



Mitsubishi Asian Children's Enikki Festa

The 8th Grand Prix Winner of Thailand
Prueksachart Prathumnan
9, Girl Thailand



My father and mother took my big sister, Pii Freud, and me to the Wien Thien ceremony at Wat Pa Lelai temple on the Buddhist holiday Visakha Bucha. Each of us bought a bouquet of flowers, a candle, and some sticks of incense. We took off our shoes and walked around the assembly hall. The wind almost blew out the candle, and I had to use my hand to keep it burning. Wax dripped on my hands. The wax was hot, but I could stand it. I felt happy to take part in the Wien Thien ceremony.

* The above sentences contained in this Enikki has been translated from Thai to English.

Mitsubishi Asian Children's Enikki Festa

The Mitsubishi Public Affairs Committee, the Asian Pacific Federation of UNESCO Clubs and Associations and the National Federation of UNESCO Associations in Japan, sponsors the Mitsubishi Asian Children's Enikki Festa.

This festival began in 1990 to mark the United Nations' International Literacy Year, which aims to see "a world where everybody can read and write". "Enikki" is illustrated diary, which expresses daily life through pictures and writing. It is a unique culture of Japan, and its promotion has contributed greatly to literacy education in Asia.

The Mitsubishi Asian Children's Enikki Festa brings together illustrated diaries by children throughout Asia, aged 6 to 12, who submit a set of five A4-sized sheets of Enikki depicting their lives, selects the Grand Prix winners, awards prizes, and holds exchanges within each country / region. The Festa has been held nine times between 1990 and 2009, and about 485,000 diaries have been submitted in total from 26 Asian countries and regions.

In addition to differences in climate, Asia is an area where

people with diverse cultures, customs, and writing systems live. Through the illustrated diaries drawn by children from various countries and regions, the Mitsubishi Asian Children's Enikki Festa plays the role of letting children in Asia know about each others' customs and lives, and deepening mutual understanding.

Ikuo Hirayama, who has been the Head Jury of the Mitsubishi Asian Children's Enikki Festa since its beginning, and is also a world-renowned painter, says that, when people are facing terrible times such as internal strife, war, and natural disasters, these are expressed in a honest way in children's illustrated diaries, and the diaries vividly reflect life circumstances, as well as political, economic and cultural effects of each country or region.

Beginning with our next issue, Mitsubishi Monitor will introduce the Grand Prix winners of these diaries from the various regions of Asia, so we hope you will enjoy the scenes depicting the lives of children in Asian countries and regions.

■ <http://enikki.mitsubishi.or.jp/e/>

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

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

The Mitsubishi Monitor is published by the Mitsubishi Public Affairs Committee

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Volume 24 No.3



Marunouchi's First Modern Office Building Reborn

Cover Story



Marunouchi's First Modern Office Building Reborn as a Hub for Cultural Exchange and Dissemination

In 1894 the former Mitsubishi Ichigokan, the three-story, one-basement level brick building, designed in a Queen Anne style of Victorian England, and the first office building, was completed in Marunouchi, Tokyo. The building was designed by British architect Josiah Conder, who is known as the "father of Japanese modern architecture." It was soon followed by other brick office buildings that were built in the area, which would come to be affectionately known as "Itcho London (One-Mile London)".

During the post-war period of high economic growth, many of the brick office buildings were rebuilt. In 1968 the former Mitsubishi Ichigokan was also demolished. The new construction was completed in April this year and will open in April 2010 as Mitsubishi Ichigokan Museum, Tokyo.

The museum will act as a hub for cultural exchange, symbolizing the history and location of Marunouchi, the origin of modern Tokyo. Based on the era during which the former Mitsubishi Ichigokan was built, the Mitsubishi Ichigokan Museum, Tokyo will focus on 19th century modern art, while holding exhibitions with themes leading to contemporary times.

Commemorating the opening of the museum will be an exhibition featuring Edouard Manet, a 19th century painter who produced works inspired by the various facets of the ever-transforming modern city of Paris. The exhibition will feature nearly 100 works in total, including oil paintings, architectural drawings, and photographs by Manet's contemporaries.

■ <http://mimt.jp/english.html>

News & Products

A Reliable Partner at Production Sites

Nikon has launched the new Measuring Microscope "MM-200". This new design is compact and lightweight with an affordable price for all who require precision and accuracy for measuring a variety of metal, plastic, and electronic parts in all industries, especially automotive and electronics industries parts. Thanks to the low cost and compact design with contamination protection, the MM-200 can be used not only for quality control but also at production sites.

■ http://nikon.com/about/news/2009/0126_mm200_01.htm



New Oil Field Discovered in Gabon, West Africa

MPDC Gabon Co., Ltd., a wholly owned subsidiary of Mitsubishi Corporation, has discovered a new oilfield in the mining area Ebene, off the southwestern coast of Gabon, in West Africa. Production at the new "Loche East Marine Field" has already commenced via an exploratory well, and the company expects the field to yield as much as 7,500,000 barrels of oil over ten years.

■ <http://www.mitsubishicorp.com/en/pdf/pr/mcpr090126ne.pdf>



Loche East Marine field

Kirin Releases Non-Alcoholic Beer-Taste Beverage

Kirin Brewery, a Kirin Holdings subsidiary released Kirin Free, a non-alcoholic beer-taste beverage with "0.00% alcohol", using a new production method (patent pending) without a fermentation process that does not produce alcohol. As drinking and driving continues to be a major social problem, beer-taste beverages that "do not contain alcohol", that you "can drink and drive", and have "savory flavor" are attracting attention worldwide.

■ http://www.kirinholdings.co.jp/english/news/2009/0109_01.html



Front Line

Offering Gold to More People

In recent years in the business world an increasing number of people are giving sheets of fine gold as certificates of commendation, letters of appreciation for retirees, and business cards or calendars. Mitsubishi Materials Sanda Plant in Hyogo that has developed this product, and from where it is sent out into the world. Katsuo Sawai, from the Manufacturing Department Precision Processing Group, who is involved in the manufacturing of this gold says: "Gold is a valuable, and limited resource. Our concept behind gold products was, 'how can we bring this precious product, which is usually beyond everyone's reach, to more people?' That's where we started."

The product must be rid of impurities, and needs to be stretched to an amazing thinness of one-tenth of the thickness of human hair.

"Naturally the product has to be very thin, but an even higher requirement is the advanced technology to flatten the total surface of the sheet. It takes at least ten years for an engineer to be able to master the rolling mill to achieve this finish."

Such craftsmanship gives birth to a novel concept, and offers affluence to people.



Fine Gold card



Katsuo Sawai, Manufacturing Dept.

Mitsubishi Materials Corporation

Est. 1950 (Found. 1871)

Otemachi First Square, West Tower, 5-1, Otemachi 1-chome, Chiyoda-ku, Tokyo 100-8117

Mitsubishi Materials Corporation is one of the world's largest diversified materials companies. In addition to being a leader in metal smelting and refining, cement products and fabricated metals, Mitsubishi Materials is also a major supplier of electronic materials and components.

■ <http://www.mmc.co.jp/corporate/en/index.html>

Global Spotlight

In this issue of Mitsubishi Monitor, we introduce a brand new feature: Global Spotlight. Global Spotlight will focus on employees from the Mitsubishi Group, who are excelling in their respective fields around the world. In each issue we will get to know different employees, who will tell us about their hometowns, businesses, culture, and past-times.

from SHANGHAI

EVER-CHANGING SHANGHAI !

City on the Sea

Shanghai, which literally means the “city on the sea”, lies in the Yangtze River Delta at the point where the Chinese main river completes its journey to the Pacific. And it is called “Hu” for short and “Shen” as a nickname. Originally, the downtown area was no more than a fishing village in the middle of the 19th century, but Shanghai as administrative region has a much longer history since 751 AD. With the town evolved into an important trade hub, the government approved the establishment of Shanghai County in the 13th century. This is official beginning of the city of Shanghai.

Today, it has a total area of more than 6,000 square kilometers, and its population recently topped 20 million. Shanghai is deemed as the epitome of modern China as well as a cosmopolitan city featuring architectural temples of art, fine dining, and contemporary urban living in China.

Forthcoming EXPO 2010

With the coming EXPO 2010 to be held in Shanghai, a few of participating countries have already unveiled the design of their pavilions, including Japan, UAE, Canada, Spain, Luxembourg and Singapore. The nation pavilion started construction in October 2007.

The China pavilion is designed with the concept of “Oriental Crown.” Introducing traditional wooden structure element . Its main color is “Gugong Red” also named “Forbidden City Red”, which represents the taste and spirit of Chinese culture. The China pavilion consists of Chinese national pavilion, the regional joint pavilion, and the pavilion of Hong Kong, Macao, Taiwan.



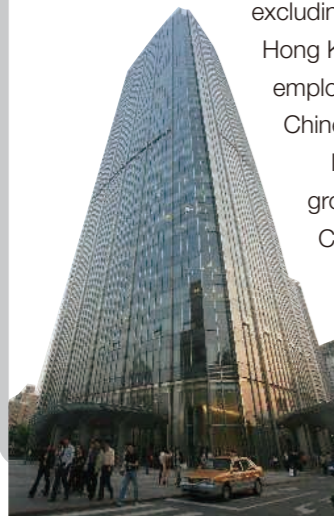
China Pavilion under construction ©Searchina&CNSPHOTO

Mitsubishi Chemical China Commerce Limited

Mitsubishi Chemical China Commerce Limited (MCN) was set up on 2006, to expand Mitsubishi Chemical Corporation (MCC) business to RMB (Renminbi) territory on Chinese mainland, excluding existing foreign-currency business conducted by Mitsubishi Chemical Hong Kong Limited and Mitsubishi Chemical (Shanghai) Limited. Currently about 85 employees including affiliated companies of MCC are committed to develop the Chinese market.

I have served with MCC for over 7 years. As a member of polypropylene (PP) group, I am in charge of maintenance and promotion for both Neat-PP and Compounding-PP. At an early stage, my job focused on Neat-PP for U.S. business. I had opportunities to close contact with dealers and customers.

After I was transferred to MCN, my responsibilities extended to more areas, including purchasing overseas PP material, and coordinating all compounds. MCN brings me more experience and more pleasure on the job.



The Center where MCN locates



Mitsubishi Chemical China Commerce Limited

He Xiang

Assistant manager

from ISTANBUL

ISTANBUL, THE BRIDGE BETWEEN EAST AND WEST !

Mitsubishi Heavy Industry (MHI)-Istanbul

Since its establishment in 1996, MHI-Istanbul has been working to expand MHI's business not only in Turkey, but also in some other countries of the territory such as Egypt, Israel, CIS countries and etc. In our territory, MHI has achieved very good reputation in power systems, machinery & steel structures, general machinery, air-conditioning, printing machinery and industrial machinery. Besides that MHI is proud of delivering the Fatih Sultan Mehmet Bridge, which is one of the two bridges connecting Asia and Europe through Istanbul Bosphorus channel.

Local Area

MHI-Istanbul is located in Levent, where the headquarters of big holding companies and banks are existing. Istanbul, once known as the capital of capital cities, has many unique features. It is the only city in the world to straddle two continents, and the only one to have been a capital during two consecutive empires-Christian and Islamic. Once the capital of the Ottoman Empire, Istanbul still remains the commercial, historical and cultural pulse of Turkey with its population of 15 million. Its beauty lies in its ability to embrace its contradictions. Ancient and modern, religious and secular, Asia and Europe, mystical and earthly, all co-exist here.

Spending Time in Istanbul

You will surely enjoy making a tour of the Sultanahmet area, where you can visit Topkapi Palace, Ayasofya, Blue Mosque and Grand Bazaar. Topkapi Palace is the largest and oldest palace in the world, and the crown jewel of the Ottoman Empire. With its harem, treasury and exotic buildings overlooking the Golden Horn, your visit to Topkapi promises to be a truly fascinating experience. Ayasofya is one of the finest and largest architectural works of art in the world. This former basilica and mosque is now the Hagia Sophia Museum. Many historians nominated it as the 8th wonder of the world. Grand Bazaar, in operation since the 14th century, is one of the world's largest covered markets with 58 streets and over 4000 shops. The bazaar is specially known for its jewelery, leather, pottery, spices and carpets.

Ayasofya

Beyoglu is an interesting example of district with European-influenced architecture from a century earlier. Europe's second oldest subway, Tunel was built in 1875. Near to Tunel is the Galata district, whose Galata Tower became a famous symbol of Istanbul, and the top of which offers a tremendous 180 degree view of the city.



Galata Tower

From the Tunel area to Taksim Square is one of the city's focal points for shopping and entertainment. Istiklal Street is a fine example of the contrasts and compositions of Istanbul; fashion shops, bookshops, cinemas, markets, restaurants ensure that the street is packed throughout the day until late into the night. There are old embassy buildings, the colorful ambience of Fish Bazaar and restaurants in Flower Passage.



Istanbul Liaison Office Mitsubishi Heavy Industries, Ltd.

Ata Komral

General Manager

Green Diamonds

Focus on Meeting 21st Century Challenges in Energy, the Environment, and Healthcare

Mitsubishi Chemical Holdings Corporation (MCHC) announced the establishment of the KAITEKI Institute, Inc.,



a global research institute focused on meeting 21st century challenges in energy, the environment, and healthcare. The institute began operations on April the 1st of this year.

The MCHC Group now consists of three core business companies: **Mitsubishi Chemical, Mitsubishi Plastics,** and Mitsubishi Tanabe Pharma Corporation.

"Kaiteki," which traditionally means "comfort" or "ease" in Japanese, was chosen for the institute's name to represent the global quality of life that will be made possible through sustainable technologies and through breakthrough scientific advances in human health care.

The KAITEKI Institute will help make society healthier and more affluent by supporting long-term MCHC Group research activities and business activities, while taking advantage of a global scientific and information network.

■ http://www.mitsubishichem-hd.co.jp/english/news_release/2009/20090305-01.html

■ <http://www.kaiteki-institute.com/>

Mitsubishi UFJ Trust Scholarship Foundation

The Foundation was established in 1953 with endowments from **Mitsubishi UFJ Trust and Banking** (originally the Mitsubishi Trust and Banking Corporation) and continues its activities in grant programs for scholarship and for research every year.

More than five thousand domestic and international students who accomplished their study with grants from the Foundation since 1953 and are now contributing in various areas of society all over the world.

The Foundation believes that it is very important for students to meet people beyond the border of universities, subject majors, nationalities or industries. The Foundation holds exchange meetings together with alumni meetings in 5 areas in Japan from



Hokkaido to Kyushu every year, helping students and alumni to maintain close communications among themselves and to have opportunities to improve themselves through friendly rivalry.

The estimated amount of accumulated scholarships paid since the 1953 establishment exceeds 4.2 billion yen at the end of March 2009.

■ <http://www.scholarship.or.jp/program/enscholarship.html>

For the Promotion of Environmental Conservation Activities in the Americas

The Mitsubishi Corporation Foundation for the Americas (MCFA) was initially established in 1991, as the Mitsubishi International Corporation Foundation (MICF) jointly by **Mitsubishi Corporation** and Mitsubishi International Corporation. To date, the foundation has granted nearly \$ 5.4 million in funding for environmental protection activities.



The MCFA's mission is to promote environmental conservation activities in the broadest sense within the Americas. The MCFA's mission also supports a wide range of projects in the following four categories: Environmental Education, Conservation and Biodiversity, Environmental Justice, and Sustainable Development.

■ <http://www.mcfamericas.org/>

MITSUBISHI ELECTRIC SUPPORTS LOCAL "KINDERSCHUTZBUND"

Environmental engagement and social responsibility are central elements in **Mitsubishi Electric's** corporate philosophy. The company's German Branch funded the renovation of the Ratingen-West Family Center in Germany. Providing a valuable meeting point for families and children since 1987, the center in Ratingen has been in urgent need of renovation for some time. As a company located in Ratingen-West, Mitsubishi Electric is pleased to support the local community, and that the facility is now in optimal condition, making the work of the organization easier.

The center serves many families as an important meeting place and advice center, and the staff-members of the Kinderschutzbund make an essential contribution to the integration of children with a migration background. The cooperation between the Kinderschutzbund and Mitsubishi Electric will continue in the future.

* Kinderschutzbund: Organization for the prevention of cruelty to children.

■ <http://www.mitsubishielectric.de/eng/newsletter.php>



Barbara Sutter (Mitsubishi Electric), Harald Birkenkamp (Mayor of the city Ratingen) and Georg Jennen (Mitsubishi Electric) congratulate Mrs. Kornelia Schroder (Chairwoman of the "Deutscher Kinderschutzbund Ortsverband Ratingen E.V.") to the reopening of the Ratingen Family Center.

