

New Year Greetings

Happy New Year.

I would like to express my gratitude to everyone for this new year of 2020.

SHIN-EI SOGO SERVICE was founded in May 1990, and we are expecting 30th anniversary this year. All thanks to our customers and employees who have always supported and trusted our activities.

I was a nurse back then, and I never imagined running a worker dispatching company. But, when I was 32, I had the opportunity to assist three young Japanese Brazilians and that was the trigger for SHIN-EI to be founded. At that time, there were no staffs or interpreters working for me, and I found myself lost and confused assisting foreigners for the first time. But, "like Japanese people, foreigners get sick, get hurt and bleed red, and feel the pain. If I were to live in another country, how grateful I would be if someone reached out to me. Assisting a sick person and assisting a non-Japanese speaker is the same. I'll try hard with my nurse spirit." This is how I made up my mind and went on for 30 years.

The origin of SHIN-EI activities is to realize the happiness of our customers and our employees. We ensure compliance with laws and regulations, provide quality service and create the environment for coexistence and prosperity so that everyone feels "I'm glad to have SHIN-EI".

For example, since 1995, it has gotten easier for foreigners to buy a car in Japan. However, the majority of people bought cars from friends, didn't transfer the ownership and didn't take out car insurance. So, we partnered with an insurer, and strictly ensured our employees to have car insurance. In 2003, SINCERO was founded as a subsidiary of SHIN-EI and started business of non-life insurance agency for better service in car and accident insurance.

In addition, I wanted to create an environment where employees with young kids could leave their kids at ease and work. In 2004, we founded a child-care center for employees, SHIN-EI LAND, to create a place for children to prepare for easy admission to Japanese public elementary schools. In April 2017, we received approval from the city of Hamamatsu to become a city-licensed pre-school, SHIN-EI HOIKUEN. So far, more than 130 students have graduated, and the majority of them have entered Japanese high schools.

Furthermore, in 2016, we started the contracting business at customer's plant. 120 people are currently working, and everyone including managers is all foreigners. At this plant, we support foreigners who don't speak Japanese and disabled people.

Finally, for people with special needs and parents with children with special needs, we founded FUTURO (Dep. Support for Social Integration) in April 2019.

Thus, to realize the philosophy of SHIN-EI, we have participated in various activities and expanded our branches and leaves. The root of SHIN-EI is the worker dispatching business, and the branches and leaves are insurance agency, pre-school, contracting business and support office for social integration.

We will continue to work hard to become a better company so that we can grow into a very large tree with fresh and nourished root, branches and leaves. We appreciate your continued support in our 31st year.

My most sincere wishes for prosperity and health to all of you in this new year.



Kazuyo Kato, President
SHIN-EI SOGO SERVICE, Ltd.