

Nomura Real Estate Initiatives & Promotion Structure System

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Abstract

Nomura Real Estate is not just an investor but is actively involved in project promotion. Before construction begins, we review all drawings and point out areas that may lead to defects, check process charts and propose more rational processes, inform how to manage cost increases and decreases due to changes during construction, and provide advice from the perspective of quality, process and cost management by entering the project to enhance property value. We also provide advice from the perspectives of quality, process, and cost management by entering projects to improve property value. Depending on the project, we also work with third parties such as general contractors, manufacturers, and academic experts to propose products and new technologies that are not available locally.

We have built a promotion system in which teams are formed centered around staff from the head office, with the addition of local staff from each country and third parties for each project. In recent years, we have been working on activities (knowledge exchange, manuals, internal forums, etc.) to horizontally expand our knowledge by providing opportunities for local staff to interact with each other, rather than keeping the knowledge gained through overseas business at the head office or in each country. This cycle of knowledge accumulation, deployment, and application enhances the quality of our projects, which in turn leads to the trust of our partners in each country.