Ltd.)



*Participants earnestly listening to a lecture*



*Japanese lecturers standing next to the seminar signboard*

### 3. Seminar Details

The seminar was held over a period of five days. The first two days of lectures covered general HRM theories under the title, “Transition and the Status quo of Japanese-style HRM.” On the third and fourth days, respectively, one member each from a representative oil company and engineering company in Japan, namely Nippon Oil Corporation and JGC Corporation, took the podium to give a lecture on their company’s HRM system. On the final day, JCCP gave a lecture on “Kaizen General” during the first half of the day’s session, and a member from Idemitsu Kosan spent the second half introducing Kaizen examples that have actually been applied to Idemitsu Kosan’s refineries. The final day’s session was held as an aspect of personnel education from the perspective of “cultivating a Kaizen mind.”

The lectures on Kaizen made references to such terms as “*Jidoka*” and “Just In Time,” which Toyota Motor Corporation uses to describe its production system. Some of the participants were familiar with these terms, but the concept seemed to be new to the majority, who listened to the lectures with strong interest.

### 4. Summary of the Seminar

The seminar was held at a training center of

National Iranian Oil Products Distribution Company (NIOPDC) located to the north of Tehran, and was attended by more than 20 management-class employees from the National Iranian Oil Refining and Distribution Company (NIORDC) Head Office and refineries, including three female employees from NIOPDC’s HR Department. Most of the participants were quite competent in English, and were a group of extremely outstanding people who raised many pertinent questions. The Japanese lecturers were thoroughly impressed with the industrious and serious manner in which the participants applied themselves to the seminar.

One of the participants, Mr. A. Chavoshi, Managing Director of Arak Refinery, came up to the lecturers after the closing ceremony, seeking to hear their views on an issue he is facing. The lecturers therefore set aside about an hour to exchange views with him.

All in all, judging by the participants’ responses during and after the seminar, it seems the seminar satisfied their expectations.

This was the first time for the four lecturers to visit Iran. Through the seminar, they were able to interact with the Iranian people on a deep level, and gained precious experience in discovering their sincere and honest nature, and the fact that they are very similar to the Japanese in their way of thinking.

*<by Akio Hoshino, Training Dept.>*



*Presentation of the completion certificate*



*Female participants and Japanese lecturers*