

## Mitsubishi Asian Children's Enikki Festa



The 8th Grand Prix  
Winner of Republic of Korea  
Park Su Jin  
12, girl Republic of Korea

September 5, 2006: My family

Our family is my father, mother, and me. My friends say "You should be bored being the only child" and "You should be happy not getting teased by a sister or brother." But I have Mom and Dad. I love you, Mom and Dad!

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

## The Bon Odori: An Enduring Summer Tradition

Each summer, stages called *yagura* are erected in parks and other public spaces across Japan. These *yagura* then become focal points for local performances led by singers, called *ondotori*, who are accompanied by dancers that circle the stage in step with the music. This is Japan's *bon odori*, a unique tradition that continues to endure as a cherished rite of summer.

Traditionally, all the participants of the *bon odori* wore light cotton kimonos called *yukata*, but these days, people may also join the festivities while dressed in regular clothing.

The origins of the *bon odori* stretch back more than 1,000 years. The *bon odori* is thought to have been spawned when *nembutsu* folk dances, initiated by the Buddhist monk Kuya Shonin in an effort to popularize Buddhism, were combined with *obon*, a Buddhist service through which prayers are offered for the souls of one's ancestors. Today, the timing of *bon odori* celebrations vary somewhat from region to region, but they are most commonly held around the middle of July or August, at the height of summer in Japan.



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The religious nature of the *bon odori* has faded over the years, and today, it is largely regarded as a festive occasion that brings people in local communities together. Meanwhile, Japanese people who have settled abroad have introduced the *bon odori* overseas. Today, *bon odori* celebrations are held in such far-flung locations as Hawaii, South America and various parts of Asia.

**We want your feedback!** <http://www.mitsubishi.com/mpac/e/talk/form.html>

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# Mitsubishi Monitor

A Bimonthly Review of the Mitsubishi Companies and Their People Around the World

2009

August & September



## Opening Up a New Era for the Automobile

## Cover Story

### Opening the Door to the Next 100 Years of the Automobile

With growing concerns about environmental pollution, climate change and the depletion of fossil fuels, people have begun to raise questions about the future of the automobile. Mitsubishi Motors (MMC), however, believes it has an answer in the form of its new-generation electric vehicle (EV), the *i-MiEV*. MMC sees the *i-MiEV*, the crystallization of some 40 years of MMC's EV development, as the "ultimate eco-car", so it was appropriate that the company unveiled the production model of this new zero-emissions vehicle on June 5, as countries around the globe observed World Environment Day.



Sales of the *i-MiEV* commenced in Japan in late July and MMC is now looking to promote the vehicle globally. Shipments to the U.K. and other markets dominated by right-hand drive models are scheduled to begin later in the current fiscal year. MMC plans to further expand its global reach in fiscal 2010, with the introduction of a left-hand drive model. Meanwhile, the company continues to work with partners in the public and private sectors to pave the way for increased usage of EVs worldwide, such as by promoting the development of charging stations and other infrastructure.

Making optimal use of its extended wheelbase, the *i-MiEV* is able to carry large, high-capacity lithium-ion batteries under the floor of the vehicle, thereby achieving a cruising range that is ample for everyday use. Furthermore, with the power unit neatly contained in the space under the rear luggage compartment, the *i-MiEV* offers a surprisingly roomy interior and plenty of room for luggage. Meanwhile, the MiEV Operating System masterfully coordinates vehicle operations while analyzing data from all the major EV components, thereby achieving the high performance that consumers expect from a new-generation EV.

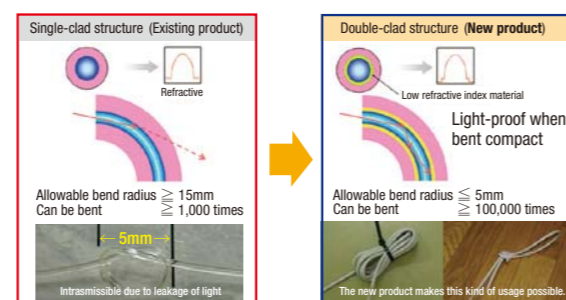
■ <http://www.mitsubishi-motors.com/special/ev/>

# News & Products

## Paving the Way for Next-Generation Transmission of Audio-Visual Data

**Asahi Glass**, in collaboration with Keio University Professor Yasuhiro Koike, has successfully developed a fluororesin-based Plastic Optical Fiber (POF) that is truly ground-breaking. In addition to supporting high-capacity data transmission of 10 gigabits per second and above, this small, highly-flexible optical fiber can also transmit data when bent or knotted, thereby overcoming a key limitation of existing silica optical fibers. By using a fluororesin-based material with lower dispersion than silica glass, this new POF realizes high-speed transmission that outperforms its silica-based counterparts, making it well-suited to respond to future needs for the transmission of high volumes of audio-visual data.

■ <http://www.agc.co.jp/english/news/2009/0316e.pdf>



## Putting Out the Welcome Mat as Companies Flock to India

In recent years, India has garnered a lot of attention in the business world. The nation's tremendous potential has certainly not been overlooked by Japanese companies, which are now establishing operations in India in increasing numbers. **Mitsubishi Electric** has recently taken steps to better serve this growing base of potential Japanese customers such as automobile companies in north India by establishing the Mitsubishi Electric India Factory Automation Center. The new facility, which is located just outside New Delhi in Gurgaon, commenced operations on April 1. Mitsubishi Electric previously provided service for Japanese customers of its factory automation products in India through its ASEAN service center in Singapore or through local distributors. Now these customers can turn to the new India Factory Automation Center for quicker, more in-depth service in Japanese.

■ <http://www.mitsubishielectric.co.jp/news-data/2009/pdf/0324-b.pdf>

## Copy Paper That Helps Protect the Environment

Planted forests in Japan have been abandoned in recent years due to the nation's shrinking forest workforce, its heavy reliance on low-priced timber imports and other factors. As a result, many forests have become overcrowded and the promotion of forest thinning is now seen as critical to restoring the vitality of these woodlands. In light of this, **Mitsubishi Paper Mills** has joined forces with the environmental nonprofit organization "Office Chonai-kai" to commence sales of copy paper developed on the concept of "promoting uses for wood from forest thinning". This new product, named "Morino Chonai-kai Copy Paper", is made with more than 10% softwood pulp, including pulp from forest thinning, and more than 70% recycled pulp. However, the product's most important feature is that its price includes a contribution of 15 yen per kg to support forest thinning. In this way, users are helping to protect the environment by promoting healthy woodlands as "forest thinning supporters".

■ [http://www.mori-cho.org/index\\_en.html](http://www.mori-cho.org/index_en.html)



## AMPAC Convenes in Washington, D.C.

On April 3, 2009, the American Mitsubishi Public Affairs Committee (AMPAC) convened in Washington, D.C. for its first biannual meeting for this year. The meeting was hosted by the Washington, D.C. Branch of Mitsubishi International Corporation, a wholly-owned subsidiary of Mitsubishi Corporation, headquartered in NYC with Branch Offices throughout the USA. AMPAC meetings provide a forum for the various members of the Mitsubishi Group located in the U.S. to share information about each other's business activities and related matters of public interest. CSR and branding initiatives are common topics at AMPAC meetings.

This year, the meeting coincided with the Cherry Blossom Festival, and meeting attendees were treated to an early evening viewing of the D.C.'s magnificent cherry trees, which were in full bloom.

# Front Line

## Winning the Confidence of Professionals with Superior Quality

Mitsubishi Kagaku Media Co.,Ltd. (MKM), a company of the Mitsubishi Chemical Group, is a global leader in optical recording media, such as CDs and DVDs. Since releasing the world's first 3.5 inch magneto-optical (MO) disc, MKM has consistently led the world in the development of high-capacity, high-quality recording media. The company has now developed a mastering disc called "Green Tune", which is available in both CD-R and DVD-R formats, for use by professionals in the music industry.

"These discs serve as master recordings for CDs released by professional musicians, so it is vital that they faithfully record and reproduce the sound of the original performances," explains Takashi Kobayashi, General Manager of Global Quality Assurance Department.

MKM has also released ARLEDIA, a DVD-R designed for long-term data storage, especially for users of digital single-lens reflex cameras. "ARLEDIA is perfect for storing treasured family pictures or other prized digital photos, because the quality of the data is reliably preserved, even over long periods of time," says Manager Susumu Sato of the Global Quality Assurance Department.



When playing an audio CD, the color of the laser is red, and the complementary color of green is absorbed by the red light. With a **Green Tune CD-R**, the green coating label serves to eliminate various factors that contribute to ambient noise, and this is where the product line gets its name.

**The ARLEDIA DVD-R.** Long-term storage capacity has been achieved by adding a gold reflective coating atop a layer of silver. The disc naturally uses AZO dye in order to sustain high-quality memory storage. The case is jet-black in order to keep out light.



"Green Tune" and "ARLEDIA" are registered trade marks of Mitsubishi Kagaku Media Co.,Ltd.

## Mitsubishi Chemical Corporation

Est.1950 (Found.1934)

14-1, Shiba 4-chome, Minato-ku, Tokyo 108-0014

Mitsubishi Chemical Group is Japan's major chemical group and offers a wide variety of products and solutions in three business domains—performance products, health care, and chemicals.

■ <http://www.m-kagaku.co.jp>

# Global Spotlight

Global Spotlight focuses 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  
**SYDNEY**



## Australia is called the lucky country

Australia is the world's smallest continent, but the world's largest island. Surrounded by the Indian and Pacific Oceans, and under the spectacular Southern Cross, it is a vast and beautiful country.

Stretching across a landmass of over seven million square kilometres, Australia is an ancient landscape encompassing an array of habitats. From bustling cities, the glittering harbors, the arid red sandy deserts, lush green rainforests, snow capped mountains, to sparkling blue seas and white sandy beaches. Australia is as diverse as it is vast.

Australia is often called the lucky country, and it's true. We are a multicultural country and are lucky enough to enjoy a contemporary outdoor lifestyle. With a population of over 21 million people, and almost three quarters of Australians living in metropolitan cities and coastal areas, the beach is an integral part of the Australian lifestyle. There's nothing better than the great Australian barbeque or a day at the beach, with a little beach cricket, sun, sand and salt in your hair.

But Australia isn't just about the beach, it's a multitude of things to a multitude of people. It's about sport, it's about fashion, about culture, architecture, iconic images, world heritage sites, and unusual wildlife. It's an enviable lifestyle and a fantastic place to live and I am proud to be an Australian.

### Mitsubishi Motors Australia Limited

Mitsubishi Motors Australia Limited (MMAL) was formed in 1980 when Mitsubishi Corporation and Mitsubishi Motors Corporation jointly acquired the Chrysler business in Australia. Our head office is based in Adelaide, South Australia with regional offices located in each of Australia's major cities. As one of more than 50 automotive importers the company operates in an incredibly competitive industry. In 2008 the Australian automotive market consisted of over one million new vehicle sales, with Mitsubishi holding 6% market share, thereby making MMAL the fifth highest selling marque in the country.

MMAL employs around 180 personnel, with around 200 Dealers across the country. Within this competitive industry MMAL is striving to grow both market share and brand loyalty in Australia. We are committed to providing vehicles to suit all Australian lifestyles, from workhorse utes, to tough four-wheel drives suited to the rugged Australian terrain, to passenger vehicles and efficient city commuters. The company provides reliable, technologically advanced vehicles suited to the Australian lifestyle with outstanding customer service.

I have worked for Mitsubishi Motors for three years, both in a sales capacity working with a group of Dealers and now within the Corporate Communications Department liaising with the Australian media. My focus is on launching new product into the Australian Marketplace whilst generating positive media on the new vehicles and the company itself. It is an exciting and challenging role with a company poised to grow in Australia.



©Adam Pretty / Lifesize / Getty Images



Yacht in Sydney Harbor © NOBUO KAWAGUCHI / SEBUN PHOTO



Mitsubishi Motors Australia Limited

**Kit Bashford**

Corporate Communication Manager

from  
**DOHA**



Mitsubishi Corporation Qatar Cable Project Office

**Sanjay Dhamija**  
Manager

## "Qatar" .....My Destiny

In April 2006, I had the opportunity to work on a one-year assignment to Qatar in the Middle East, for the execution of two high voltage underground cable projects.

With just my experience and one suitcase I landed in this new world called 'Doha' (Capital of the "State of Qatar"). Initially, it was bit difficult to explain to family and friends where this country is as it was not such a popular destination on the world map. I would always just say that it is "Near Dubai". But now, Qatar is well known throughout the world, especially after the Asian Games in 2006.



My first impression of the capital city 'Doha' was a small town with little commercialization. Most of the buildings appeared to be just three to four floors, with anything larger coming up on the west side of the city where massive construction work was visible. The population of the country was only around 600,000, but it has doubled in the last three years (2009 estimates) to 1.2 million, due to massive economic growth.

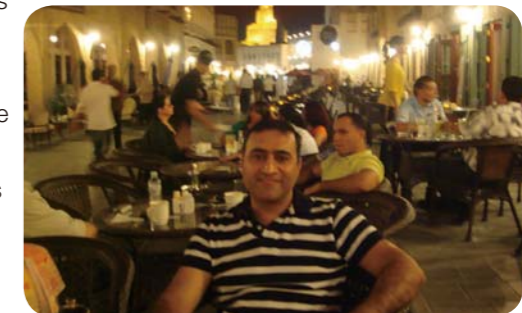
There are no bars or pubs (except for in a few select high-end hotels), and no major public transportation (there are few taxis and buses). But Doha is home to many nationalities, the majority of which are Indians and Filipinos, and of course the always pleasant local Qatari Muslims.

### Assala:mu Alay'kum

Every time I encounter someone I am greeted with the words "Assala:mu Alay'kum" ("peace be upon you" in Arabic). This is the usual greeting in Qatar, regardless of whether you know the person or not. In reply you have to say "Wa Alay'kum Assala:m" ("and peace be upon you too"). I find this human touch most refreshing, particularly in today's fast-paced world.

Now three years have passed since I came to Doha, and during this time we secured a project each year, with a total value of approximately 450 million USD. We have a contract for the manufacturing, laying, testing and commissioning of an extra-high voltage underground cable. MC is being supported by three Japanese cable manufacturers, and thanks to the smooth execution of our projects, our company has built up a good reputation with clients as 'a class contractor'.

Qatar has shown tremendous growth in the last 3 years, with the oil price at a peak. It will be home of the world's biggest airport and seaports, dozens of new five-star hotels, better living conditions for its residents and more and more opportunities for business. I am witness to the transformation of what was still very much a "traditional" Doha in 2006, to the modern Doha of today.



Traditional Souq (Arabic Shopping Area)

# Green Diamonds

## Working Together to Promote the Greening of China

From February 27 to March 1, approximately 40 employees of **Mitsubishi Corporation** (MC) in China came together to participate in afforestation activities in Kaili, Guizhou province, southwestern region of China. The tree planting event



was supported by volunteers from MC's offices in Beijing, Shanghai, Guangzhou, Hongkong and other locations, so it provided a rare opportunity for employees from across China to gather together. In Kaili, the volunteers joined forces to carry out the tree planting, which was organized in association with the China Green Foundation, one of China's largest NGOs. The program also gave volunteers a chance to interact with local leaders and residents, and it proved to be a very rewarding experience for all who participated.

For more information about Mitsubishi Corporation's social contribution activities:



■ <http://www.mitsubishicorp.com/jp/en/csr/report/society.html>

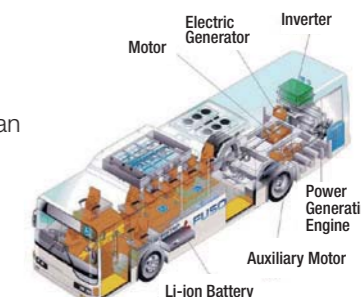


## Aero Star Eco Hybrid Honored for Excellence in Energy Conservation

**Mitsubishi Fuso Truck and Bus Corp.** was awarded the Energy Conservation Center Chairman's Prize for its large route bus, the Aero Star Eco Hybrid, as part of the 19th Energy Conservation Prize Awards. The awards program is sponsored by the Energy Conservation Center, Japan, in association with the Agency for Natural Resources and Energy, which is part of Japan's Ministry of Economy, Trade and Industry.



The Aero Star Eco Hybrid, which employs a series-type hybrid system, runs only on an electric motor and generates power using a diesel engine. The low-floor bus, which has been certified as a low emissions vehicle in Japan, significantly exceeds national fuel efficiency standards set for 2015, achieving fuel economy of 5.0 km per liter.



■ [http://www.mitsubishi-fuso.com/en/press/090129/090129\\_s.html](http://www.mitsubishi-fuso.com/en/press/090129/090129_s.html)

## Environmental Prize Awarded to Crystal Symphony

On March 17, *Crystal Symphony*, which is operated by Crystal Cruises Inc. (CCI), a Los Angeles-based, wholly owned subsidiary of **NYK**, was awarded the Environmental Buoy Diploma by the Port of Stockholm.

The award, which the ship also won in 2001 and 2002, is given to cruise ships and their crews in recognition of superior environmental efforts in the Baltic Sea. *Crystal Symphony* was chosen from among 80 vessels.

CCI is dedicated to raising shipboard and shoreside



awareness of responsible and respectful treatment of the environments through which its ships travel. In the office and on ships, responsible



waste management is practiced, and energy is conserved to reduce CO<sub>2</sub> emissions. Moreover, the line recently introduced 100%-recyclable EcoHangers on its ships as an alternative to standard wire and plastic hangers.

■ [http://www.nyk.com/english/release/31/NE\\_090401.html](http://www.nyk.com/english/release/31/NE_090401.html)

## Raise Productivity by Controlling Humidity

**Mitsubishi Plastics** has developed a new product that supports air-conditioning by adsorbing moisture from the air. This new Dessicant Air-Conditioner uses AQSOA, a

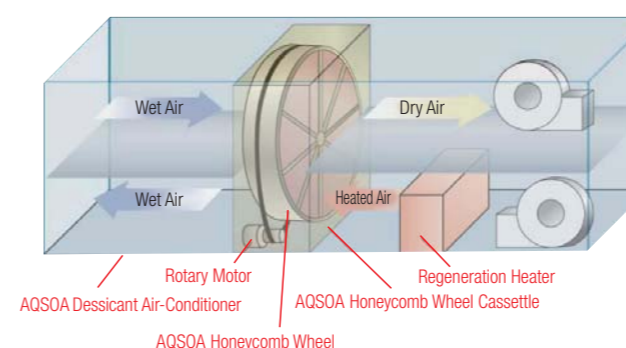
AQSOA Dessicant Air-Conditioner



AQSOA Adsorption Heat Pump



Mechanism of Dessicant Air-Conditioner



unique zeolitic adsorption material developed by Mitsubishi Chemical. In addition to efficiently filtering out moisture through adsorption, AQSOA can be readily operated, even by using exhaust heat of relatively low temperatures (50-80), which previously has gone unused. In this way, AQSOA makes it possible to control humidity while curbing the use of energy and reducing CO<sub>2</sub> emissions. The outstanding capacity of the AQSOA Dessicant Air-Conditioner to control humidity can increase comfort in offices and residences and also boost productivity and quality control in factories producing items such as film, semiconductors, batteries and food products.

■ <http://www.mpi.co.jp/infopdf/AQSOA.pdf>