

企業倫理欠如への警鐘 木原伸雄様

A Warning against the Lack of Ethics in Business Mr. Nobuo KIHARA

バングラデシュのみなさま、こんにちは。私は日本国の広島市で住宅リフォーム業を営んでいる 株式会社マルコシ の代表取締役 木原伸雄でございます。

Good afternoon everyone. My name is Nobuo KIHARA, the representative director of a house renovation company Marukoshi Ltd. in Hiroshima.

私の貴国とのご縁は、志ネットワーク を主宰される上甲晃先生のご好意によるもので、2000年、2002年に続き、今回が3度目の訪問になります。

Thanks to Mr. Joko, I have come to know about Bangladesh and this is my third visit, following 2000 and 2002.

前回の2002年は、日本企業の経営理念 をテーマに、皆様の前で私見を述べさせていただきました。前回に続いて本日も 企業の倫理 について、私の企業観を披瀝する機会を与えられたことは、まことに光栄であり、かつこの上ない喜びであります。

Last time I was given a chance to deliver a speech about “Business Ideology of Japanese Company” in front of businessmen like you. It is my highest pleasure and honour to have another opportunity to talk of my view on business: this time about business ethics.

ご承知のように最近の日本経済は、バブル崩壊後のデフレ不況から脱却しつつあり、大企業を中心に景気回復の兆しを見せております。売上・利益とも史上最高を示す企業もあり、本来の実力を取り戻しつつあります。

As you may know, recent Japanese economy has started to grow out of deflation recession, which started after the collapse of bubble economy. Some companies, mainly large ones, have even set their record in highest sales and profit ever; therefore, it can be said that Japanese economy has begun to regain its capacity in itself.

しかし、この景気回復が地方の隅々まで波及するには、まだ長い時間が必要です。とりわけ中小企業は、大企業の景気回復を横目で見ながら、苦しい経営を強いられているのが現状であります。However, it will still take time until the fruits of the recovery trickle down to every corner of the country. Especially, smaller businesses are still struggling to survive, casting a side glance at the upturn in large companies.

企業倒産は減少傾向にあるものの、弱小企業は業界から淘汰され、失業者は一向に減る気配はありません。失業率も5%と高水準で、国民の多くは将来に対する不安を抱えたまま暮らしています。While the number of bankruptcy shows a tendency to decline, small and weak businesses keep disappearing. Moreover, there seems to be no indications that suggest the unemployed people will decrease. With the high unemployment rate of 5%, many of the Japanese people

are living with anxiety about the future.

日本全体の景気が回復基調にあることは紛れもない事実ですが、ここにきて消費者に大きな変化が現れました。

It is an obvious fact that Japan in general is in the track of economic recovery. At the same time, however, consumers have rapidly changed their attitude toward business companies.

かつてないデフレ経済に遭遇した経験から、消費者は「価格の安さ」「商品やサービスの良さ」に加えて「企業の誠実さ」を選択肢の重要なテーマにしてきたのです。

消費者の求める「企業の誠実さ」とは、「企業倫理の高さ」であります。反社会的なビジネスを展開している企業は、消費者の支持が得られなくなったのです。

Experiencing the unprecedented deflation economy, consumers have come to demand honesty from companies in making their choice: other than such traditional criteria as cheaper prices and excellence of goods or service.

The honesty that consumers demand from companies means, in other word, high degree of business ethics. Those who are in business with anti-social manner cannot get sympathies of consumers any more.

つまり、倫理観の高い企業は消費者から支持され、生き残る権利を与えられます。一方、自分の利益を最優先し消費者の利益を軽んじる企業は、必然的に社会から抹殺される運命になりました。

That is, companies that have a high level of ethics are sympathized by consumers and given a right to survive. On the other hand, those who prioritize their own profit and neglect consumers' benefit, are destined to the inevitable elimination from the society.

日本経済全体のパイは大きくなりにくい環境にありますが、その中で勝ち残る企業、消え去る企業のキーワードは明らかに「企業倫理」にあることが分かります。

While the scale of the Japanese economy does not seem to expand easily, what divides companies into winners and losers is, apparently, their business ethics.

最近の具体例では、東アジアを中心に世界的な猛威を振るった「鳥インフルエンザ」の感染問題に顕著に現れております。

Among recent examples, the outbreak of bird flu that went on a rampage worldwide, especially in the East Asia, is a prominent one.

日本では、山口県、大分県、兵庫県、大阪府、京都府などで、鳥インフルエンザが発生しました。感染源、感染経路などは明らかではありませんが、想像を絶する多くの鶏が罹病したことは事実であります。

In Japan, bird flu occurred in Yamaguchi, Oita, Hyogo, Osaka, Kyoto and so on. It is still unknown what the source of infection and the infection route were. However, it is evident that an unimaginable number of chickens had been infected with.

とりわけ問題を大きくしたのは、京都府の養鶏業 浅田農産 の浅田肇会長・秀明社長の事件への対処であります。

What made matters worse was the handling of the infection at a private poultry farm Asada Nosan Co. in Kyoto; by its chairman Hajimu Asada and his son, the president Hideaki Asada.

山口県や大分県での鳥インフルエンザ感染は、家畜伝染病予防法 の通報義務を業者らが遵守したことにより、幸いに大事に至りませんでした。

Bird flu infection in Yamaguchi and Oita fortunately had not developed into anything serious because the traders concerned had followed their obligation to report under the Domestic Animal Infectious Disease Control Law.

2月18日、浅田農場で101羽もの鶏が病死しました。通常は数羽であることを考えると、異常な死に方であることは明らかであります。

On 18 February 2004, 101 chickens died of illness at Asada's farm. Considering that normally only a small number of chickens die at a farm in a day, that much large-scale death was apparently extraordinary.

推測の域を出ませんが、既に山口県、大分県の鳥インフルエンザ事件が大きく報道されており、浅田社長は鶏舎における異常死が感染によるものだと直感したはずです。

Although this is no better than a presumption, the president Asada must have noticed that the cause of the abnormal death was bird flu since the incidents in other prefectures were reported on a large scale.

この時点で法による届け出をしておれば、消費者や生産者に大きな被害や混乱をもたらすことは、なかった筈です。

If he had reported to the authority at that point, any substantial damage or confusion to consumers and farmers would not have been occurred.

ここで浅田社長は、人倫にもとる経営判断をしました。浅田農場の被害を最小限に留めようと、事件が発覚する2月25日まで生きた鶏を、食鳥加工場に出荷し続けたのです。その数は10万羽を超えました。

On the contrary, however, the president Asada made an administrative decision that went against humanity. In order to minimize the damage that Asada Farm would suffer, he kept on shipping live chickens to meat processing factories until the incident was found on 25 February. The figure of the shipped chickens exceeded 1,00,000.

匿名の通報により事件が発覚した2月27日まで、毎日、数千羽単位の鶏が、鳥インフルエンザで計3万羽余が死んでいきました。「それなのに…」です。

Despite the fact that thousands of chickens died every day, they kept on shipping until anonymous information disclosed the matter on 27 February. The total death had risen to 30,000.

創業者の浅田肇会長夫妻は 3月 8日、責任の重さに耐えかねてか、覚悟の自殺をしました。浅田秀明社長は 3月 31日、農水省と京都府の告発により、司直に逮捕されました。

On 8 March, the chairman Asada, the founder of the company himself, and his wife killed themselves, assumed that they could not bear the responsibility they had been burdened with. The couple's son, the president Asada was arrested on 31 March, prosecuted by Kyoto Prefecture and the Ministry of Agriculture, Forestry and Fisheries.

2月 18日に鶏の異常死が発生して以来、浅田農産のトップらの頭の中を支配したのは「自分さえ良ければ...」の、人の道を大きく踏み外した経営判断であります。

Ever since the first occurrence of the unusual death of chickens on 18 February, what had occupied the mind of the executives of Asada Nosan Co. was how they could minimize their loss. They deviated from the path of righteousness and made a wrong managerial decision.

この事件をここまで大きくしたのは、まさに「企業倫理の欠如」の一言に尽きます。もしも彼らが、せめて人並みの倫理観を持ち合わせていたら、消費者への被害と混乱、企業の倒産、従業員らの突然の解雇、創業者夫妻の自殺という悲劇は起こらなかったでしょう。

It was nothing else but the lack of business ethics what made the incident so serious. If they only had an average degree of ethics, the series of tragedies; the damage on and confusion among consumers; the bankruptcy of companies; sudden dismissal of the employed; and the suicide of the founder and his wife; would not have happened.

日本国政府は、この浅田農産事件を契機に、罰則を強化する「家畜伝染病予防法」の改正案をまとめました。次いで都道府県の防疫実態を踏まえ、必要な経費の一部を、国などが助成する案も出来ました。

With the incident as a trigger, the government has drawn up a proposal to revise the Domestic Animal Infectious Diseases Control Law, reinforcing penal regulations. Furthermore, additional proposal suggests the government subsidizes part of the costs for the prevention of contagious diseases, based on the actual situation of prevention of epidemics at prefecture level.

世の中の悪事を法律で制御することは必要であります。いくら優れた法律を作ったとしても、根本的に解決することは不可能であります。人間の行いの大半は、モラルに支配されるからです。

Whereas we need to control crimes with laws, they cannot solve the problems completely no matter how excellent they are; because, it is moral that controls most of our deeds.

倫理観の高い人は、他人に迷惑を掛けるような悪いことはしません。逆に自己中心的で倫理観の低い人は、法律に関係なく平気で悪事を働きます。人の命も簡単に奪います。

日本の企業悪を上げればきりがありませんが、人間の命に最も関係の深い「食」に関する事件はたくさんあります。すべて、企業経営者らの「倫理観の欠如」が引き起こした事件であります。

Those who have a high level of ethics never behave in such manner as to trouble anyone.

Conversely, those who are selfish and deficient in ethics do wrong no matter what laws say; they even take people's life easily.

While there have occurred countless crimes in Japan concerning business, we have had a lot of affairs concerning food as well, which is related to human life the most.

Those are all caused by the lack of ethics of business managers.

2000年の雪印乳業が引き起こした集団食中毒事件、BSE(狂牛病)の発生や一連の食肉偽装事件などは、企業利益最優先の経営判断がもたらしたものです。幸いにも賢明な消費者は、これら悪徳企業の存在を許さず、厳しく指弾し、社会から葬りました。

Mass food poisoning that was caused by Snow Brand Milk Products Co. in 2000; mad cow disease; and false information on packaged meat regarding processed date and breeding place: all of them can be attributed to managerial decisions that prioritize the benefit of the company. Fortunately, sensible consumers have not allowed these vice companies and denounced them so severely that such enterprises have become social outcasts.

「企業の誠実さ」「企業の高い倫理観」が、消費者から強く求められることは歓迎すべきで、素晴らしい傾向です。

It is a desirable trend that honesty and high ethics are strongly demanded from consumers.

戦後の日本は高度経済成長の政策で、価値観が大きく変化し、ここに至って企業経営や教育の面で、取り返しのつかない弊害がたくさん出てきました。

After the Second World War, the values of Japanese people have changed to a large extent, placing too much emphasis on high rate of economic growth. Recently, however, irreparable harmful effects have emerged in such areas as business management and education.

文明が進み、物は豊かになりましたが、もっとも大切な心が貧しくなり、文化レベルが極端に低下しました。加えて企業の倫理観の欠如が、人間の命や「食」の安全を脅かしています。

As we have become modernized and abundant with goods, our heart, the most important part of life, has turned into be impoverished; thus, our cultural aspect of life has extremely deteriorated.

Moreover, the lack of business ethics has endangered human life and the safety in food.

私が生涯の師と仰いでいる鍵山秀三郎先生(日本を美しくする会・創始者)は「道を説く人は多いが、道を行う人は少ない」と嘆き、心豊かに暮らせる社会を実現したい...と先頭に立って活動しておられます。

My mentor, Mr. Hidesaburo Kagiya, is grieving the present situation of Japan, saying that "Although many people preach the truth, only a few people practice it." Setting up a group "A Society to Beautify Japan," he is leading the movement for the realization of the society where everyone can live a full life.

私も微力ではありますが、企業経営と社会貢献を両輪としてささやかな活動を展開しております。

Trying to do what I can, I have engaged myself in activities on two different themes: namely,

business management and social contribution.

貴国の首都ダッカに見習って進めている「有害なポリ袋追放活動」が、地域で実行始めています。
The movement of expelling harmful plastic bags is one of our successful activities, which I have started following your practice in Dhaka.

また子供たちの豊かな人格形成を目指している《親子農業体験塾 竹の子学園》も 4月 4日に待望のスタートをすることが出来ました。

Besides, on 4 April this year, I have established 'Takenoko Gakuen,' where parents and children from cities can touch the whole nature, including soil, vegetable, flowers, trees, insects and livestock, by experiencing farming. At this centre, I would like to work on shaping a wonderful character in children.

これらの活動につきましては、次の機会が与えられれば詳しく報告させていただきます。

If I had a further opportunity, I would like to make a detailed report next time.

企業にとって最も大切なもの。それは消費者の立場に立った 企業倫理の高さ であると結論して、私の拙いスピーチを終わらせていただきます。

Before concluding my speech, please let me stress again that what is most important for a company is a high degree of business ethics which take a stand on consumers.

最後まで熱心に聞いていただいたことに、心より敬意を込め、お礼申し上げます。有難うございました。

I would like to express my gratitude for your attention to the end of my speech. Thank you very much.