



**A**s China aggressively pursues economic growth, it is also working to minimize the environmental impact of construction on its air and water resources. For that reason, **Mitsubishi Fuso Truck and Bus Corporation (MFTBC)**, one of Asia's leading commercial vehicle manufacturers, was enthusiastically welcomed to bauma China 2008, the biannual international trade fair for construction machinery, vehicles and equipment. The company, which has been growing its industrial engine business in China, presented a cross-section of its engine and truck products for the market, including a range of industrial engines compliant with stringent emissions regulations, heavy-duty trucks for the China market and a future concept vehicle.

According to Makoto Kambara, MFTBC Head of Industrial Engines Department, the exhibition was well timed, not only to support its current product sales, but also to introduce future product and technological offerings to the China market and expand business.



The MFTBC booth at bauma China 2008 drew visitors' attention

## Showcasing New Engines of Sustainable Growth

### ● Advanced Eco-friendly Engines on Display

The MFTBC stand showed off a cross-section of current and future product offerings, including four industrial engines for excavators, crawlers and rough terrain cranes. These advanced engines are compliant with the coming Stage-II and even more stringent Stage-III international fuel economy and emissions regulations. Because the Stage-III engines already meet stronger emission rules found in certain markets outside China, Chinese equipment companies will find it easier to meet regulations in export markets.

### ● Euro 3 compliant Cab & Chassis Trucks

MFTBC's current truck products for China include the Euro 3-compliant heavy-duty truck cab & chassis model FV51J, used in dump, concrete pump or mixer applications.



The sleek, futuristic Fuso Concept Truck

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## A New Tool in the Fight Against Global Warming

Around the world, scientists and researchers of a wide range of disciplines are seeing evidence of rising average air and sea temperatures, and that these changes are caused by greenhouse gases released by human activities.

Tackling this challenge is essential. Not only is global warming likely to have severe environmental consequences worldwide, there is also rising concern that extreme weather phenomena, such as droughts, heat waves and floods, could increase in both number and intensity.

To make countermeasures truly effective, it is necessary to precisely measure the concentrations of greenhouse gases at various locations around the world, and pinpoint where they are rising or falling. Until now, such measurements have been made from aircrafts or at specific observation points. However, as the number of observation points is very limited (282 as of October 2008) and there is a strong geographical bias in their distribution, accurate measurements have been difficult to make.

Cue IBUKI, a new satellite built by **Mitsubishi Electric** on order from the Japan Aerospace Exploration Agency (JAXA) specifically for the task of measuring greenhouse gases in the atmosphere. The satellite was launched by **Mitsubishi Heavy Industries** and JAXA onboard a H-IIA rocket, taking to the skies on Friday, January 23 from the Tanegashima Space Center in southwest Japan at 12:54 p.m. local time. IBUKI will during its five-year mission map the density of carbon dioxide (CO<sub>2</sub>), methane (CO<sub>4</sub>) and other gases at no less than 56,000 points around the globe.

IBUKI is equipped with leading-edge sensor technology. JAXA furnished the satellite with a Fourier Transform Spectrometer (FTS) and a Cloud and Aerosol Imager (CAI). The FTS observes the ground and atmospheric reflections of a wide range of wavelengths (from the near-infrared region to the thermal infrared region) within the infrared band of the sunlight hitting the earth. As these rays pass through an atmospheric gas, some wavelengths are absorbed while others are let through, enabling accurate calculation of greenhouse gas concentrations. The CAI enables the satellite to compensate for measurement errors caused by clouds and aerosols.

The satellite, formally named GOSAT (Greenhouse Gases Observing SATellite), is a joint project involving JAXA, the National Institute for Environmental Studies (NIES) and the Ministry of the Environment (MOE). While JAXA was responsible for the satellite's development and launch and is now conducting daily operation, MOE and NIES process and utilize the data.

By providing new data to governmental institutions and scientists worldwide, IBUKI will make an important contribution toward a more effective global response to global warming. ♦



IBUKI orbiting the earth  
(concept image)  
(c) JAXA



Liftoff! IBUKI soars to the skies onboard the H-IIA rocket, separating as planned from the launch vehicle 16 minutes later...  
(c) MHI

## A New, Stronger Presence in Shanghai and China

The municipal government of Shanghai, China is actively working to attract foreign capital. Through a special act, created in 2002 and called the Provisions on Encouraging the Establishment of Regional Headquarters by Multinational Corporations, the city has outlined a set of favorable business incentives that apply especially to foreign companies.

In July 2008, an extra set of incentives, including rent subsidies for companies that achieve sales above a specific level, took effect—signaling the right moment for **Mitsubishi Rayon** to strengthen its presence in Shanghai.

The Mitsubishi Rayon subsidiary MRC Shanghai Business Consulting Co., Ltd. had been providing business support services to the parent company since 2004. However, being a consulting firm, the scope of its activities was limited. Mitsubishi Rayon considered establishing separate companies with management and trading functions, but with the new provisions, it became possible to combine both functions under a single company.

In November 2008, Mitsubishi Rayon liquidated MRC Shanghai Business Consulting Co., Ltd. and instead established Mitsubishi Rayon (Shanghai) Co., Ltd. Business operations commenced in March 2009. With a staff of 40, including 15 Japanese, the new company provides management and coordination in areas including financial investment and management, labor administration and legal affairs. The company also handles import, domestic sales and export of the Group's products, and conducts limited R&D. First-year sales are estimated at around ¥15 billion. ♦



The AEtina Tower in Shanghai, which houses the headquarters of Mitsubishi Rayon (Shanghai) Co., Ltd., is strategically located near the web of expressways between the Hong Qiao Airport and the suburbs—an excellent spot for sales activities...

## An Electrifying Display of Cutting-edge Green Technologies

The 2nd World Future Energy Summit was held in Abu Dhabi in the United Arab Emirates between January 19 and 21, 2009. Hosted by the Masdar Initiative, a government project to promote renewable energy, the event featured exhibits by 359 companies and organizations from 79 countries and electrified over 16,000 visitors.

For the first time, the **Mitsubishi Chemical Holdings Corporation (MCHC)** Group took part. The booth explained the technologies used in organic solar cells, white LEDs, Alpoli<sup>®</sup> aluminum panels, DIALEAD<sup>®</sup> carbon fiber and the highly efficient AQSOA moisture absorbent. Moreover, a plant factory and a wall-to-wall graphic display showing the Group's business activities drew great interest among visitors. Staff welcomed many VIPs, including His Highness Sheikh Mohammed bin Zayed Al Nahyan, the Crown Prince of Abu Dhabi, and Mr. Takamori Yoshikawa, Japan's Senior Vice Minister of Economy, Trade and Industry.

**Mitsubishi Corporation's** exhibit showed how the company is helping to solve global environmental problems through its business activities, focusing in particular on the new energy business, the emissions reduction business, water-related activities and electric vehicle technology. Together with environmental technology venture Xenesys Inc., Mitsubishi Corporation also demonstrated equipment that uses thermal energy conversion to generate electricity.

**Nippon Oil**, working with Sanyo Electric Co., Ltd., presented an exhibit featuring a home-use fuel cell system and a prototype of a thin-film photovoltaic module that the company now aims to commercialize through a new joint venture with Sanyo, SANYO ENEOS SOLAR Co., Ltd. ♦



The MCHC Group actively promoting its technologies (top), and Mitsubishi Corporation's booth with Xenesys' thermal energy conversion equipment in the center (above)

## Asahi Glass Helps to Make Integrated Circuits Smaller

In an exciting breakthrough, Asahi Glass (AGC) has developed and begun manufacturing a new photosensitive dielectric material with well-balanced thermal, electrical and mechanical properties.

None of the existing photosensitive dielectric materials have satisfied all these requirements, therefore putting a lot of restrictions on the design and further miniaturization of integrated circuits. This new AGC-developed dielectric material makes use of one of AGC's core technologies—fluorine chemistry—and will be extremely useful in the development and manufacture of increasingly fast, miniaturized semiconductor circuits, as it achieves well-balanced performance, including low-temperature curing (180–250 °C), excellent electrical properties and high reliability.

## NEWS Flashes

### Bank of Tokyo-Mitsubishi UFJ Establishes Presence in Kazakhstan

Japanese companies are increasingly active in Central Asia, due to the region's abundance of natural resources. Kazakhstan is especially important, and various political initiatives are under way to build closer relations between Japan and this country.

To strengthen its ability to provide financial services to companies operating in the region or looking to build a presence there, Bank of Tokyo-Mitsubishi UFJ has established a representative office in Almaty, an important economic center in Kazakhstan.

A key task of the Almaty Representative Office will be to collect political and economic information about the five Central Asian countries—Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan and Tajikistan. Backed by this detailed and up-to-date information, the bank will be able to provide superior service.

### New London Office Brings Astomos Energy Closer to Key Markets

Astomos Energy has established its first overseas office, called the London Office of Astomos Energy Corporation, in London, the U.K.

The choice of London reflects the city's status as a world center for the maritime trade in liquefied petroleum gas (LPG). Another factor is the anticipated growth in LPG production by Middle Eastern and African countries. Being located relatively close to these two markets, as well as the major markets of the Americas, makes London an ideal business location.

By establishing an office there, Astomos Energy aims to build closer relationships with suppliers, including gas-producing countries and oil majors, and with its European and North American customers. The new office is also expected to contribute to income growth and the development of new sales channels.

## Awarded for Impressive Technological Achievements

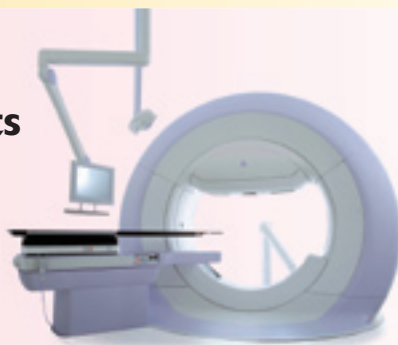
Each year Japanese media giant Nikkei Inc. presents the Nikkei Superior Products and Services Awards for Excellence. Based on criteria including technology development potential and industrial and social impact, winners are selected from a shortlist painstakingly produced from the approximately 20,000 new products and services listed in the company's extensive databases. In 2008, 40 awards were presented—among them, two to

**Mitsubishi Heavy Industries (MHI)** and **Nippon Oil**.

MHI was awarded the Nikkei Supreme Excellence Award for the MHI-TM2000 Linear Accelerator System. This medical system can identify cancer tumors and zap them with a highly focused x-ray beam from any angle. Because the physician can control the system while observing real-time x-ray images, irradiation can be carried out with greater precision, minimizing damage to healthy tissue. Thanks to the reduced size of the x-ray accelerator, the system's donut-shaped mechanism completely surrounds the patient.

Nippon Oil won the Nikkei Excellence Award for its ENEOS VICTORY FORCE SUPER PREMIUM, High-Capacity Long-Life Battery, the best-performing car battery in Japan. Thanks to new technology enabling it to store and discharge energy more effectively and to offer better performance in high and low temperatures, it delivers a 5% improvement in capacity and starting performance over conventional batteries, a 6% longer lifespan and a 9% improvement in charging performance.

The battery is guaranteed for 36 months or 100,000 km. ♦



MHI's innovative MHI-TM2000 Linear Accelerator System



ENEOS VICTORY FORCE SUPER PREMIUM; the best-performing car battery in Japan



## A Forceful Show of Environmental Commitment

Between December 11–13, 2008, some 174,000 people from Japan and overseas flocked to the Tokyo Big Site international exhibition center for Eco-Products 2008, a leading exhibition about environmental technologies. The theme for the three-day event, the 10th since the start in 1999, was: “We Can Do It! Eco-Lifestyle with a 50% CO<sub>2</sub> Reduction.”

Naturally, the Mitsubishi Group had a strong presence:



Mitsubishi Electric's cute Uni&Eco Orange and Green characters, used in the promotion of home electronics, were popular with both young and old visitors



Mitsubishi Rayon's booth focused on water purification and chemical recycling technologies



Nikon's booth offered a range of exciting activities



Nippon Oil's booth, packed with visitors



Sustainable paper production was a key topic at the Mitsubishi Paper Mills Group's booth

- Through six zones, **Mitsubishi Electric's** exhibit provided a simple yet fascinating introduction to the company's energy-saving technologies, and products and business activities based on those technologies.
- **Mitsubishi Kakoki Kaisha** exhibited its latest technologies contributing to the reduction of greenhouse gas emissions and the recycling of waste. They are the Mega Fuel System, which converts sewage sludge to coal-alternative fuel, the Mitsubishi Biogas Plant process, and the Mitsubishi Vane Decanter Centrifugal Disk Separator.
- **Mitsubishi Materials** displayed numerous chemical elements recovered through recycling, and explained the recycling methods used. To encourage participation in a survey, the company pledged to plant one tree for every ten responses—over 1,000 visitors took part!
- **Mitsubishi Motors** exhibited its next-generation electric vehicle i MiEV, and a Pajero with a diesel engine that complies with Japan's new long-term emissions standards.
- The **Mitsubishi Paper Mills Group** focused on the Group's environmental initiatives, including the production of paper from FSC-certified forests and related forest conservation activities.
- Products displayed by **Mitsubishi Plastics** included AQSOA, a functional adsorbent material facilitating effective utilization of solar energy and low-temperature factory waste heat, and Hishimetal Ex, a resin film composite material ideal for use in lighting reflectors thanks to excellent reflection diffusion and other properties.
- Under the dual themes of “Helping to Produce Clean Water” and “Contributing to a Low-Carbon Society,” the **Mitsubishi Rayon Group** showcased water purification products and chemical recycling activities.
- **Mitsubishi UFJ Financial Group** showed environmental initiatives based on its financial services and products, and also in the context of its social contribution activities.
- **Nikon** offered a variety of activities, including picture-card storytelling about global warming, and nature observations through Nikon Favre Series microscopes. Visitors could also see the processes involved in improving the electrical efficiency of a digital SLR camera.
- Using various energy-saving technologies in its booth, **Nippon Oil's** exhibit included displays on various environmental initiatives, and an exciting activity program designed to encourage children to think about the environment.
- The **NYK Group's** booth, themed “Thinking about the Future from a Maritime Perspective,” included an introduction to the Group's efforts to protect the marine environment through its Nature Fellowship activities, as well as a model of a car carrier with solar cells installed.
- **Tokio Marine & Nichido Fire Insurance** presented information about its environmental activities, such as a mangrove afforestation project and research initiatives on global warming, and also ran environmental education seminars.



## Insurance Going Carbon Neutral

For a company to be considered carbon neutral, it must achieve zero net carbon emissions by balancing a measured amount of CO<sub>2</sub> released from business activities with an equivalent amount sequestered or offset by means of afforestation, use of renewable energy, carbon credits and other CO<sub>2</sub>-absorbing or CO<sub>2</sub>-reducing activities. As of the end of fiscal 2007 (March 31, 2008), **Tokio Marine & Nichido Fire Insurance** has gone carbon neutral at all of its offices in Japan—the first Japanese financial institution ever to do so with third-party verification. Furthermore, by the end of fiscal 2011, the entire Tokio Marine Group aims to go carbon neutral globally.

The company not only performed its own verification, but also had a third party (Ernst & Young ShinNihon Sustainability Institute Co., Ltd.) verify its greenhouse gas emissions, greenhouse gas absorption by afforestation and carbon credits.

Tokio Marine & Nichido Fire Insurance will continue to expand these efforts with the aim of reducing actual CO<sub>2</sub> emissions, as it works to protect the global environment through its insurance business and its environmental awareness and social action programs.

The company has earned CO<sub>2</sub> emission credits from the wind power generation business in Tamil Nadu in India, in accordance with the Kyoto Protocol, and is also actively implementing a mangrove afforestation project in Southeast Asian nations and Fiji.



## Comfort with a Cool Conscience

In February 2009, **Mitsubishi Heavy Industries** (MHI) began the roll-out of two new series of room air conditioners, one consisting of four high-performance R-Series models and one with four standard T-Series models. All meet Japan's 2010 energy efficiency standards, which specify a maximum level of energy consumption for a set level of heating and cooling performance. The excellent energy efficiency of the new models reflects the priority given at the development stage to the reduction of environmental loads, including CO<sub>2</sub>.

MHI has met the 2010 energy efficiency standard a year ahead of schedule, not only with these new models, but also with the high-end S-Series models launched in 2008, which were also designed with the emphasis on energy efficiency and comfort. The units are also compact, which means that users will have greater freedom when selecting installation locations. These new air conditioners not only take energy efficiency to a new level, they also incorporate many exclusive technologies to enhance comfort, including a "jet stream" system that quickly delivers powerful air conditioning performance, and a "bio-clear" system to break down and reduce pollen, mold, mites, viruses and other undesirables commonly found in indoor air.

MHI's new air conditioners are not only energy-efficient, they also clean the air



## An Electric Vehicle Fit for a Prince



HRH Prince Albert II of Monaco (far left) with the i MiEV and Mitsubishi Motors staff

The i MiEV (Mitsubishi Innovative Electric Vehicle) represents the pinnacle of **Mitsubishi Motors'** green technologies. Announced in October 2006, this compact all-electric vehicle will be launched in Japan during the summer of 2009. It is currently involved in testing and promotional activities in Japan, New Zealand, the United States and Europe. To help gauge feasibility ahead of a hoped-for launch in European markets sometime after 2010, Mitsubishi Motors visited the Principality of Monaco. A pre-production i MiEV was shown and tested by a large number of national stakeholders, including governmental bodies, utility companies and support groups.

The highlight of the visit was a test drive through the Principality by HRH Prince Albert II of Monaco. Deeply involved and committed to the preservation of the environment through—amongst other initiatives—the "Prince Albert II of Monaco Foundation," the Prince commented: "This is the future and I am happy that your company is going forward in this direction. The vehicle I drove today is ready for practical use in a city area, the dynamics are very good and the performance suits the need. I would like to see this kind of zero-emission vehicle in Monaco in the near future."



## Celebrating Gas Exploration Achievements with a Big Donation

**Nippon Oil's** subsidiary Nippon Oil Exploration (Malaysia), Ltd. (NOMA) has made a donation of medical equipment worth RM333,000 (approx. US\$95,000) to Miri General Hospital in Miri, Sarawak, where NOMA's main office is located, in commemoration of the First Gas 5th Anniversary of Block SK10, Offshore Sarawak, Malaysia. NOMA is a subsidiary of Nippon Oil Exploration Limited (NOEX), the upstream arm of Nippon Oil.

In 1987, NOMA acquired Block SK10, which is located at Offshore Sarawak of Borneo Island, Malaysia, and through exploration activities as an operator, NOMA discovered the Helang Gas Field in 1990. The Helang Gas Field started its commercial production of natural gas and condensate in November 2003. Gas produced from the Helang Gas Field is transported to Bintulu, Sarawak, and natural gas is liquefied at a liquefaction plant owned by Malaysia LNG Tiga and

sold as LNG to the customers, including Japanese utility companies.

To celebrate this SK10 First Gas 5th Anniversary, the ceremony was held on 12th December 2008 at the Imperial Hotel in Miri, Sarawak, with local authorities, PETRONAS and other parties concerned attending. In this ceremony, NOMA presented a mock check for the medical equipment donation to Miri General Hospital.



Ms. Uma Devi (right), Director of the Miri General Hospital receives the donation from Mr. Hideki Kitagawa (left), Managing Director of Nippon Oil Exploration (Malaysia), Limited, Miri Office, and Mr. Kazufumi Fukuoka (middle), Vice President of Nippon Oil Exploration

Nippon Oil Group will through NOMA continue to contribute to local communities as a member of society.



## Helping Children with Autism to Master Reading and Writing

Learning the intricacies of reading and writing is one of life's essentials. But, for those afflicted with autism, traditional teaching methods and materials have proven ineffective. Instead of printed books, these children need special teaching materials that appeal on an audiovisual level.

In 2005, the Boston Higashi School in Boston, United States, introduced a new literacy program for autistic children. The central part of the project is a new library, approximately 2,000 square feet in size, that will allow the school to introduce teaching materials, audiovisual equipment, computers and other items designed specifically for students afflicted with this condition.

The project caught the attention of **Mitsubishi Corporation**, an avid supporter of education initiatives worldwide. In October 2008, the company donated a total of ¥15 million to support the library's construction, and to help furnish it with the necessary education materials upon completion in the autumn of 2009. The new library will enable Boston Higashi School, one of the biggest for autistic children in the U.S. with some 130 students from both inside and outside the country, to provide an environment in which literacy programs can be extended throughout the entire school.



Mr. Yasuhito Hirota from Mitsubishi Corporation presents the donation to Mr. Peter Garland, President of the Board of Directors of Boston Higashi School



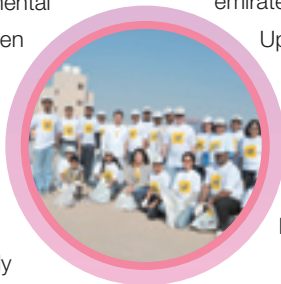
## A Day Dedicated to the Environment

In the United Arab Emirates (UAE), a semi-governmental body called the Emirates Environmental Group (EEG) has championed environmental protection since 2002, when it launched the very first national clean-up campaign after many years of hard campaigning.

The campaign, known as Clean Up UAE, originally only involved four of the UAE's emirates: Dubai, Sharjah, Ajman and Abu Dhabi. However, over the years, it has gained considerable momentum as more people and sites have joined the movement for a clean, green and sustainable UAE. Since 2005, the campaign spans all seven emirates, taking EEG closer to its vision of uniting communities toward the common goal of protecting the country's environment.

In the UAE, environmental concerns

cross boundaries of age, gender, profession, race and religion. This was evident on December 18, 2008, when all seven emirates celebrated the 7th annual Clean



Clean Up UAE participants hard at work

Up UAE campaign with an unprecedented 23,000 participants, and increased support from public and private sector organizations.

Among the latter was **Tokio Marine & Nichido Fire Insurance**. The company, which has operated in the UAE for over 30 years, both participated in and co-sponsored the event as part of its corporate social responsibility (CSR) activities in the country.

The one-day event, in which participants were given specially printed biodegradable garbage bags and hand gloves, spanned 44 sites throughout the seven emirates, including reservation areas, beaches, oasis parks and, residential and commercial areas.

# Clean Coal? Yes, It Is Possible!

>> Mitsubishi Heavy Industries

In September 2008, a milestone was reached in the development of a coal gasification power plant. A pilot plant, making extensive use of resources from Mitsubishi Heavy Industries, proved its high reliability by achieving 2,000 hours of continuous operation from June 2008, during the three summer months when electricity demand normally peaks. The technology involved in the power plant is called "Integrated Gasification Combined Cycle" (IGCC), and is a new coal-fired power generation method with several advantages.



Yuichiro Kitagawa, Manager,  
Boiler Engineering Department, Power Systems HQ

**Q Combined cycle power plants have been around for several years. How is the IGCC plant different?**

A combined cycle power plant is a high-efficiency electric power generation system using relatively clean, but increasingly expensive oil or natural gas. Coal, which is used in the IGCC system, on the other hand, costs less to purchase and supply is stable.

In an IGCC system, a coal gasifier and a gas clean-up system are installed in the fuel section. These systems create cleaned synthesis gas that is supplied to a gas turbine, enabling coal to be burned as a gas the way natural gas is burned in a combined cycle plant.

**Q What are the advantages of IGCC?**

The chief advantage is that by burning coal in a combined cycle plant, one attains higher efficiency than a conventional pulverized coal-fired steam power plant. There are also other advantages as follows:

**1. High thermal efficiency**

In addition to IGCC having higher efficiency than a conventional pulverized coal-fired steam power plant, as mentioned above, the air-blown gasifier undergoing operational testing in the IGCC system is characterized by high transmission end efficiency, because

it consumes less power than oxygen-blown gasifiers. Therefore, the net thermal efficiency of commercial IGCC plants using 1,500°C class gas turbines would be about 20% higher compared with conventional pulverized coal-fired plants.

**2. High environmental performance**

Emissions of CO<sub>2</sub>, nitrogen oxides (NO<sub>x</sub>), sulfur oxides (SO<sub>x</sub>) and dust are sharply reduced due to the high thermal efficiency.

**3. Flexible coal sourcing**

IGCC can burn low-grade coal, which is unsuitable for burning in conventional pulverized coal-fired boilers due to lower ash fusion temperatures and higher moisture content. This means that coal can be much more flexibly sourced.

**4. Better coal ash disposal**

Coal ash, which occupies half the volume of fly ash from conventional pulverized coal-fired plants, is discharged in the form of glass-like slag and therefore causes no leaching of trace elements into groundwater.

**Q How did the IGCC plant come about?**

In Japan, the development of original air-blown IGCC technology has been advanced as a national project since 1986. 11 Japanese

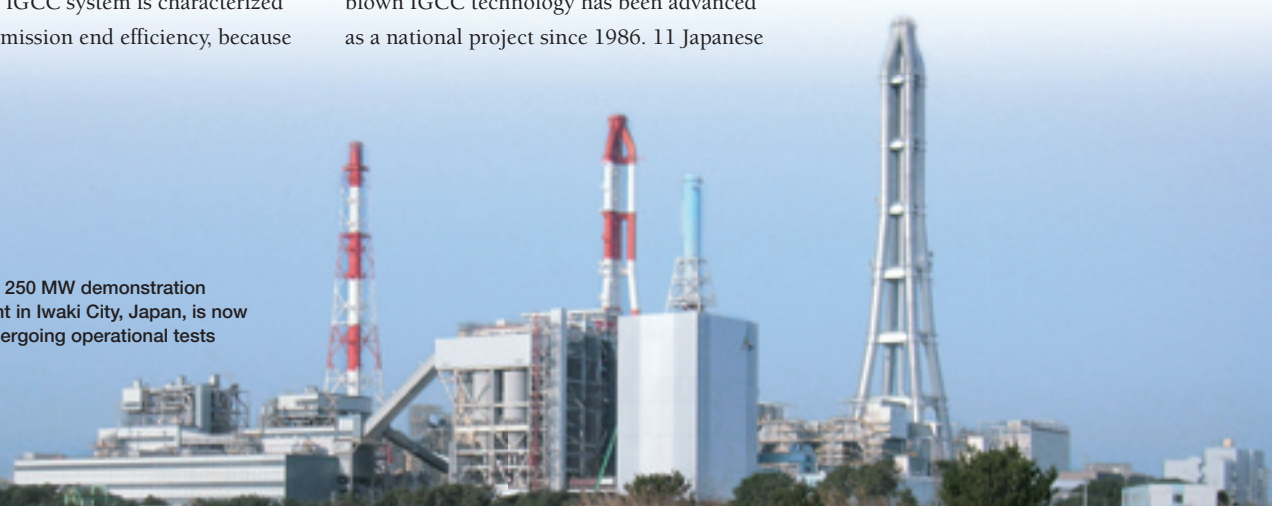
corporations, including nine regional utilities and other organizations, are conducting joint research on IGCC systems.

This association operated a 200 ton/day (equivalent to 25 MW) pilot plant from 1991 to 1996 to improve the reliability and performance of an air-blown IGCC system. This was then followed by feasibility studies and trial design studies for a larger 250 MW demonstration plant in Iwaki City, Fukushima Prefecture. Clean Coal Power R&D, established in 2001 to undertake operational testing, began construction in 2004, and has been conducting actual operational testing since 2007.

MHI provided a set of essential systems together with civil engineering and construction, including the plant's gasifier, desulfurization system, gas turbine and steam turbine, and heat-recovery steam generator.

The continuous operation of the 250 MW plant achieved in 2008 is a huge step towards commercialization of a next-generation power plant that is both clean and highly efficient, even though it relies on a natural resource conventionally seen as an "environmental burden"—coal.

The 250 MW demonstration plant in Iwaki City, Japan, is now undergoing operational tests



# Japan Goes On Holiday

Yes, it does happen. Even the hard-working Japanese, famous for their diligent work ethic, sometimes need a well-earned vacation.

Japan being Japan, however, it is not a five-week affair, as seen in some European countries. Rather, this holiday lasts exactly one week, from April 29 to May 5. In Japanese, it is called *ogata renkyu* ("big series of holidays"). The English name, which is commonly used, is more poetic-sounding: Golden Week.


Golden Week consists of a string of public holidays, including Showa Day (April 29)\*, Constitution Memorial Day (May 3), Greenery Day (May 4) and Children's Day (May 5). Because many companies also treat May Day as a holiday, the entire period, including normal working days, tends to become one continuous break.

The name "Golden Week" was coined by movie company Daiei in 1951 due to the plentiful box office returns during this period. In this the golden age of Japanese cinema, common activities during Golden Week included watching movies, shopping and hiking—the postwar TV boom had not yet begun. Today, many travel far, either returning to family homes in other parts of Japan or going overseas.

However, with a substantial portion of Japan's population of 126 million taking the same week off, the traveling itself is usually anything but relaxing, with trains operating at double capacity, flights hopelessly delayed and motorways solid with traffic. For late planners, a room at a hotel or an *onsen* (hot spring) resort is wishful thinking.

Even so, all is usually well at the end. Most get through the crush with the holiday spirit intact, returning refreshed a week later, and for all those who thrive on tourism, it truly is a golden week. As for 2009, this year has something special in store: a string of holidays forming a "Silver Week" in late September...

\* Showa Day is celebrated in honor of the late Emperor Hirohito (1901–1989), whose official name during this era was Showa.



Golden Week is the perfect time to go on holiday, and enjoy the balmy, sunny weather of the Japanese late spring...

Tokio Marine Asia Pte Ltd.

Gillian Lim  
Senior Executive

## Warm Greetings from Lion City!

● Singapore was originally a small fishing village, known as "Temasek" ("Water Town"). The modern name comes from a legend in which Prince Sang Nila Utama landed on the island and decided to establish a settlement named "Singa Pura" ("Lion City") after spotting an animal he mistook for a lion. Singapore remained a small fishing village until Sir Stamford Raffles arrived in 1819.

● Singapore is today a thriving cosmopolitan center of commerce and industry, thanks to its strategic location, excellent facilities and cultural diversity. The majority of its population of 4.84 million is ethnic Chinese, and there are also large populations of Malay, Indian and other groups.

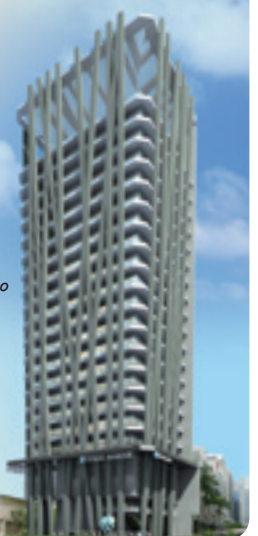
● The Merlion is a must-see when visiting Singapore. Designed as an emblem for our Tourism Board, the lion head (representing the lion of legend) atop a fish body (symbolizing Singapore's beginnings as a fishing village) quickly became an international icon of the city.

● Tokio Marine Asia Pte. Ltd. (TM Asia) was established in 1992, then under the name of Tokio Management Services (Asia) Pte. Ltd. We are committed to strengthening the non-life and life insurance businesses further to serve people in the region, and to fulfilling our role as regional headquarters providing management and technical support to Group companies in Asia.

● I joined TM Asia Life Singapore Ltd. in 2004 as an executive handling the compliance and corporate secretariat portfolio. This position taught me a lot about the life insurance business, the industry regulations and the company's governance structure. In 2007, I was transferred to TM Asia, where my primary responsibilities are risk management and governance functions for Tokio Marine Asia and its Group companies, with a secondary role in the Corporate Secretariat. This position offers many new experiences that I look forward to sharing with my colleagues throughout the world.



The Merlion (above) and the Tokio Marine Center, headquarters of Tokio Marine Asia Pte. Ltd., as it will look after completion in 2010 (right)



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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