

**E**very year, professionals in the field of audio, video and animation production come from the four corners of the globe to Hamburg, Germany to participate in the World Media Festival, one of the world's premier international competitions for audiovisual communications media.

Founded in 2000, this event is highly regarded for the many innovative audiovisual creations on display. Hundreds of advertising agencies, corporate communication companies and others compete across 14 main categories ranging from "Public Relations" and "Documentaries" to "Children's," and over 100 sub-categories.

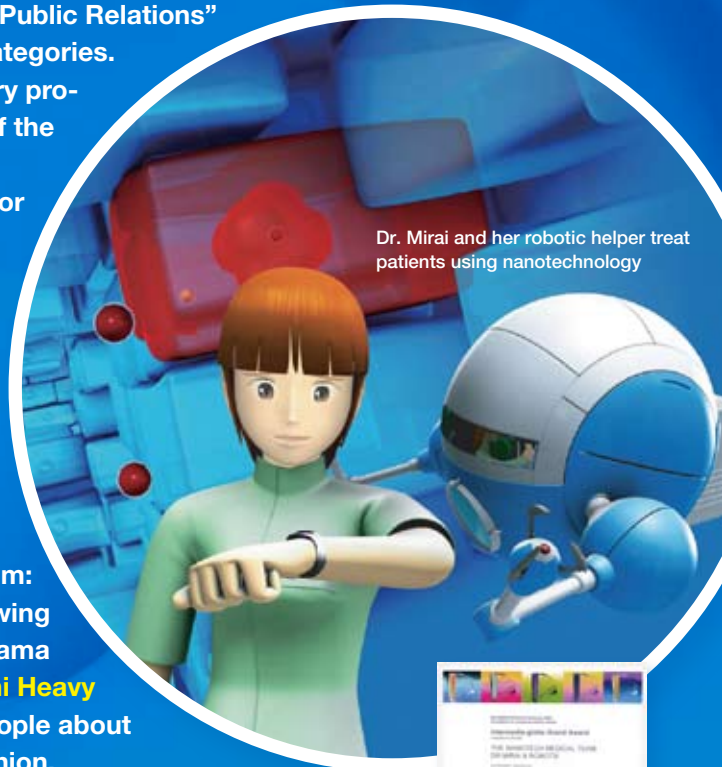
A panel of judges, consisting of highly regarded industry professionals, evaluate the beauty, technique and message of the competing entries to pick a Grand Award winner for each main category, as well as Gold and Silver Award winners for each sub-category.

## And the Award Goes To...

In the World Media Festival 2008, the Grand Award in the Children's Category, as well as the Gold Award in one of the sub-categories, went to "The Nanotech medical team: Dr. Mirai & Robots!," an innovative 3D animation now showing at the Mitsubishi Minatomirai Industrial Museum in Yokohama outside Tokyo. The museum was established by **Mitsubishi Heavy Industries (MHI)** in 1994 to educate children and young people about science and technology in a fun and highly interactive fashion.

The animation, which was planned by the museum, shows a hospital of the future where a young doctor, Dr. Mirai (literally "Dr. Future"), and her robotic helper treat patients using nanotechnology. This robotic helper is modeled on MHI Medical Systems Inc.'s MHI-TM2000, a groundbreaking radiotherapy machine capable of highly accurate, pin-point irradiation of cancer tumors. Surround sound, 3D goggles and vibration seats all make for an engrossing experience.

Representatives of the museum, MHI and Taiyo Kikaku Co., Ltd., the production company that created the animation, collected the well-earned awards at the Gala for the Award Ceremony in Hamburg on the evening of May 14, 2008.



Dr. Mirai and her robotic helper treat patients using nanotechnology



The coveted Grand Award certificate of the World Media Festival

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## The King of Cameras

**Nikon** is renowned worldwide for the quality of its cameras and other optical technologies. In May 2008, this reputation was reaffirmed when Japan's Camera Press Club selected the Nikon D3, the company's flagship digital SLR\* camera, as the CAMERA GRAND PRIX 2008 Camera of the Year.

With its many innovative features, the Nikon D3 successfully faced off competition from another 170 cameras introduced to the market between April 1, 2007 and March 31, 2008, making it the sixth Nikon camera to win this honor.

As if this wasn't enough, it also managed to win the CAMERA GRAND PRIX 2008 Readers Award that was established for the 25th anniversary of the Camera Grand Prix. It also won the most Readers Award votes among general users at the Photo Image Expo (PIE) 2008, held in Tokyo on March 19–22, as well as the Technical Image Press Association (TIPA)'s prestigious Best D-SLR Professional in Europe 2008 award.

Launched in November 2007, the Nikon D3 is the first Nikon digital SLR camera to use the full 24x36 mm image area of traditional 35 mm film, a format desired by many photographers in the advanced amateur to professional range.

The camera also features a newly developed CMOS sensor\* (12.1 effective megapixels), high-sensitivity ISO 6400, high-density 51-point autofocus and a slew of other advanced functions. ◆

\* **SLR:** SLR means "single-lens reflex," and refers to the optical light path of SLR cameras, which use a special mirror system to exactly reproduce the image "seen" by the lens in the viewfinder.

\* **CMOS sensor:** CMOS (complementary metal oxide semiconductor) is a type of integrated circuit. The image sensors at the heart of digital cameras often use CMOS circuits; hence they are sometimes called "CMOS sensors."



Nikon D3 is packed with handy features



The CAMERA GRAND PRIX 2008 Readers Award (left) and the CAMERA GRAND PRIX 2008 Camera of the Year Award (right)



Nikon Photo Contest International information brochure

### 32nd Nikon Photo Contest International Now Accepting Entries!

The Nikon D3 would certainly be a good camera to use in **Nikon's** famous photo competition, the Nikon Photo Contest International, which is held once every two years.

However, even if you do not own one, be sure to send your entry to the 32nd Nikon Photo Contest International, which is open for entries between September 1 and November 30, 2008.

This year's theme is "at the heart of the image," which has two sub-categories. The first is a free subject category, while the second My Planet category is for scenes from "daily life, or the people and things that stir [the photographer's] passions."

A panel of international photographers will award 54 prizes, with the Grand Prize being a Nikon digital SLR camera with two additional NIKKOR lenses, and the chance to have one's photo posted on the contest website.

Since the start in 1969, this competition for professionals and amateurs alike has attracted more than 1,270,000 images from some 306,000 photographers. The 31st contest alone attracted over 47,000 images from some 16,000 entrants in 135 countries.

For more information about the Nikon Photo Contest International, go to: <http://www.nikon-npci.com>

## New Ethanol Origin Detection Technology

Biofuels, renewable and environmentally friendly substitutes for fossil fuels, often feature ethanol as a core ingredient. In response to growing interest in biofuels, **Kirin Holdings'** Central Laboratories for Frontier Technology, in conjunction with the Graduate School of Tokyo Institute of Technology, has developed a new ethanol origin detection method using stable isotope ratio analysis.

The new method uses a technology known as "Head Space-Solid Phase Micro Extraction (HS-SPME)" to rapidly extract ethanol samples with high efficiency. A gas chromatography column can produce high-purity ethanol from these samples, which

can then be used to determine hydrogen and carbon stable isotope ratios. These ratios provide important information about the properties of an ethanol. As a result of these new techniques, analyses now take under an hour with no loss of precision.

This new technology is also capable of distinguishing between bio-ethanol and synthetic ethanol. It can even measure in  $\mu\text{mol}$  (micromol) and  $\text{nmol}$  (nanomol) units, allowing for applications with other alcohol types and volatile organic acids. Kirin is considering using these abilities in its quality control processes for raw materials and food products. ◆

Kirin Holdings' Central Laboratories for Frontier Technology



# An Environmentally Sound Investment

**NYK**, a global logistics provider with operations across sea, land and air, is known for its commitment to the environment and is continuously exploring ways of minimizing its environmental impact.

In early 2008, the company was again selected for inclusion in the FTSE4Good Global Index, marking the sixth straight year that NYK has been listed on this major yardstick for socially responsible investment.

U.K.-based FTSE Group's FTSE4Good Global Index is one of two leading indexes referred to by investors concerned with corporate social responsibility criteria in their investment decisions. The other major index is the Dow Jones Sustainability World Index.

The companies included in the FTSE4Good Global Index are selected from among 2,400 listed firms in 23 countries, based on independent international standards of corporate environmental sustainability and social responsibility. Of the approximately 900 enterprises in the FTSE4Good Global Index, 193 are Japanese companies (as of June 2008). ♦



NYK's FTSE4Good Certificate of Membership

## A Breakthrough in Material Science

The new X-BARRIER™ film is a major breakthrough in material science. Launched by **Mitsubishi Plastics** on July 1, 2008 in Japan and in overseas markets, the new thin film is certain to cause a stir in advanced technology industries.

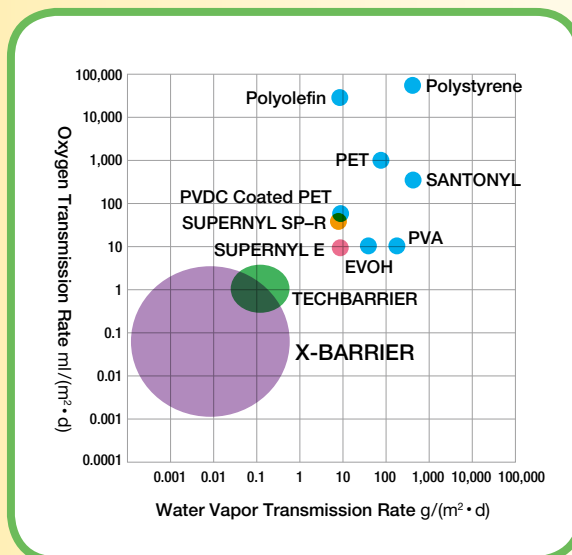
X-BARRIER™ is a groundbreaking film that provides a barrier against gases like oxygen, water vapor and carbon dioxide, and offers consistently high performance under high temperatures and humid conditions, as well as great durability and flexibility. Some varieties of the film achieve a water vapor barrier performance of 10-4 g/m<sup>2</sup>/day, the industry's highest standard for transparent film.

With its unique properties, X-BARRIER™ is expected to find uses in a wide variety of applications. The film is not only ideal for developing flexible products, but also enables cost-efficient "roll-to-roll processing\*." In the information electronics field, it can potentially be used in semiconductor chips, device boards, organic electroluminescent (EL) displays, organic solar cells and electronic paper; in the medical field, it can be used in catheters, surgical needles and sutures, as well as products like eye drops and contact lenses.

Having set a sales target of ¥5 billion after three years, Mitsubishi Plastics continues to enhance the technology with the aim of achieving even greater water vapor barrier performance. ♦

### \* Roll-to-roll processing:

This is the process of creating electronic devices on rolls of flexible plastic or metal foil.



Comparison of gas barrier ability between X-BARRIER™ and other films

## Global Shipping Consortia Launch Joint Black Sea Shipping Service

The Grand Alliance (GA) is a leading global container shipping consortium, whose members include NYK (Japan), MISC Berhad (Malaysia), Hapag-Lloyd (Germany) and OOCL (Hong Kong).

In mid-June 2008, the GA and the New World Alliance (TNWA), also a global shipping consortium, launched a new jointly operated shipping service between Asia and the Black Sea.

GA and TNWA carriers began cooperating in February 2008 by engaging in a slot exchange on their respective fortnightly services to the Black Sea. The new joint service provides shippers with a weekly frequency to common ports. Eight vessels will be deployed in the service, five from GA member lines and three from TNWA members.

Port rotation for the Black Sea service is as follows: Shanghai, Ningbo, Shekou, Singapore, Suez, Istanbul, Constanza, Odessa, Constanza, Istanbul, Damietta, Suez, Jeddah, Singapore and back to Shanghai.

## NEWS Flashes

### Mitsubishi Motors Licenses Powertrain Technology to Chinese Joint Venture

In June 2008, Mitsubishi Motors signed a technology licensing agreement with its powertrain joint venture in China, Harbin Dongan Automotive Engine Manufacturing Co., Ltd. (DAE), covering production of four- and five-speed automatic transmissions.

The technology transfer will enable DAE to supply core automotive parts not only to its own group companies, but also to other automobile manufacturers in China, thereby contributing to the growth of the Chinese automobile industry. DAE began constructing a new factory in March 2008 with a view to commencing production in April 2010. The new facility will have an annual production capacity of 150,000 units, and will produce 50,000 units in its first year.

### Mitsubishi Corporation Enters Partnership with Brazilian IT Firm Politec

Mitsubishi Corporation (MC) has announced a capital and operational partnership with Politec Technologia da Informacao S.A. (Politec), a leading IT firm in Brazil that will be a strategic partner for MC in the IT field in Latin America. MC invested approximately ¥3 billion in Politec in April 2008.

To develop its global Information Communication Technology (ICT) business, MC has previously invested in businesses in the Americas, China and Southeast Asia and captured major customers in each region, especially Japan-affiliated businesses and local industries. The investment in Politec, a firm that counts several of the region's largest companies among its customers, will further expand the company's reach in Latin America, the U.S. and Japan.



## Helping to Build a Better Environment

With environmental issues high on the agenda everywhere, interest in so-called “sustainable architecture,” which uses a variety of techniques to minimize a building’s environmental impact, is growing worldwide.

**Tokio Marine & Nichido Fire Insurance** has used this idea as the foundation for the new Singapore-based headquarters of the Group’s Asian operations, Tokio Marine Asia Pte Ltd. Named the Tokio Marine Centre, the 21-storey building will adorn Singapore’s financial district after its completion in early 2010.

Designed by Chan Sau Yan Associates, the v-shaped building sports a striking external support structure emulating a cluster of bamboo. This provides shade for some 30% of the interior, reducing the need for air-conditioning in the Singaporean heat. Other key features are a roof garden for tenants and a high-ceilinged ground floor housing a large landscaped garden for public use. In addition, all plants will be watered by a rainwater collection system, and solar panels will provide lighting in internal lobbies and toilets. Features like waste recycling systems and monitoring of water and energy usage are also under consideration.

Besides all other environmental benefits, the building’s annual electricity bills are estimated to be 25% lower than those of a similar-sized conventional building. No wonder, then, that Singapore’s Building and Construction Authority awarded the Tokio Marine Centre with a “Goldplus Award” for its environmental design, a first for an insurance company in Singapore.



The “Goldplus Award” won by the Tokio Marine Centre

The Tokio Marine Centre, as it will look when completed



## Forest Restoration on the Slopes of Mount Fuji

At the foot of one of Japan’s most iconic symbols, the majestic Mount Fuji, an ambitious forest restoration project is under way, run by the Organization for Industrial, Spiritual and Cultural Advancement-International (OISCA-International).

OISCA-International, an international NGO working to promote sustainable development, aims to restore some 100 hectares of forest on the mountain’s western slope, and has been promoting the project to Japanese organizations and companies since 2007 together with the Yamanashi prefectural government.

One of the companies to respond is **Nikon**, which has made environmental conservation a key management priority. On Saturday, May 24, 2008, 120 volunteers consisting of Nikon employees and their families descended on Mount Fuji’s western slope to plant some 1,000 seedlings of various tree species that grow naturally around the mountain.

The area in question, previously an artificial forest consisting solely of Veitch’s Silver Fir, a type of fir native to Japan, has suffered from extensive damage by pests. The project involves planting a variety of indigenous species to restore the area’s original natural diversity.

Before starting to plant, the volunteers listened to lectures outlining the serious condition of Mount Fuji’s forests and received basic knowledge about afforestation to gain a deeper understanding of the significance of the initiative.

Volunteers help to restore the forest on Mount Fuji’s slopes



The 120 volunteers consisted of Nikon employees and their families



## Banking on Energy Conservation and Environmental Protection in China

Cooperation in energy conservation and environmental protection is an important theme in the relationship between Japan and China, and through these efforts, Mitsubishi UFJ Financial Group (MUFG) and its subsidiary, **Bank of Tokyo-Mitsubishi UFJ** (BTMU), are proactively supporting greenhouse gas emission reduction activities in China, where emissions are increasing rapidly.



Mr. Tetsuya Wada, Managing Executive Officer of Bank of Tokyo-Mitsubishi UFJ, delivers a speech at the signing ceremony in Beijing

In June 2008, MUFG and BTMU signed a memorandum of understanding and a cooperation agreement with China's National Development and Reform Commission (NDRC) to construct clean development mechanism (CDM)\* project management systems and train local government officials in CDM management.

The NDRC is a Chinese government agency responsible for promoting economic and social development in China, and it is also responsible for CDM projects.

MUFG and BTMU will provide US\$1 million in total for the project and sponsor a training course in China and Japan. The training in Japan will be given by experts from Mitsubishi UFJ Securities and the United Nations Environment Program for approximately 50 graduates selected from the CDM training program in China. Mitsubishi UFJ Research and Consulting Co., Ltd. will develop and implement the training program in Japan.

\* **Clean Development Mechanism (CDM):** Under the Kyoto Protocol, companies from industrialized countries can gain carbon credits that count toward their own CO<sub>2</sub> emission targets by investing in emission-reducing projects in developing countries.



## Ready to Fight Global Warming—Japan's Largest Biomass Plant

June 16, 2008 was a key date in Japan's fight against rising CO<sub>2</sub> emissions. On this day, the construction of Japan's largest biomass power plant, Gonoike Power Plant, was completed, an event marked with a grand official ceremony. A large number of guests attended, among them the governor of Ibaraki Prefecture, where the plant is located, and the mayor of nearby Kamisu City.

The plant was constructed by Gonoike Biomass Energy Co., a 50-50 joint venture established in 2005 by **Mitsubishi Corporation** and Chugoku Lumber Co., Ltd. Gonoike Biomass Energy's core business is power generation using the leftover sawdust, bark and other scrap wood from Chugoku Lumber's Kashima Mill, which is located close to the new biomass power plant.

The plant's proximity to the mill minimizes transportation and related energy needs, thereby reducing the plant's impact on the environment. With an output of 21,000 kW, the plant is expected to reduce CO<sub>2</sub> by a crude-oil-equivalent of some 61,100 kl/year. Due to this contribution to Japan's CO<sub>2</sub> reduction goals, the country's Ministry of Economy, Trade and Industry has subsidized the construction costs.



The main facility of the Gonoike biomass power plant



## Keeping it Cool for the Earth

In hot weather, a good air conditioner is a godsend. Yet, with increasing concerns over global warming and air conditioners generally being major consumers of precious energy, what can you do?

Relax. The Shin-Save-Oh, a new air conditioner from **Toyo Engineering Works** is very environment-friendly, with a highly efficient fan that ensures low energy consumption and little maintenance.

The compact air conditioning system has been shown to be up to 31.1% more efficient compared with Toyo Engineering Works' earlier THS model, thanks to a drastically improved air flow and a redesigned air vent.



A Shin-Save-Oh air conditioner keeping things cool

These specifications make Shin-Save-Oh the ideal choice for new installations and replacements in facilities where effective air conditioning can make a substantial environmental contribution, including office buildings, hospitals, factories and shopping centers.

In addition, Shin-Save-Oh uses Galvalume® steel sheet, which is coated by an aluminum-zinc alloy, for its exterior panels and framework. Not only does this reduce the framework weight by 60% compared with an earlier Toyo Engineering Works model, it also eliminates the need for welding and coating, thereby enabling further energy savings at the manufacturing stage.



## Everyday Adult Life—A Fun Ride for the Kids

Children often wonder about what it's like to be an adult, experiencing both the challenges and rewards of a grown-up existence. **Mitsubishi Motors (MMC)** is helping to answer this curiosity with an exhibit for the new KidZania Koshien facility opening in March 2009 in Osaka.

The KidZania concept originated in Mexico in 1999, and has since spread to Japan and Indonesia. Each KidZania facility provides an immersive recreation of adult life with dozens of simulated work places, including police and fire stations, hospitals, banks and various shops.

This allows children to sample multiple professions over the course of a single day. KidZania Koshien will be the second such facility in Japan, following the success of KidZania Tokyo, which has had over 1.4 million visitors since opening in October 2006.

MMC's exhibit will consist of a "Driver's License Testing Office" and a "Rent-A-Car Center" similar to those it

has in KidZania Tokyo, along with a few new concepts. Children will learn about automobiles, environmental issues and safe driving before receiving "driver's licenses." Once they have their licenses, children can take a miniature automobile for a drive. It is hoped that this exhibit will help young people gain the skills and confidence needed in modern society.



At KidZania, kids can even earn "driver's licenses" (after attending a "driving school") and drive miniature cars!

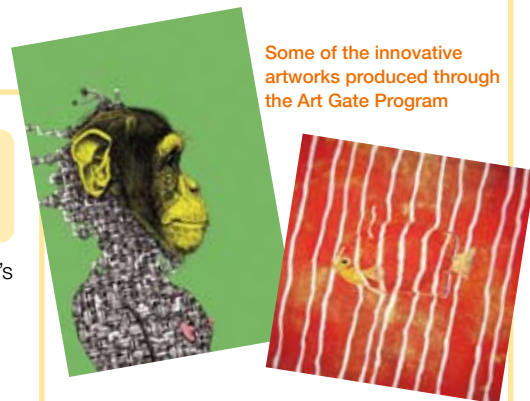


## Art Gate Program Nurtures Young Artists

Many young Japanese artists experience difficulty finding opportunities to display and publicize their work, which can be disheartening to aspiring young artists.

**Mitsubishi Corporation's (MC's)** Art Gate Program has been established to provide encouragement to these struggling artists by providing them with opportunities for their work to be displayed and purchased.

The program plans to purchase a total of 200 artworks per year (50 works quarterly) at ¥100,000 each. All chosen artworks will first be displayed at MC's head office in Tokyo and at other public sites and then sold at a charity auction to be held quarterly. The theme for the first collection is "Living with nature."



Some of the innovative artworks produced through the Art Gate Program



## Summer Fun with Chemistry

To an outsider of any age, chemistry seems too complicated to ever be fun, but once one realizes how much we use chemistry everyday, the topic assumes new relevance and interest. Since 1993, Japanese chemical industry organizations and their member companies, including **Mitsubishi Chemical** and **Mitsubishi Rayon**, have sponsored year-round events for children in the "Dream Chemistry 21" campaign.

Organized by the "Dream Chemistry 21" Committee made up of Japan's chemical industry associations and societies, the campaign seeks to promote the importance of chemical technology and usefulness of chemical products,

particularly by appealing to young people's interest in the wonders of chemistry, and, at the same time, fostering internationally active chemists.

A popular event every year is "Dream Chemistry 21" Summer Holiday Children's Chemistry Experiment Show, which ran in 2008 from August 22 to the 24. Mitsubishi Chemical participated with two experiments about color. Applying chromatography, which is used in police investigation testing and development of medicine, the Wonders of Color placed silica gel in a test tube to separate the dyes from a mixture of bath additives into their individual colors. A second color experiment used a three-color LED to show what happens when the primary colors are mixed in different combinations.

Mitsubishi Rayon's experiment, titled How Light Moves in Plastic Optical Fiber, used LEDs to explore the properties of light.

All proceeds from the auction will be donated to charitable institutions when the auction price is at or less than the original price paid to the artists by MC. If the auction price exceeds ¥100,000, then 50% of the difference between the auction price and the original purchase price will be paid back to the artist of the work and the other 50% will be donated to charitable institutions in addition to the initial ¥100,000.

It is hoped that this program will help art students and graduates who wish to become professional artists achieve their dream. The name "Art Gate" reflects the aim of this program, which is to provide artists with a gateway to the larger, global art world.



Children enthusiastically performing hands-on experiments in color mixing and separation

# Takaful—A Unique Form of Insurance

>> Tokio Marine & Nichido Fire Insurance

Being properly insured is essential. Yet, for the world's Muslims, conventional insurance as seen in Japan and in Western countries is incompatible with Islamic principles.

Enter Takaful, an Islamic insurance concept that has existed, in various forms, for over a millennium and that is based on a philosophy of a "mutual guarantee" within a group of participants. Today, insurance products based on this system are growing in popularity throughout the Muslim world.

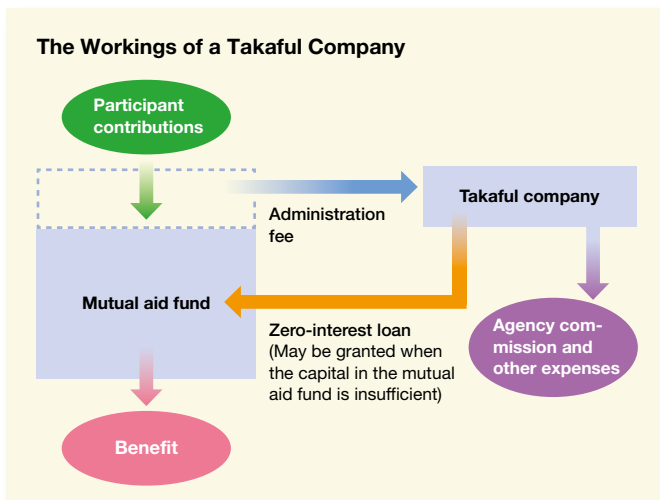
Mr. Atsuhiko Ayabe of Tokio Marine & Nichido Fire Insurance talks about the company's Takaful business, and the growing Islamic finance market.

Atsuhiko Ayabe, Expatriate staff of Kuala Lumpur, Tokio Marine & Nichido Fire Insurance



## Q What is Takaful?

Takaful is Islamic insurance. Based on a mutual assistance structure, it is designed to meet the needs of Muslims by eliminating features of conventional insurance, such as interest, uncertainty and elements of gambling, that contravene Islamic principles. The world's first Takaful insurance product was created in Sudan in 1979, and the product concept has spread gradually ever since. Contributions are accumulated in mutual assistance funds. These are managed by Takaful companies, which levy fees. Benefits (insurance payments) are paid not by insurance companies, but from the funds.



## Q Why have Takaful companies become so common?

In 1999, our joint venture partner in Saudi Arabia told us that Islamic Finance would grow in the future. This prompted us to establish a pilot operation there in 2001. It was assumed that conventional insurance would not be accepted in Islamic countries, and it was very uncommon. However, when Tokio Marine & Nichido Fire Insurance, a company with a history dating back 130 years, launched a Takaful business in Saudi Arabia, people immediately recognised it. Japan has a favorable image, and we were trusted from

the outset. After you visit people five or ten times, they start to give you business out of a sense of loyalty and obligation. We are now the clear leader in the Takaful business, with operations in Saudi Arabia, Indonesia, Singapore, Malaysia and recently in Egypt.

## Q How do you view the outlook?

In the near future, one in four people in the world will be Muslim. In Malaysia, Takaful contributions increased by 48.6% in 2007, and similar growth is expected worldwide. A major advantage for Tokio Marine & Nichido Fire Insurance is the fact that it has products based on in-depth understanding of Islam. I am confident that we will be able to assist when Japanese companies start to use Islamic finance.

## Q On a different note, you wanted to include a personal message in this article.

Yes, that's right! I would like to take this opportunity to express my gratitude to the members of the Mitsubishi Boat Club for the great time we had at the Henley Royal Regatta in the United Kingdom in July 1990, 1992 and 1994. It was truly a memorable experience!

Mr. Ayabe and the staff of the Kuala Lumpur office



## The Red Leaves of Autumn

After a period of near-incessant rain in June and July, followed by a month and a half of tarmac-melting summer temperatures under heavy clouds, the Japanese autumn comes as a blessing of cool, refreshing air and clear blue skies.

But, the lower temperatures are not the only reason the Japanese love the autumn—there is also plenty of excellent seasonal foods to be had, exciting festivals and, last but certainly not least, breath-taking natural scenery as the verdant green of summer turns into the fiery reds and yellows of autumn.

As the leaves change color, the Japanese venture en masse to parks and scenic spots to admire the spectacle. Particularly loved is the *momiji*, the Japanese maple, whose canopies turn into cascades of deep crimson during autumn. It is for this reason that the tradition of admiring the autumn leaves is known as *momiji gari*, literally “maple leaf hunting.”

The tradition is said to have begun in the Heian era (794–1185) as a pastime for the higher classes. Even today, many people are drawn to historically significant areas like Kyoto or Nikko, where the autumn colors can be enjoyed against the tranquil beauty of ancient shrines, temples and other traditional settings.

If you are in Japan during this season, have your camera ready!

The Japanese maple turns a fiery red in autumn

Banco de Tokyo-Mitsubishi UFJ Brasil S/A

Masaru Nakayasu

Executive Director and Chief Economist

## Brazil—A Land of Many Cultures and Incredible Nature

● Brazil's population of 190 million is an amazing melting pot of nationalities where many still keep the traditions of their ancestral homes. There are some 1.6 million Japanese, the biggest Japanese community outside Japan. The first Japanese immigrants arrived at the Port of Santos on June 18, 1908, and in June 2008 Crown Prince Naruhito of Japan visited Brazil to celebrate the 100-year anniversary of this event.

● Bank of Tokyo-Mitsubishi UFJ has been present in Brazil for 75 years. Based in Sao Paulo, we have established deep roots in the country as a major Japanese bank, with full banking services and support to all Japanese companies who have or want to set up operations here.

● At about 8.5 million km<sup>2</sup>, Brazil is continent-sized and with warm or hot weather all year round. Although famous for football, there is much else to see, such as Samba carnivals in beautiful Rio de Janeiro, the Iguacu Falls and more.

● But, what I really want to tell you about are the vast natural vistas that offer so many possibilities for recreation. First, 8,000 km of nice beaches with pleasantly warm water all year round, and that truly invite you to go diving. Second, excellent fishing! The picture shows a *dourado* caught in the Parana River, at least 700 km from Sao Paulo. It may seem far, but the highway is good (7 hours or more by car) and the landscape beautiful. You can fill up the tank with gas or ethanol anywhere, as the “flex fuel engines” used here run on gasoline, ethanol or any mixture of the two.

● There are of course other places that offer good fishing, including in the Atlantic Ocean, but if you ask me, the wide and clear Parana River is the best!

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

[ **We want your feedback!** ] E-mail form: <http://www.mitsubishi.com/mpac/e/talk/>

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