

A prototype image of the Mitsubishi Regional Jet (MRJ)

## Flying into the Future

**T**he holy grail of the Japanese aircraft industry has been the design and manufacture of a home-grown jet airliner, and **Mitsubishi Heavy Industries (MHI)** through its newly launched subsidiary, **Mitsubishi Aircraft Corporation**, stands to grab the prize. The aircraft in question is a next-generation regional jet known as the **Mitsubishi Regional Jet (MRJ)**. The new company will leverage technological expertise that MHI has built up through its aerospace business to accelerate the MRJ's development and further strengthen sales activities to potential customers worldwide.

The MRJ is a 70–90 seat class regional jet currently being developed by **Mitsubishi Aircraft Corporation** with cutting-edge technology that will enable top-class operational economy in parallel with outstanding cabin comfort. The MRJ will be the first regional jet to adopt composite materials for its wings and vertical fins on a significant scale. In combination with a new generation of engines and an advanced aerodynamic design, these innovations will deliver substantially improved fuel consumption, greatly enhanced competitiveness and lower operating costs for the airline companies.

MHI decided to formally launch the MRJ program following positive responses from potential customers, including an order for 25 aircraft (15 firm, 10 optional) from **All Nippon Airways Co., Ltd.** The target date for the first aircraft delivery is 2013.

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## The Full Flavor of Draft Beer—From a Can

In Taiwan, the Kirin Gekicho Draft Beer, sold by **Kirin Holdings'** Taipei-based subsidiary Taiwan Kirin Co., Ltd., is popular as a premium draft beer in the on-premise market. With its mild, refreshing taste, it quickly caught customers' attention all over Taiwan after the launch in December 2006.

The beer's popularity has also helped to increase sales and brand strength of the other Kirin beers sold in this market, Kirin Ichiban Shibori and Bar Beer. In 2007, sales of the three brands rose 12.5% year on year.

In late March 2008, Taiwan Kirin began selling Kirin Gekicho Draft Beer in 330 ml cans to further tap into this success. The launch was accompanied by an aggressive marketing campaign to secure further penetration of the Kirin brand.

Compared with the 600 ml and 330 ml bottles of the 2006 launch, the cans are more affordable and expected to expand the

company's share of the take-home market for premium beer.

To fully leverage the Kirin Group's capabilities, the product is brewed at the Kintei Brewery of Kirin Brewery (Zhuhai) Co., Ltd. This company, located in Zhuhai in China's Guangdong Province, began full-scale brewing of high-quality draft beer in November 2007.

Besides featuring the Kirin brand mark, the mythical *kirin* creature, the cans' design consists of a white label with green gradations above and below. This color scheme embodies the Kirin Group's brand concepts Exhilaration, Refreshment and Quality. ♦



The new Kirin Gekicho Draft Beer cans went on sale in March 2008

## Mitsubishi Group Demonstrates its Focus on the Environment

The first half of 2008 was a flurry of political activity in Japan, as politicians and businesses prepared for the 34th G8 Summit, held by Lake Toya in Hokkaido on July 7–9.

With climate change and renewable energy high on the agenda, a number of Mitsubishi Group companies took the opportunity to showcase their environmental technologies and activities at three high-profile exhibitions held in the run-up to the summit—the Environment Fair in Kobe (May 23–26), the Eco & Energy Exhibition in Aomori (June 6–8) and the 2008 Integrated Exhibition on the Environment in Sapporo (June 19–21).

**Mitsubishi Motors** exhibited its innovative i MiEV electric vehicle through a model, a video presentation and information panels. Ten i MiEVs were also used at the summit site itself to transport foreign dignitaries and journalists. Summit visitors could also test drive the vehicles on site.

**Mitsubishi Corporation** (MC) distributed its latest Sustainability Report, and showed interactive panels on activities ranging from renewable energy development to coral reef restoration.

**Mitsubishi Heavy Industries** (MHI) showcased an array of technologies, including low-cost, high-efficiency microcrystalline solar cells, models of wind power turbines, and a model of the company's next-generation nuclear reactor, the Advanced Pressurized Water Reactor (APWR). MHI also presented its concept for a Light Rail Vehicle (LRV), a next-generation mode of urban transportation, as well as the Mitsubishi Regional Jet, a highly fuel-efficient regional passenger jet. The first aircraft delivery is expected in 2013.

**Mitsubishi Research Institute**, one of the leading think tanks in Japan, informed about their

activities and consulting services relevant to environmental and energy issues from the viewpoint of climate change or global warming.

**Bank of Tokyo-Mitsubishi UFJ**, using interactive panels to inform visitors about its environmental activities, also distributed its latest CSR Report.

The above five companies were present at all three exhibitions, using a joint booth that attracted large numbers of visitors. The Mitsubishi Group's presence was particularly strong at the 2008 Integrated Exhibition on the Environment, where the five joined forces with three other Group companies.

**Mitsubishi Electric** presented energy-saving technologies including ultra-high-efficiency transformers, solar power generation systems, floor heating systems and the ECO CUTE heat pump water heater. The company also showed examples of its in-house environmental initiatives.

**Toyo Engineering Works** presented refrigerators and freezers using natural refrigerants, as well as a management system for geothermal energy.

**Nippon Oil** showcased its environmental initiatives, beginning with the Rang Dong oil field in Vietnam, where associated gas is recovered and utilized for power generation as a huge CDM project. Other highlights included exhibits on fuel cells and a hydrogen-based society, biofuels, and RECO-SUL, a modified-sulfur concrete developed to make good use of the sulfur produced as a by-product of crude oil refining.

Nippon Oil, in collaboration with ENEOS CELLTECH Co., Ltd., EBARA Corporation and EBARA BALLARD CORPORATION, also supplied two of the three fuel cells used in the Zero Emission House, a near-future model house at the site of the G8 summit.

Kirin Brewery and Kirin Beverage, subsidiaries of **Kirin Holdings**, promoted the JUNIOR 8 SUMMIT, a G8-related youth initiative. Kirin Brewery set up an information booth in its Chitose factory in Hokkaido, while Kirin Beverage put up posters on its vending machines. ♦



The logo of the 2008 Integrated Exhibition on the Environment, held in Sapporo on June 19–21, 2008

## Joint Venture Meets Asia's Demand for Plastic

Polycarbonate resin (PC) is an impact- and heat-resistant plastic with high dimensional stability and excellent transparency. It is used in products ranging from automotive and electronic parts to DVDs and eyeglass lenses.

The fast-growing economies of Asia have a ravenous appetite for PC, with the region's demand expected to grow by around 10% annually. For China, forecasts predict demand growth exceeding 10% per year. As PC demand grows, so does the need for Bisphenol A, a key ingredient.

In early 2008, **Mitsubishi Chemical** and Mitsubishi Engineering-Plastics Corporation (MEP) agreed with China Petroleum and Chemical Corporation (Sinopec) to establish a manufacturing and sales joint venture for PC and BPA in China. At present, the country largely depends on import to meet demand.

On April 8, 2008, the companies submitted a project application to China's National Development and Reform Commission. Upon approval, the companies plan to apply for permission to establish the joint venture. The BPA and PC manufacturing facility is to be completed in early 2010 on the premises of Sinopec Beijing Yanshan Company in Beijing.

Mitsubishi Chemical will supply DPC, the raw material for PC. Meanwhile, Sinopec will provide phenol, the raw material of BPA, as well as acetone and utilities. Mitsubishi Chemical will also license BPA and PC manufacturing technologies. PCR Investments Japan Corporation, an investment company established by Mitsubishi Chemical and MEP in Japan in February 2008, and Sinopec will each contribute 50% of the equity capital. ♦



Polycarbonate resin is all around us—for instance in car headlights

## A Symphony of Flavors

Truly great cooking can be an experience. If prepared by master chef Nobuyuki Matsuhisa, renowned worldwide as "Nobu," it is nothing short of life-altering. On March 22, passengers aboard the luxury cruise ship *Crystal Symphony*, traveling from Los Angeles to Hong Kong, saw a long-awaited dream come true when two new Nobu restaurants, Silk Road and The

Sushi Bar, formally opened.

While docked in Hong Kong, a Japanese-style opening ceremony was held in the ship's lounge. Present were not only Crystal Cruises' chairman Mitsutoshi Nawa and its president Gregg Michel, but also the star chef himself.

The restaurants join two other celebrated Nobu restaurants opened on sister ship *Crystal Serenity* in 2003. The two ships are operated by Crystal Cruises Inc., a U.S.-based luxury cruise



The classy interior of the Silk Road restaurant on board *Crystal Symphony*

line and **NYK** subsidiary praised by leading U.S. and European travel magazines. For the last 12 years, U.S. *Travel + Leisure* magazine has named the company the "World's Best Large-Ship Cruise Line."

Famous for creatively fusing traditional Japanese cooking with influences from South America and Europe, Nobu's 21 fine-dining venues are found worldwide, including the U.S., U.K., France and Hong Kong. In 2005, he was dubbed one of "Asia's Heroes" in the Asia edition of *Time* magazine, and honored in 1989 as one of *Food & Wine* magazine's 10 Best New Chefs. ♦

## AREVA and MHI Widen their Cooperation to the Nuclear Fuel Business

AREVA, the world's leading group in all nuclear energy fields (based in France), and MHI have arrived at an agreement to widen their cooperation to the nuclear fuel business, as well as in their current joint development of a new nuclear reactor. The agreement includes cooperation in the supply of Pressurized Water Reactor (PWR), Boiled Water Reactor and Gas Reactor fuels, as well as Mixed oxide fuel.

MHI and AREVA reached a consensus on cooperation in the nuclear energy field in October 2006. In 2007, the companies formed a new joint venture, ATMEA, for the nuclear reactor business. ATMEA is working to develop ATMEA 1, a new 1100 MW PWR, by combining the skills and know-how of MHI and AREVA. The two companies will continue to enlarge their cooperation in the future to meet the rapid worldwide expansion of the nuclear market.

## NEWS Flashes

### Mitsubishi UFJ Lease & Finance Establishes Shanghai Subsidiary

In May 2008, Mitsubishi UFJ Lease & Finance took its first step into mainland China with the establishment of a subsidiary in Shanghai. The new base allows the company to better meet the country's growing demand for leasing products and services.

Previously, the company's presence in Shanghai consisted of a representative office, established in October 2003 to conduct local marketing research and develop leasing products. The company provided foreign currency financial services to clients with offices in China principally through its Hong Kong subsidiary. The new subsidiary in China represents a significant expansion overseas, and follows the opening of a representative office in Vietnam in January 2008, a first for a Japanese leasing company.

### Mitsubishi UFJ Trust and Banking and Union Bank of California Launch Asset Inheritance Support Alliance

The number of Japanese people owning assets in the U.S. has increased significantly over recent years. However, the procedures for succession and inheritance of assets differ greatly between the countries, which can result in difficulties for heirs.

Mitsubishi UFJ Trust and Banking Co., Ltd, a subsidiary of Mitsubishi UFJ Financial Group, Inc. (MUFG), began offering overseas inheritance support services to Japanese customers in May 2007.

In February 2008, the company agreed with Union Bank of California (UBOC), a commercial bank member of the MUFG Group, to launch a business alliance aimed at further strengthening services.



## Green Chemistry

In March 2007, the Green & Sustainable Chemistry Network, Japan (GSCN)\* presented the 7th Green and Sustainable Chemistry Award Awarded by the Minister of Economy, Trade and Industry to three Mitsubishi Chemical Group companies—**Mitsubishi Chemical**, Mitsubishi Chemical Group Science and Technology Research Center, Inc. and Mitsubishi Chemical Engineering Corporation.

The award recognizes the companies' development and successful adoption of a new environment-friendly catalysis method in the production of polyoxy tetramethylene glycol (PTMG).

PTMG is a polyether compound used as a raw material for highly elastic fibers, and which is in high demand today. The conventional process, which uses fluorosulfonic acid (one of the strongest acids available commercially) as the catalyst, produces large amounts of fluoride-containing salt as waste during the acid neutralization process.

The new technology uses a solid acid catalyst consisting of a compound oxide made of zirconia dioxide and silicon dioxide. This enables a chemical process that not only reduces energy use, but also eliminates the use of harmful fluorosulfonic acid while dramatically reducing the amount of waste.

The Mitsubishi Chemical Group will continue to reduce environmental loads in every process of its business activities. Initiatives here include the development of environment-friendly technologies, resource and energy conservation, as well as the reduction, reuse and recycling of waste.

### \* Green & Sustainable Chemistry Network, Japan (GSCN)

GSCN was established in March 2000 by chemical societies, organizations and government research institutes. It promotes activities that contribute to the realization of a sustainable society and enhancement of health, safety and environmental protection through scientific and technological innovation.



Proud smiles at the award ceremony (from left to right):  
Mr. Kenji Shima, Manager, Mitsubishi Chemical Holdings Corporation

Mr. Mitsuharu Kobayashi, Manager, Mitsubishi Chemical Group Science and Technology Research Center, Inc.

Mr. Hiroshi Takeo, Project Leader, Mitsubishi Chemical

Mr. Tohru Setoyama, General Manager, Mitsubishi Chemical Group Science and Technology Research Center, Inc.

Mr. Eiji Tanaka, Executive Officer, Mitsubishi Chemical Holdings Corporation

Mr. Minoru Tanaka, General Manager, Mitsubishi Chemical

Mr. Teruo Yoshida, Deputy General Manager, Mitsubishi Chemical Engineering Corporation

Mr. Takashi Morishima, General Manager, Mitsubishi Chemical Holdings Corporation



## Investing in a Greener Future

The evidence appears irrefutable: Global warming is here to stay, and it will have a profound impact not only on the daily lives of people worldwide, but also on corporations—how they do business and how they derive their profits.

While undoubtedly a challenging situation for the world, it does also open up investment opportunities in companies offering ways of overcoming the difficulties lying ahead.

On April 14, 2008, **Bank of Tokyo-Mitsubishi UFJ** began offering the Global Climate Change Fund, also called the Green Planet Fund, to Japanese customers. The fund invests in stock from countries around the world, including developing countries, through beneficiary certificates of the so-called Global Climate Change Mother Fund. Specifically, it invests in the equities and securities of companies that contribute to the fight against global warming in ways that can be expected to generate profits, for instance the development of renewable energy technologies.

Working together with experts on global warming, fund managers analyze how global warming impacts on corporate profits in various industries. Based on the in-depth understanding of investment opportunities that results from this analysis, they then identify the companies with the most promising ideas and build a portfolio.

\* This article has been prepared for the sole purpose of information disclosure, and is not intended to solicit investment.



An information brochure about the new Green Planet Fund



## Stepping Up Green Innovation

As concerns over climate change mount worldwide, the **NYK** Group, a global logistics provider with operations across land, sea and air, has devised an ambitious environmental program.

Under the NYK Cool Earth Project, launched on April 1 by NYK president Koji Miyahara, who will also directly oversee its implementation, the group aims to do the following:

1. Generate revolutionary innovation in hardware and equipment, including the creation of an advanced engine that reduces CO<sub>2</sub> and other emissions to the lowest possible level.
2. Enhance the group's response to policy discussions in Japan and abroad between governments and various organizations, such as the International Maritime Organization (IMO), Japan Business Federation, Japanese Shipowners' Association, and other international institutions.
3. Accurately evaluate the financial effects on the group of these activities, such as expanded capital spending and reduced fuel expenses.
4. Study business model reforms that can help to reduce environmental loads, such as having more ships navigating at reduced speeds.
5. Actively make environmental contributions to society.

The project will run through March 2010, and be implemented through specialized work groups and a central full-time secretariat.

NYK has been active in the environmental area since 2001, when the company created a dedicated Safety and Environmental Management Committee. In January 2008, the company was included in the Global 100—the world's 100 most sustainable companies.



## Sunny Days Ahead for Solar Power Production

Facing what it believes will be 30% growth in global shipment volume of photovoltaic (PV) cells and modules for fiscal 2008, **Mitsubishi Electric** has opted to raise its production capacity from 150 MW to 220 MW as of October 2008. Looking further over the horizon, they plan to increase production capacity to 500 MW annually by fiscal 2013.

One of the biggest obstacles blocking higher production of this clean, low-maintenance source of renewable energy is a shortage of suitable silicon from which to make the solar cells. This is driving Mitsubishi Electric to develop thinner wafers that not only use less silicon, but also have improved efficiency and increased electrical output. Their efforts are bringing results.

In March 2008, Mitsubishi Electric announced it had achieved the world's highest conversion efficiency rate of 18.6%, for a practical, multi-crystalline silicon solar cell of 150 mm<sup>2</sup>. Some of the innovations they employed were a low-reflectivity surface texture, an optimized internal electrical structure that increased electric current generation, and narrowed front grid electrodes on the surface of the silicon to allow more sunlight to reach the cell.

Solar cells with these and other features should enter mass-production by fiscal 2011, making clean, reliable energy more affordable than ever before.



## Bubbly Prospects for a Green Technology

Many are concerned about the impact of carbon dioxide (CO<sub>2</sub>) emissions on global warming. What if we could remove 90% of the gas produced from burning fossil fuels and recycle it as a useful product? There is a way. **Mitsubishi Heavy Industries** (MHI) has licensed its CO<sub>2</sub> recovery technology to Nagarjuna Fertilizers and Chemicals Limited (NFCL), a fertilizer producer in India.

The licensed technology will employ a proprietary solvent, developed jointly with Kansai Electric Power Company, Inc., to absorb and recover up to 90% of the CO<sub>2</sub> emitted in the flue gas when NFCL produces ammonia. The recovery units can capture 450 metric tons of CO<sub>2</sub> per day, one of the world's largest capacities. The CO<sub>2</sub> will then become a feedstock for urea fertilizer production.

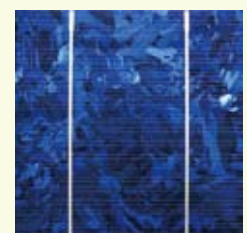
MHI's CO<sub>2</sub> recovery technology, officially known as the Kansai-Mitsubishi Carbon Dioxide Recovery Process, consumes considerably less energy than other technology processes.

In addition to urea production, CO<sub>2</sub> recovery technology can be employed in enhanced oil recovery (EOR), in which CO<sub>2</sub> is injected into an oil reservoir to raise its productivity. Doing this also reduces the amount of greenhouse gas released into the atmosphere.

Going forward, MHI's large-scale CO<sub>2</sub> recovery facilities would seem to have a bright future.



MHI's CO<sub>2</sub> recovery units can capture up to 450 tons of CO<sub>2</sub> per day



The new solar cell (left) reflects less light and has a less visible crystal structure than currently manufactured solar cells (right)



## Improving Water Access and Sanitation in Mozambique

Clean, safe drinking water is of fundamental importance to human health, and by extension, economic growth.

Yet, in the year 2008, some 1.1 billion people, about 1/6 of the world's population, do not have access to this critical resource. A key reason for this is inadequate sanitation, another fundamental necessity, yet one that some 2.6 billion do not have.

The **Mitsubishi Corporation** Fund for Europe and Africa (MCFEA), a U.K.-registered charity, was established in 1992 to promote research and education into the environment and poverty alleviation. Funded by Mitsubishi Corporation and its U.K. subsidiary Mitsubishi Corporation (UK) Plc., it provides grants to a wide range of projects. The grant commitment for new projects in 2008, announced in April, amounts to £230,000.

£72,300 of this will go to WaterAid, an organization dedicated to providing clean water, sanitation and hygiene education to the world's poorest. MCFEA has support-

ed WaterAid since 2003, when the organization began working in Mozambique. From 2004, MCFEA has focused its support on WaterAid's work in Maputo, the country's capital.

After providing 100% water and sanitation coverage in the city's Urbanizaçao district, WaterAid has now been asked by the city authorities to support five more



More residents in Maputo now have access to clean water

districts with a total population of about 120,000. The new commitment from MCFEA will help the organization achieve this task.



## Children's Paintings Support Noble Cause in Vietnam

SOS Children is a U.K. charity helping children orphaned by poverty, war or natural disasters find new homes in purpose-built Children's Villages. Besides helping 60,000 children in 123 countries, the charity also runs other projects that help almost a million people worldwide. The organization began working in Vietnam in 1967, and today runs 12 SOS Children's Villages and 31 related projects in the country.

Vietnam is now growing rapidly, yet the 20th century's conflicts are still felt through poverty and a lack of healthcare and education facilities.

To support SOS Children, Tokio Marine Asia Pte. Ltd., which handles **Tokio Marine & Nichido Fire Insurance's** opera-

tions in Asia outside Japan, has launched a donation initiative called the SOS Smile Painting Contest Sponsorship.

In this initiative, the Tokio Marine Asia Group sponsors painting contests in the SOS Villages, after which the children's paintings are auctioned off at the annual Tokio Marine Asia Group's Top Management Conference. The proceeds are then returned to the SOS Villages. In 2008, the conference was held in Vietnam, and the charity event was organized jointly with Vietnam International Assurance Company (VIA).

On April 19, 2008, the 2nd SOS Smile Painting Contest Sponsorship came to a grand finale at the Go Vap SOS Children's Village in Ho Chi Minh City. Twenty-five happy children received a total of US\$3,171 from Mr. Nobuyuki Fukuzawa, General Director of VIA. Mr. Fukuzawa also donated US\$1,000 toward the 3rd SOS Smile Painting Contest Sponsorship, to be held in early 2009.



Each child at the Go Vap SOS Children's Village received a portion of the auction proceeds



## Helping to Solve Asia's Food Supply Challenges

Around Asia of today, sky-rocketing food prices, population growth and changing dietary habits have brought food supply issues to the top of the agenda. The United Nations University-Kirin Fellowship Program aims at enhancing the capacity of food research institutions throughout the region by providing the resource they need the most—brilliant minds.

Each year, **Kirin Holdings** covers the costs for five promising young researchers to come to the National Food Research Institute (NFRI) in Ibaraki Prefecture, Japan, where they can utilize cutting-edge resources for one year to further the research they have pursued at home. The five fellows are selected by the United Nations University

and NFRI from among candidates recommended by Asian universities and research organizations.

After the year has passed, the fellows go back to their home institutions where they do follow-up R&D for another two years, also with expenses covered.

On April 1, 2008, Kirin Holdings held the award ceremony for the 2007 fellows, who presented their research results, and also accepted five new fellows for 2008 from Bangladesh, India, Mongolia, the Philippines, and Thailand.

The ceremony, held at the United Nations University in Tokyo's Shibuya Ward, was attended by Kirin Holdings' Managing Director and Representative Director, Kouichi Matsuzawa.



The 2007 fellows posing at the National Food Research Institute



# A Historical Landmark Rises Anew

>> MITSUBISHI ESTATE CO.,LTD.

The Mitsubishi Ichigokan, built in 1894, was the very first office building to rise out of the old military parade ground that would become Tokyo's Marunouchi district, heartland of the Mitsubishi Group and one of Japan's key financial hubs. Torn down in 1968 during the post-war economic boom, this historical landmark is now being resurrected by Mitsubishi Estate, and will open its doors to the public in the spring of 2010 as the Mitsubishi Ichigokan Museum.

Akiya Takahashi, Director, Mitsubishi Ichigokan Museum, Tokyo

**Q What is the basic concept behind the museum?**

Mitsubishi Ichigokan was built in 1894, at the height of the period of intense modernization known as the Meiji Restoration. The growth and development of Mitsubishi was inextricably linked to Japan's development as a modern state. The close of the 19th century and turn of the 20th century was a time when the growth paths of post-Edo Tokyo, modern Japan and Mitsubishi coincided. Reflecting this journey through time, the museum will display modern art from the middle of the 18th century to the 20th century, which is a product of the relationship between city and human beings.

**Q Which will be the key characteristics of the new museum?**

A major characteristic will be the use of a historic building as a museum—among the high-rise buildings of Marunouchi, the new museum's Victorian-era English architecture will be quite striking. Also, it is highly

unusual in Japan for a museum to occupy a separate building in the center of a major city. Inside, the historical interior will blend naturally with the art pieces from past eras, and the atmosphere should provide an enjoyable contrast for displays of contemporary art as well. We expect to draw visitors not only from among the more than 200,000 people who work in the Marunouchi area, but also from all over Tokyo and from among tourists visiting Tokyo from other parts of Japan and overseas.

**Q Please tell us about the exhibitions you are planning.**

We are considering exhibitions that will stimulate visitors by showing them a world of art where the fundamental concepts of creativity, freedom and expression are completely different from those of the business world, and that will feed back into their lives and ways of thinking over time. We anticipate that the confluence of art and practical business will also provide the opportunity

for cross-learning between the two worlds.

For the museum opening in early 2010, we are planning a "Manet and Modern Paris" exhibition (provisional name), which I believe will be symbolic for a centrally located city museum. With exhibitions such as these, I think that we will be able to create a distinctive new style of art museum.



**MITSUBISHI  
ICHIGOKAN  
MUSEUM,  
TOKYO**

The logo of the new Mitsubishi Ichigokan Museum (above), and the building as it will look when completed (below)



Le Divan Japonais by Henri de Toulouse-Lautrec (1864–1901) will be on display in the new museum



# Moon Magic

Modern Japan is a country of mind-boggling technology, constantly changing trends, ultra-dense urban environments and grueling schedules. Yet, visitors soon realize that the Japanese also have a strong connection to Mother Nature, celebrating her varied garbs with much dedication and—often—a sense of melancholy over the inevitable passing of time.

These celebrations can be loud and raucous, as with the cherry blossom parties in the spring, or they can be quietly contemplative, as in the case of *tsukimi*, the Moon Festival.

*Tsukimi* (literally meaning “moon watching”) is traditionally held on August 15 by the old Lunar Calendar.\* The full moon on this particular day, known as *jugoya* (“harvest moon”), is considered the year’s most beautiful. In ancient times, members of the royal court would gather beneath it for a sip of sake and to seek inspiration for poems. Farmers would also pray to it for a good harvest, and to thank it for lighting up the fields at night.

Today, although *tsukimi* still formally occurs on August 15, it is also common for friends and family to gather on the night of the full moon in mid-September. After choosing a good spot, which could be out in the open or in somebody’s apartment, the gathered party admires the moon’s serene beauty while eating *tsukimi-dango*, round, chewy confections made of pounded rice. It is also common to place silver grass, bush clover and other autumn flowers by the house windows as a traditional offering to the moon.

*Tsukimi* is not as famous as cherry blossom watching, but it is certainly special. It is particularly magical in the countryside, where the chirping of crickets and the gradual reddening of trees give a definite sense of the summer ending and autumn approaching.

\* By the solar calendar used today, this date may vary slightly.

Silver grass, autumn flowers and full moon-shaped *tsukimi-dango*



Mitsubishi Motor Sales of Canada, Inc.

Susan Elliott

Manager, Corporate and Product Communications

## Mount Tremblant, Quebec, Canada

● About 100 km north of Montreal, and a mere seven-hour drive from the head office of Mitsubishi Motor Sales of Canada (MMSCAN) in Mississauga, rise some of the world’s oldest mountains: the Laurentian Mountains. Worn smooth by nature over millions of years, they average about 425 meters in height, with one of the highest and certainly the best known being Mount Tremblant, at 968 meters.

● To a Canadian, “Mount Tremblant” conjures up a host of beautiful images. The name “Tremblant” refers not only to the storied mountain, but also to the village at its foot, the pristine nearby lake, and the world-famous ski resort situated adjacent to the lake. Considered by many to be eastern Canada’s most picturesque destination, the gentle slopes, magnificent forests and sparkling lakes of the area attract sportsmen, vacationers, corporate events and conventioners all year round.

● The resort itself, Tremblant, offers many amenities, including luxury hotels and a charming pedestrian village. Local activities and attractions are abundant and include golf tournaments, film and music festivals and a world-class, 4.3-km road racing circuit, known as Le Circuit Mont Tremblant.

● Home to Quebec’s first-ever Formula One race, the 1968 Canadian Grand Prix, Le Circuit has played host to top race drivers like John Surtees, Jackie Stewart, and Gilles and Jacques Villeneuve. So it made perfect sense that, on June 11–12, 2008, MMSCAN invited 36 top Canadian automotive journalists to experience and evaluate the exciting new Lancer Evolution MR and GSR models on the race track at Le Circuit, as well as on the area’s wonderful mountain roads.

● MMSCAN’s presenters at this event included Koji Soga, President and CEO; Tomoki Yanagawa, Vice President, Corporate Planning, Sales and Marketing; Don Ulmer, Manager of Product Planning and Pricing, and Susan Elliott, Manager of Corporate and Product Communications. The event and the location proved to be a tremendous success!



Website: <http://www.mitsubishi.com/e/index.html>

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Marunouchi Nakadori Bldg., 2-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005, Japan  
Telephone: 81-3-5218-8660 Facsimile: 81-3-5218-8661