

## **His Excellency Takuya Hirai Named Inaugural Digital Diplomacy Champion**

**WASHINGTON** – His Excellency Takuya Hirai was recognized by the Business Software Alliance (BSA) as an inaugural “Digital Diplomacy Champion” for his work pioneering Japan’s digital policy initiatives, including his work modernizing Japan’s government IT and developing Japan’s innovative governance approaches.

His Excellency Hirai was among the nine policymakers from around the world honored by BSA with its inaugural “Digital Diplomacy Champion” award in recognition of their substantial work in advancing constructive technology policies and working internationally on digital policy.

“His Excellency Takuya Hirai’s role in the development of Japan’s digital infrastructure positions Japan as an innovative global leader in technology policy,” said **BSA CEO Victoria Espinel**. “The Business Software Alliance is proud to recognize His Excellency Hirai as a ‘Digital Diplomacy Champion’ for his work to integrate technology across the Japanese government for increased efficiency.”

“I am very honored to have been selected as BSA’s Digital Diplomacy Champion. As a policymaker involved in promoting digital policy in Japan, it is a great encouragement to receive such international recognition,” **His Excellency Hirai said**. “Digital technology has the power to transcend borders, connect people, and create new value. I have been working to achieve a people-friendly digitalization and a sustainable society through the creation of the Digital Agency, digital transformation of the government, and development of Japan’s unique approach. However, international collaboration is essential to unlock the true value of digitalization. I believe it is important to build an open and secure digital environment in collaboration with leaders and experts from various countries under a global network such as BSA.”

“Encouraged by this award, I will continue to contribute to the realization of a society that can maximize the power of digital technology, not only in Japan but also in collaboration with other countries in the world.

“Finally, I would like to express my sincere gratitude to everyone at BSA and all the other people who have worked with us up to now.

The Digital Diplomacy honorees include current and former ministers for industry and technology from Australia, Japan, and Singapore. The remaining honorees are four US members of Congress and two members of the European Parliament (MEPs).

The honorees were selected following a nominating process that included BSA staff, personnel from BSA member companies, and cross-sector partner companies who collaborate closely with BSA. Nominees were selected using criteria that considered their international work on digital policy, leadership in developing and promoting responsible data governance, promotion of consistent laws and policies around the world, and proactive engagement with government, industry, and civil society stakeholders.

More information on the **2025 Digital Diplomacy Champions** can be found [here](#).

## **ABOUT BSA**

The Business Software Alliance ([www.bsa.org](http://www.bsa.org)) is the global trade association of the enterprise software industry, representing companies that are leaders in artificial intelligence, cybersecurity, cloud computing, and other cutting-edge technologies. We work in over 20 markets in the US, Europe, and Asia, advocating for policies that build trust in technology so that every industry sector and the public can benefit from innovation.