



## Half a Century in Business, Thanks to the Warm Patronage of Our Clients

SUNFLARE marks the 50th anniversary of our foundation on August 1, 2021.

Like the Sacred Tree Jomon Sugi,  
We Dream of 7,000 Years in the Future.

We connect the world with people, dreams and languages.

SunFlare

Hiroyuki Sasai

## Message Celebrating the 50th Anniversary of Our Foundation

—Like the Sacred Tree Jomon Sugi, We Dream of 7,000 Years in the Future—

Hiroyuki Sasai

Representative Director

SunFlare Co., Ltd. Group of family companies

I am pleased to announce that on August 1, 2021, SunFlare celebrated the 50th anniversary of its foundation. On this occasion, I express my renewed deep gratitude to our clients for their warm and ongoing patronage.

First, I would like to draw your attention to this phrase: Like the Sacred Tree Jomon Sugi, We Dream of 7,000 Years in the Future. This phrase was originated and designed by us in the SunFlare Co., Ltd. Group to commemorate the 50th anniversary of our foundation.

I have been reiterating to the managers and employees of our group companies that "businesses that are useful to people must continue to survive and pursue their missions." This thought has always been very firmly present in my heart and mind.

I embodied this fundamental thought in indigo-dyed *tenugui* (Japanese hand towels) that I would like to present to our clients and all other concerned persons as a memento of our 50th anniversary.

Looking back over the past five decades, I really feel that this period was long and yet short at the same time. I sometimes wonder whether such a long time actually passed. It did pass so fast. The 50 years went by quickly while I was wholly devoted to delivering products and services on time.

In this message, I would like to convey to you my thoughts about the history of translation culture and also about words and languages. Now, bringing to mind reference materials such as the Chronology of the History of Culture and Science and the World Culture and Science Almanac, I cast my imagination back to the cultural and social activities of ancient peoples: for example, those who lived in Japan in its Jomon period, in China in the age of its Yellow River civilization, in India in the age of its Indus Valley civilization, in the city-states of Sumer in Western Asia, in ancient Babylonia, and in ancient Egypt. I especially have a keen interest in the writings and other records left by those peoples. This is because I strictly follow a business philosophy in which we must adhere to a management style of doing everything we can do for our clients' success. For this management style, it is imperative that we always look at the whole world through our Translation Culture Service and supplement global interdisciplinary knowledge in the fields of science, technology, and culture with the intellect of many Practical Translators<sup>®</sup>, who actually translate.

Our activities over the years, in particular, appear to have taught me that the very base for the permanence of any organization, large or small, is the sensibilities that are most precious to humans, which are, as put forth by the ancient

Chinese philosopher Confucius, sincerity and consideration (or manners and benevolence), love, and the emotions of joy, anger, grief, and pleasure, or in other words the heart we should protect in our communal life. I think this teaching has been handed down over many years while remaining as vivid as ever. At the same time, I realize that large numbers of new words have been created through numerous changes and developments in the world.

It is no exaggeration to say that words are the essential ingredients of our products and the life of SunFlare.

Our Business Management Development Plan declares that the SunFlare Group of family companies will always work with words. I deeply feel that SunFlare owes what it is today to all of our employees' and associates' firm attitude of faithfully and thoroughly following the path of the "Royal Road Management" style, while maintaining the corporate culture and philosophy described above.

Our clients' ongoing patronage is the source of the continued existence of the SunFlare Group of family companies. As regards the business management philosophy and organization to make this concept a reality, I explained my human-centered approach by using a chart of the stone walls of a castle in our Best Information brochure.

People are the castle, its stone walls, and its moats, and furthermore people are the source of creation and the foundation of business management.

The business management style of the SunFlare Group of family companies has its root in the art of managing feudal land and winning people's hearts advocated by Takeda Shingen, a distinguished military commander and daimyo who lived during Japan's Sengoku ("Warring States") period. Amid the savage society of that era, Lord Shingen believed devoutly in the importance of human dignity. I keenly sympathized with this philosophy and proceeded to deeply respect and admire his personality. This may be because in the early days after the founding of SunFlare, our society was in a similarly chaotic condition. As I look back, I notice this coincidence. The thoughts described above constitute the philosophy and principles of the SunFlare Group of family companies. These should be the core of the Royal Road Management style that must be faithfully followed by our executive officers, managers, employees, and associates.

In Lord Shingen's teachings, the "castle" corresponds to SunFlare's principles and philosophy. The "stone walls" correspond to our human resources, that is, our executive officers, managers, employees, and associates. The "moats" correspond to the "lake of wisdom" that enables people to display their creativity. When combined, these elements point to our aim of ensuring a permanent existence by utilizing the intellect, emotions, and volition of our employees and associates as a source of creativity, and also by establishing the promotion of Royal Road Management as the foundation of a lasting existence. Today, passing the 50th anniversary, I feel, increasingly strongly from the bottom of my heart, that humans are the source of lasting business existence.

Confucius looked into the historical facts in China from about 3,200 years ago, the early days of ancient china dynasties until the times in which he lived, and preached that wisdom, intellect, emotions, volition, and compassion

are of extreme importance to human beings for the purposes of good. He taught that these mental properties are required as long as humankind continues to live. This teaching must be thoroughly adopted in SunFlare's translation, writing, and documentation services. Through these services, which reflect such human wisdom or creativity, I would like to convey to the whole world the true heart and image of Japan, especially the spirit and nature of our nation and its culture, including its technology, arts, and crafts. It is my genuine belief that the SunFlare Group of family companies is entrusted with this mission, because I love Japan, the people of Japan, the people of the whole world, and above all, I love translation culture wholeheartedly.

Amid the coronavirus pandemic that had been continuing since 2019, Japan hosted the 32nd Olympic Games and the Tokyo 2020 Paralympic Games. Athletes gathered from more than 200 countries around the world. They deeply impressed us by competing, displaying their stunning skill and power, in the face of the ordeal. On our part, we will continue to exchange and weave warm "words" through our Translation Culture Service. In addition, we are firmly determined that, as part of our next chapter following on from our 50th anniversary, we will further enhance our efforts to make much greater contributions to world peace, prosperity, and happiness.

I pray for the health and well-being of you all and ask for your continued support and guidance of SunFlare. Lastly, I once again express my heartfelt deep gratitude to you.

# Jomon Sugi, the Great Sacred Tree of Yakushima

This cedar tree, which is more than 7,000 years old, symbolizes the everlasting prosperity pursued by real business owners and managers.



It is said that Jomon Sugi, a single-trunk cedar tree on the Japanese island of Yakushima, could be the oldest plant in the world. It has the largest trunk perimeter of all wild cedar trees in Japan.

It features firm, sturdy roots, bulging knots and gnarls on its trunk, and a short, stout shape. Yakushima is an island off the southern coast of Kyushu, the most southerly of Japan's four main islands, and is frequently hit by typhoons. Despite the island's severe natural conditions, Jomon Sugi has survived alone for more than 7,000 years.

It stands out with its divine figure, regal dignity, and impressive presence.