

March 14, 2023

Kao Industrial (Thailand) Awarded the JMA Good Factory Awards Monodzukuri Human Resources Development Contribution Award

Kao Industrial (Thailand), a Kao Corporation subsidiary, was recently awarded the Good Factory Awards 2023 Monodzukuri Human Resources Development Contribution Award by the Japan Management Association (JMA). Kao Corporation attended an award ceremony hosted by the JMA and presented a lecture detailing the factory's activities.

The Good Factory Awards are given to factories in Japan, China and other Asian countries for their efforts to improve productivity and quality, as well as for their activities for innovating their business structure. It recognizes a wide range of achievements including processes, success factors, on-site ideas, change in employee attitudes and social contributions, to serve as a model for the Japanese manufacturing industry. The Monodzukuri Human Resources Development Contribution Award is presented on the basis of company-wide efforts to develop human resources for achieving high-quality manufacturing by encouraging all employees to participate in *kaizen* activities and through measures supporting transmission of skills and development of employees' capabilities.



Award ceremony
(Left: JMA Chairman Masami Nakamura / Center /
Right: Kao Industrial (Thailand) Co., Ltd.Asada
Factory Manager, Former Factory Manager Suttipong)



Kao Industrial (Thailand) employees

■Why Kao Industrial (Thailand)'s Activities Were Rewarded

Kao Industrial (Thailand) has established its own distinctive system of human resources development and management, which includes training designed to address on-site issues; instruction in the native language (Thai) by local employees; training leading to promotion opportunities; involving all employees in *kaizen* activities; active communication; and feeling satisfaction on the job. In particular, the company was evaluated positively for human-centered management, efforts to localize (promote initiatives led by local employees) and involvement of all employees in *kaizen* activities and change in employee attitudes toward work.

Please see the JMA press release for more information.

● [Good Factory Awards 2023](#) (in Japanese)

■Kao Group Undertakings

With the corporate purpose “to realize a Kirei World in which all life lives in harmony,” Kao Group established its ESG strategy, the Kirei Lifestyle Plan in 2019, and since 2021, has been employing the Kao Group Mid-term Plan 2025 (K25) with its vision of “protecting future lives” and “sustainability as the only path.”

Kao promotes *Yoki-Monozukuri** in line with its ESG strategy aimed at preserving resources and enriching human life. The company focuses on improving productivity and quality and proactively developing human resources, to create a sustainable circular society and a caring world.

* Kao defines *Yoki-Monozukuri* as a strong commitment by all members to provide products and brands of excellent value for consumer satisfaction.

About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 135 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

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<Related Information>

● [Good Factory Awards official site](#) (in Japanese)