



Global Expansion of

Hitachi Union Nebuta Committee 2024

The Aomori Nebuta Festival is one of the three major festivals in the Tohoku region of Japan, held annually from August 2nd to 7th in Aomori, located in the northern part of Japan. It is designated as an important intangible folk-cultural property of Japan. The Aomori Nebuta Festival is a vibrant celebration where giant lantern floats called "nebuta" are illuminated and paraded through the streets. People known as "haneto" follow behind the nebuta, energetically jumping and dancing to the lively music of the festival. It is a dazzling festival filled with excitement, as the procession moves through the city. The central streets of Aomori City are closed to traffic, and the parade runs for approximately 3 kilometers over a span of 2 hours. Over the course of 6 days, a total of 2 million people visit, with around 100,000 participants as "haneto."

Since 1965, the Hitachi Union has been participating in the Aomori Nebuta Festival with the aim of contributing to the local community. One of the recent initiatives that the Hitachi Union has been working on is the "Decarbonized Nebuta" project, which aims to eliminate CO2 emissions from the main structure. In 2022, Hitachi has decarbonized its large Nebuta parade float by utilizing battery, which previously used diesel oil. That was the first time in the long history of the Nebuta Festival, and we could achieve a reduction of approximately 170kg of CO2 emissions.

The Hitachi Union Nebuta Committee aims to promote the appeal of the Aomori Nebuta Festival to a larger number of people, and we are considering inviting overseas customers and business partner in the future. So we have invited six colleagues from several countries to participate in the festival. In this article, we will introduce the attractions of the Aomori Nebuta Festival as experienced by the participants.



Participation Profile

(Name / Country of Origin / Job Title)

John Fyfe (Scotland)
Chief Marketing Officer
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing

Tabitha Dunn (USA)
Head of Customer Experience
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing

Verity Arndt (United Kingdom)
Head of Marketing Communication
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing

Anne Martin (Germany)
Head of Talent Management
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing

Ashok Nahar (India)
Head of Performance Management
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing

Adrian Mather (Australia)
Head of Account Management
Global Marketing & Sales Transformation
Hitachi Group Sales and Marketing



A special experience unique to the Aomori Nebuta Festival

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Voices of the participants

Participants expressed their awe and admiration for the festival's magnificence and vibrant atmosphere.

I was impressed by the lights, the dress, and the participation of all ages, genders. Everyone looked so happy, so I felt comfortable participating in the Aomori Nebuta Festival. I feel many customers would enjoy this unique experience. I was also impressed with the battery solution to reduce CO2!

John Fyfe (Scotland)

The Aomori Nebuta festival was amazing. Parades are a popular type of festival throughout the USA. I think it's extra special that individuals who dress in costumes can participate in the Aomori Nebuta festival, which is rare in similar events in the USA. Also, I like how Hitachi is showing that there is another way to power such a visible and important festival for Japan. I really appreciated the opportunity to experience something so unique and special.

Tabitha Dunn (USA)

A thrilling, and beautiful experience of a world-famous Japanese festival. The memory of a lifetime. The chanting, drums, and delight of the procession is a unique experience. And I was deeply moved by the opportunity to wear traditional costumes myself. It offers great insight into Japanese culture and a delightful out of Tokyo experience for a visitor from overseas.

Verity Arndt (United Kingdom)

Absolutely breathtaking. I've always wanted to go and see Nebuta, so it was an experience I will remember for the rest of my life, being able to dance with my colleagues. All the large Nebuta floats were illuminated so well. The Nebuta floats depict timeless images from Japanese folklore, evoking the imagination of the stories from ancient times.

Anne Martin (Germany)

In India, many Sobha Yatra take place, one of them is Ganapati visarjan in Mumbai. Both festivals are unique in a way. The energy of the Aomori Nebuta Festival was truly amazing. It was a unique lifetime experience. I greatly appreciate Hitachi's planning, support. Also Hitachi's decarbonization initiative is great!

Ashok Nahar (India)

The Hitachi team was very energetic, and keen to show us the Aomori Nebuta Festival and the culture. It was very cultural and once in a lifetime experience. Ability to join the local celebrations and wear the traditional costumes was a great experience! Customers from overseas would enjoy if we could invite them.

Adrian Mather (Australia)

Captivating people across borders



Comment

We would love for foreign visitors to experience the unique atmosphere of the Aomori Nebuta Festival.

When I introduced our activities of the Aomori Nebuta Festival using Hitachi Group's communication tools in the past, we received very positive feedback from international colleagues, which made us realize the high potential of the Aomori Nebuta Festival.

While there are many traditional festivals around the world, the Aomori Nebuta Festival stands out as an unique and captivating event for foreign people. Based on our experience of participating in the Aomori Nebuta Festival for many years, we thought about the possibility of collaborating with international participants. That's why we invited overseas employees of the Hitachi Group to experience the Aomori Nebuta Festival and learn about its charm. We hope that each participant will share their experience in their respective countries and utilize it to invite customers and business partners around the world in the future. It would be a great pleasure for me if we could welcome many international visitors to Aomori and contribute to the revitalization of the region.

Kawauchi Hideaki

Chairperson, Hitachi Union Nebuta Committee
Aomori Branch Manager, Tohoku Area Operation, Hitachi, Ltd.

