

Sales Strategy

We will work toward the enhancement of business support by strengthening our consulting function adapted to life stages of client companies, through efforts including responding to growth support and needs for overseas development and enhancing support for corporate rehabilitation.

Holding Overseas Development Support Seminars

Overseas Development Support Seminars are held as needed to support overseas development by customers.

In the last fiscal year, a seminar titled “Indonesia Seminar” was held in May 2014, with an employee dispatched to a partnering bank in Indonesia as lecturer, and the “Seminar on Dealing with Halal” was held in March 2015 to provide basic knowledge of halal and to support customer efforts to attract Muslim tourists.

We will continue to provide information on overseas expansion in a timely manner and support the business opportunities overseas of our customers.

Participating in Business Conferences Overseas

We participate actively in business conferences overseas in order to support the needs of customers to expand their procurement sources and sales destinations.

In Shanghai, the Bank attended the “FBC Shanghai 2014 (Factory Network Business Conference)” and the “China Business Seminar” organized by three Kanto-region banks (the Bank, The Bank of Yokohama, and The Joyo Bank); in Thailand, the “World Business Symposium & Mega Matching 2014” held by our partnering bank KASIKORNBANK; and in Hong Kong, the “Business Exchange Meeting for Japanese Companies in Hong Kong and South China Area,” jointly organized by 16 regional banks that have local bases.

Dispatch of “Philippine Investment Environment Observation Team”

The Bank dispatched its first overseas observation team, the “Philippine Investment Environment Observation Team,” from January 22 to 25, 2015.

The team carried out support for customers considering business development in the region, including briefings on the domestic situation in the Philippines by our partnering bank Metropolitan Bank & Trust Company, observation of the status of Japanese companies expanding into the region and implementation of business matching with local companies.

Strengthening the System of Direct Support Overseas

In July 2014, we concluded a business partnership with the United Overseas Bank in Singapore, bringing the number of our partnering banks to ten banks in seven countries (as of March 31, 2015).

We have also been developing a system for providing direct support to our customers’ overseas business locally by dispatching two employees to the KASIKORNBANK in Thailand, and one employee to Bank Negara Indonesia in Indonesia, both countries in which a particularly large number of our customers operates.

Organization and Human Resource Strategies

Along with fostering personnel so that they are equipped with expertise and practical abilities with the aim of strengthening proposal skills, we will also work to enhance organizational vitality through uncovering abilities of female personnel and supporting the senior workforce.

Cultivating Bank Employees with Specialized Expertise and Practical Abilities

Through the Gunma Bank Finance Academy, which was established with the goal of enhancing our employee education system, we are supporting our employees to acquire operational skills. The Gunma Bank Finance Academy provides training curriculums for each field of operations in order for each person in charge to acquire the necessary operational skills in a systematic manner. In addition, the Bank conducts voluntary courses available on weekends as well as visiting lecture courses, in which the instructors of the Finance Academy go to branches, etc. to give lectures.

Effective Use of Diverse Human Resources for a More Vigorous Organization Promoting Active Roles for Female Employees

We are working to develop a workplace environment where female employees can fully bring out their capabilities through systematic training programs to cultivate female managers, proactive allocation of female employees in sales promotion departments, and holding seminars to support mothers returning to the workplace after taking child-rearing leave.

Furthermore, we have set up the “Committee to Promote Active Roles for Female Employees” and are carrying out bank-wide efforts in order to promote the active participation of female employees. In addition, we will work to solve issues, such as support to continue working over various life stages, support for career development and awareness reform, from the female perspective, by launching the “Female Employees Team,” an action organization led by female employees.

Support for Active Roles for the Senior Workforce

We also provide opportunities for senior staff and operations personnel aged 56 and older (rehired after retirement) to utilize their experience and knowledge built up over the years in order to revitalize our organization and human resources.