
Akira Motomiya

Mr. Akira Motomiya has been the President of the Corporate Logistics Unit of Fujitsu Limited since 2006. He unified the logistic units within the corporation and promoted green logistic activities aiming at efficiency improvement of logistics and CO₂ emission reduction throughout the corporation. His project on reform of the distribution system won the Ministerial Award at the Green Distribution Partnership in 2007.

Mr. Motomiya has been working on realizing desirable logistics through visualizing the process of logistics and setting up the Logistics Electronic Data Interchange Trading System which enables trading with carriers through the internet.

Moreover, he has been leading a project for further reduction of CO₂ emissions through expanding modal shift and improving load factors. This project is targeting the reduction of CO₂ emissions by 40% in 2010 compared to that in 2000.

Mr. Motomiya has been working for Fujitsu since he graduated from the Keio University with a Bachelor of Business and Commerce in 1979.