

## Security and Guarantees

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### Summary

It is often said that the word “freedom” is used in two senses, namely “freedom from...” and “freedom to...” The concept of freedom, if used in the former sense alone, does not possess the positive quality of confronting new challenges. It is when the latter sense is included that “freedom” first acquires such as a positive meaningful characteristic. In the following discussion, based on this concept, I would like to consider such matters as food safety and consumer-oriented engineering from a fairly general perspective.

Analogous to freedom, security gains a meaningful positive quality when used in the sense of a “guarantee”. Although society is global, with regard to major differences in preference due to ethnic and cultural factors, in the sense of “guaranteeing characteristic preferences,” it may be considered that here, too, security/guarantee includes extremely active aspects.

Regarding the content of the guarantee, although in some cases this is self-evident, on others the side issuing the guarantee differ in their assumptions regarding the content. Accordingly, I think what is important is the generation of a “malleable dialog” between the two sides and flexibility. So-called “seeds-pull” technology is advancing, with the paradigm that research forges ahead into frontier areas where needs are not yet known, and then needs arise in accordance. So, it is necessary to continually employ imaginative and conceptual capabilities regarding the question “What will constitute the new frontiers?” from the standpoint of society, and – while maintaining a relationship of malleable dialog with society – to guarantee significance of research and render valuable results. This may offer a fruitful future paradigm for consumer-oriented engineering.

Recently, when I received an invitation to a symposium called Growth Engine of Korea concerning its industrial development, I thought of making the word “brand” my primary topic. As is well known, goods are prone alone has become insufficient to satisfy society. Although Toyota, Sony, and the like initially triumphed in cost competition, the fact that these are currently strong brands is provide value with “things that are guaranteed.” In other words, I think it is necessary to mobilize imaginative and conceptual capabilities in general, and ask “What do we guarantee to society?”