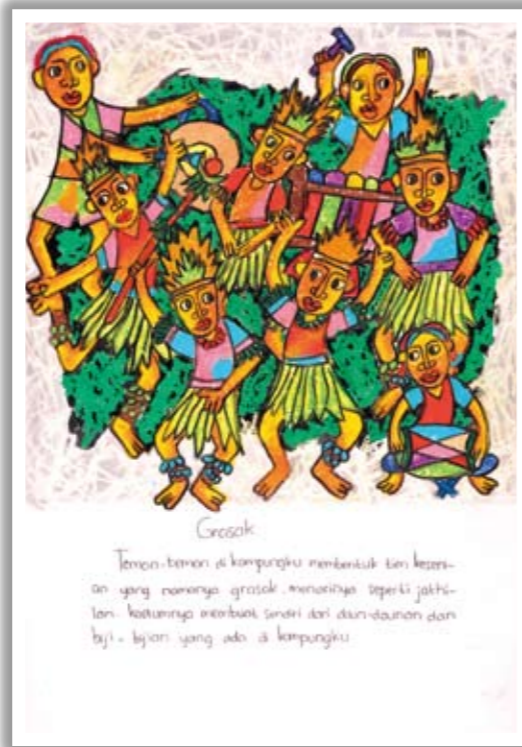


Mitsubishi Asian Children's Enikki Festa
Grand Prix Winners
2008-2009

Started in 1990, the Mitsubishi Asian Children's Enikki Festa is a program that seeks to promote literacy education and to stimulate cultural exchange among children by allowing them to learn about each other through illustrated diaries.

■ <http://www.mitsubishi.com/mpac/e/activity/enikki/index.html>



Grasak

Some friends in our village formed a team to do Grasak dancing. That's like Jathilan dancing, which people do in Yogyakarta. The friends made their own costumes from leaves and seeds.

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



Dini Kamilasari
Age: 11 Girl
Republic of Indonesia

Celebrating the Arrival of Spring with Hanami

Cherry trees are found in virtually every town in Japan, and because their blossoms fall in just two weeks, they are regarded as the ultimate symbol of spring. In Japan, the school year and the fiscal years of companies traditionally end in March and begin in April, so people's memories of graduations and new jobs are often intertwined with visions of cherry blossoms. When cherry trees bloom in the spring, people across Japan come together with friends and family to admire the fleeting beauty of the blossoms at gatherings known as hanami (literally "flower viewing"). Students and workers also gather for hanami as a fun way to build close relations. Indeed, there may be no better way to celebrate the arrival of spring than sitting beneath cherry trees in full bloom and enjoying the company of one's friends and family.



© daj/amanaimages

For more information about the Mitsubishi Companies, see "Mitsubishi Profile": <http://www.mitsubishi.com/mpac/e/activity/index.html>

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

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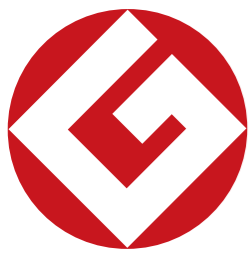
April & May

GOOD DESIGN AWARD 2009

The Mitsubishi Companies Shine Again



Leading the way among the Mitsubishi Companies with the most Good Design Awards was Mitsubishi Electric. Shown here is the DA-PX1 Digital Process Center, just one of many award-winning products from Mitsubishi Electric.



GOOD DESIGN AWARD 2009

The Good Design Award has been given to outstanding designs for more than 50 years, and today, many companies and designers from Japan and neighboring countries participate in the competition. Here we introduce just a few of the many award-winning designs submitted by Mitsubishi Companies.

<http://www.g-mark.org/english/>

Nikon / Group Companies of Nikon

Compact Digital Camera - COOLPIX S70

Nikon - Good Design Award

The slim and stylish COOLPIX S70 offers variety in terms of both colors and textures. Its highly responsive touch screen ensures smooth, reliable operation. Users can take photos by simply tapping the display and easily edit pictures with touch screen sliders. The 3.5-inch OLED display offers outstanding visibility, even when outdoors, so users can make on-the-spot assessments of photos they've taken.



Other Award Winners

- Digital SLR Camera - D5000 Nikon - Good Design Award
- Digital SLR Camera - D90 Nikon - Good Design Award
- Fieldscope - EDG Fieldscope Nikon Vision (a group company of Nikon) - Good Design Award
- Binocular - Nikon HG L binocular Nikon Vision (a group company of Nikon) - Good Design Long Life Design Award
- Total Station - Nivo Series Nikon Trimble (a group company of Nikon) - Good Design Award

Nippon Oil

Residential Fuel Cell System - ENE-FARM

Nippon Oil - Good Life-Scape Award

This fuel cell cogeneration system runs on Liquefied Petroleum Gas (LPG), and is an environmentally-friendly, distributed energy resource. ENE-FARM systems have been deployed at nearly 1,400 households across Japan as part of a large-scale demonstration project, allowing for large numbers of trials to be conducted. Resulting data show that the system achieved a total efficiency of 85%, with 35% power-generation efficiency and 50% heat-recovery efficiency.



Other Award Winners

- Solar Hybrid System - Roof Integrate System Nippon Oil - Good Design Award
- Energy-Efficient House - ENEOS SOENE House Nippon Oil - Good Design Award *
- Solar-Paneled Vessel - Auriga Leader Nippon Oil - Good Design Award *

Mitsubishi Electric / Group Companies of Mitsubishi Electric

Spindle Motor - SJ-D Series

Mitsubishi Electric - Good Design Gold Award

Spindle motors are installed in machine tools, such as lathes; they are used to rotate cutting instruments or pieces of work that are being processed. The SJ-D is a series of frame-type spindle motors, which are primarily used in affordably-priced machine tools. Demand for lower-priced machine tools is increasing, especially in Asia. There are also growing needs for energy and resource conservation as well as increased reliability. This series responds to these needs by greatly improving performance, thanks in part to electrical and structural designs developed with high-precision analytical technologies.



Other Award Winners

- Air Conditioner - Kirigamine ZW series Mitsubishi Electric - Good Design Award
- Air Conditioner - 4-way cassette air conditioners for system ceilings Mitsubishi Electric - Good Design Award *
- Ventilator - Mitsubishi Air Conducting Fan Interior Type Mitsubishi Electric - Good Design Award
- Ventilator - Lossnay Mitsubishi Electric - Good Design Award
- Rice Cooker - Steamless IH Rice Cooker NJ-XS10J Mitsubishi Electric - Good Design Award
- User interface for Blu-ray Disc Recorder - DVR-BZ330 Mitsubishi Electric - Good Design Award
- Digital Process Center - DA-PX1 Mitsubishi Electric - Good Design Award
- Condominium - The Kitahama Mitsubishi Electric Life Service (a group company of Mitsubishi Electric) - Good Design Award *
- Non-functional Requirement Grade Study Panel to Visualize Customer Requirements Mitsubishi Electric Information Systems (a group company of Mitsubishi Electric) - Good Design Award *

NYK

Concept Ship - NYK Super Eco Ship 2030

NYK - Good Design Frontier Design Award

Designed as a milestone for 2030, this groundbreaking ship reduces the power required for propulsion by decreasing the vessel's weight and frictional drag. It also achieves a 69% reduction in CO₂ emissions per container carried by drawing power from LNG-based fuel cells as well as from onboard solar- and wind-energy sources.



Other Award Winners

- Solar-Paneled Vessel - Auriga Leader NYK - Good Design Award *

Mitsubishi Estate

Condominium - Hongo Park House The Premier Fort

Mitsubishi Estate - Good Design Award

The interior is characterized by spacious living areas with large windows, unobstructed by pillars or beams. Externally, the structure reflects a simple, symmetrical design that incorporates architectural elements of the international style. The entrance hall boasts a lounge with high ceilings and colored glass.



Mitsubishi Rayon Cleansui

Corporate Identity (CI) - Cleansui CI

Mitsubishi Rayon Cleansui (a group company of Mitsubishi Rayon) - Good Design Award

Mitsubishi Rayon Cleansui is promoting a brand strategy for its Cleansui water purifiers based on a new CI developed under the general direction of graphic designer Taku Satoh. The company has gone to great lengths to create a comprehensive brand image by thoroughly incorporating Cleansui's Visual Identity into product designs, sales displays and advertisements.



Mitsubishi Heavy Industries / Group Company of Mitsubishi Heavy Industries

Rental Housing - Dia Garden Fukasawa

Ryoju Estate (a group company of Mitsubishi Heavy Industries) - Good Design Award *

With its traditional "nagaya" row-house design, the estate blends in nicely with the surrounding area. The approach to the residences resembles a Kyoto-style lane and the entryways are decorated with antique Japanese objects. The interior beautifully combines the functionality of Western-style living spaces with elements of Japanese design. Careful attention to design is evident throughout the residences, as illustrated by the use of courtyards and a split-level design.



Other Award Winners

- Condominium - The Kitahama Kinki Ryoju Kosan Corporation (a group company of Mitsubishi Heavy Industries) - Good Design Award *

Front Line

NYK Sails toward Vision of Green Marine Transport



NYK's *Auriga Leader* is the world's first ship to be equipped with a full-scale, on-deck solar power system. NYK collaborated with fellow Mitsubishi Company **Nippon Oil** on the system's

development. With a maximum output of 40 kilowatts, the system generates electricity not only for the crew's living quarters but also provides power for engine control. NYK is conducting trials to test the system's capacity for also supplying a portion of the power required for ship propulsion.

Auriga Leader has the capacity to transport up to 6,200 cars, and the solar power system makes it possible to achieve modest reductions in fuel oil consumption while also curbing CO₂ emissions. NYK will continue to conduct field experiments in an effort to further enhance the stability of the power supply, even while at sea. In the future, the company aims to develop a commercially viable system that utilizes solar energy for ship propulsion.



NYK

Est. 1885

Yusen Bldg., 3-2, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005

Over the years, the NYK Group has prioritized safe, high-quality services to earn customer trust. We have drawn on one of the world's largest fleets and an international network covering sea, land and air to deliver the services that only a logistics and megacarrier group can offer.

■ <http://www.nyk.com/english>

Global Spotlight

Global Spotlight focuses on employees from the Mitsubishi Companies, 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
Malaysia

One Malaysian

Malaysia is a bubbling, bustling melting pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. Multiculturalism has not only made Malaysia a gastronomic paradise, it has also made Malaysia home to hundreds of colourful festivals.



Unique to Malaysia is the 'Open House' concept where during the various cultural and religious festival like Hari Raya, Chinese New Year, Deepavali, Gawai Day and others, friends and families and even strangers visit the homes of those who are celebrating the festival to wish them well and enjoy the feast prepared by the hosts. Although the visitors may be of different races, they are able to come together as Malaysians to celebrate the festival.

Geographically, Malaysia is as diverse as its culture. Cool hideaways are found in the highlands that roll down to warm, sandy beaches and rich, humid mangroves. There are many islands in our country such as Pulau Langkawi, Pulau Redang, Pulau Ketam and many others. All the beaches on those islands are beautiful.

Malaysia also boasts such world-class achievements as the Kuala Lumpur International Airport (KLIA), Bangunan Sultan Abdul Samad, Sepang International Racing Circuit and the 88-storey Petronas Twin Towers (KLCC). Inspired by geometric shapes found in Islamic architecture, this gleaming mega-structure was designed by Argentinean-American architect Cesar Pelli. Stretching out to one side of this architectural masterpiece is the spacious and beautifully landscaped KLCC Park.



Apa Khabar

In December 2009, I completed 12 years of service with Toyo CR, and during this time, we have been able to manage various projects and conduct maintenance every year.

Toyo CR is subsidiary of Toyo Engineering Works that was formed in 1988 in Kuala Lumpur, Malaysia. Our services include design consulting, construction, installation and maintenance, mainly for big Japanese companies involved in the semi-conductor industry. Our company has continued to grow together with the Malaysian economy, and in 1997, it set up a new branch office in Shah Alam.

In 2007, we were able to expand the scope of business by also serving customers in the food industry. We have faced some setbacks due to the world economic crisis, but we have continued to work hard to overcome these challenges. While we have achieved many successes in our business activities, we cannot ignore the state of the global environment. With a strong sense of responsibility for the green earth, we are moving forward to introduce energy-saving plans that incorporate green technologies, with strong support from Toyo Engineering Works. In recent years, we have striven to promote products that utilize new technology, such as the ETI series of high-performance centrifugal chillers from Mitsubishi Heavy Industries and Mr. Eco Steam from Toyo Engineering Works.

Over the past 20 years, we have built a strong reputation by fostering close ties with our customers. As an engineer with more than 10 years of experience in this track, I am proud to be a member of this company and grateful for all the support provided by Toyo CR and Toyo Engineering Works.



Toyo CR Sdn. Bhd.
Kuala Lumpur
Mohd. Nazrolizam



©Kristian Bogner Photography

A Bit About Canada

Canada is the second largest country in the world by area at just under 10 million square kilometers. We also have the longest coastline of any country with shores on the Atlantic, Arctic, and Pacific Oceans. While vast in size, our population is relatively

small at just over 32 million people, of which an estimated 75 percent live within 160 kilometers of the USA border. We are a highly urbanized population with most people living in four areas: southern Ontario, Montreal area (Quebec), Vancouver and Vancouver Island (British Columbia), and the Calgary-Edmonton corridor (Alberta). Canada has two official languages, English and French – however, we are a multicultural society with pockets across the country representing nearly every country in the world.

The 2009 Mercer Report, which ranks cities worldwide for quality of living, chose Vancouver, Toronto, Ottawa, Montreal, and Calgary as the top 5 cities of the Americas. Globally, these cities ranked 4, 15, 16, 22, and 26. The Mercer Report also ranks infrastructure. Again, Vancouver, Montreal, and Toronto placed 1st, 3rd, and 4th as the top cities of the Americas.

Canada offers a landscape truly like no other country. On the east you can experience old mountains characterized by smoothed tops. Towards the west you'll find the younger, more rugged Rocky Mountains. In between there are the flat prairie lands, and rich agricultural areas to the south. To the north, it is desolate and mostly uninhabited. The east and west coasts offer magnificent shorelines rich in history and tales of Canada's origins. Across all of Canada, landscape and wildlife photographers find endless beauty, which is, of course perfect for Nikon Canada.



Nikon Canada

Nikon Canada Inc. was established in 1978 growing year-over-year. Prior to 1978, Nikon products were sold through distributors in Canada. The head office is located in the Province of Ontario in the Greater Toronto Area, with additional facilities in Montreal, Quebec and Vancouver, British Columbia. Nikon Canada distributes Nikon 35mm and digital SLR cameras, COOLPIX point-and-shoot digital cameras, NIKKOR lenses, and sport optics.

In 2004, I joined Nikon Canada as the Manager of National Advertising and Communications. In this position I have responsibility for our national advertising, dealer co-op advertising, corporate communications, sponsorships and donations, and our website.

In Canada, positions such as mine present unique challenges because of our two official languages, our very multi-cultural society, and the sheer vastness of the landscape, which creates regional distinctions. There is also the influence of the American market on our marketplace, which provides its own unique challenges.

My position with Nikon provides great satisfaction. It is a fast-paced and ever changing environment within the continuously evolving and exciting world of photography.



©Kristian Bogner Photography

Welcoming the World

In February 2010, the beautiful province of British Columbia hosted the 2010 Winter Olympic and Paralympic Games. This was an exciting time for Canadians as we welcomed the world and offered a glimpse into our lives and great country. We proudly cheered on our Canadian athletes who were excited to be competing on their home turf.

from
Canada



Nikon Canada Inc.
Gregory Flasch
National Advertising &
Communications Manager

Green Diamonds

Green Diamonds highlights the ongoing efforts of Mitsubishi Companies to foster a **greener**, more sustainable planet and **brighter**, more vibrant communities through wide-ranging environmental and social initiatives.

Rooftop Garden Provides Rare Opportunity for Urban Toddlers

Mitsubishi Heavy Industries (MHI) subsidiary Tamachi Building Co., Ltd. manages and operates five office buildings of its own, located near JR Tamachi station. In keeping with the spirit of MHI's environmental policies and guidelines for Corporate Social Responsibility (CSR), Tamachi Building is working to protect the environment and support education in a way that leverages the company's business operations. Last fall, it hosted a special event in Tokyo for 30 local nursery

school children. The children harvested sweet potatoes and learned about the environment while visiting a garden located atop a building owned by the company. In the future, the company will continue to cultivate a strong awareness of CSR among its employees while actively seeking to contribute to the local community through programs like this one.



Spurring the Spread of "Eco-Friendly Driving"

Mitsubishi Auto Leasing Corporation (MAL) is a company that strives to provide comprehensive solutions to its customers in the area of auto leasing. In light of the growing importance of environmental issues, MAL has begun to promote "eco-friendly driving" through a program developed for its corporate clients. The program seeks to help corporate clients to incorporate environmental measures, reduce the costs of fleet management and tackle other emerging challenges by capitalizing on knowledge from across diverse fields. MAL will endeavor to further expand its efforts to promote eco-friendly driving through this program in the years ahead..



Fostering a New Generation of Top Designers

Each year, **Mitsubishi Chemical** gives Japan's best young designers opportunities to take their first step toward a professional career as the leaders and shapers of the future. The Mitsubishi Chemical Junior Designer Award selects 14 outstanding graduation works from the year's graduates in the various fields of design. For 2009, there were 282 entries

from design students who graduated in March 2009 from universities and art schools throughout Japan. The Grand Prize was awarded to Ryo Fukumaru for his thoughtful design of a body bag that seeks to provide peace for victims in the wake of mass disasters.

■ <http://www.m-kagaku.co.jp/mcjd/archives.html>
(Available only in Japanese)



Grand Prize "ori"



Excellence Prize "uta"



Excellence Prize "MUSIC from BOOK TOWN"



Mitsubishi Chemical Prize "TOUCHE"



The winning designers with the judges at the award ceremony



Gift of Solar Power Systems Targets Benefits for Farming Villages & the Environment

Mitsubishi Corporation (MC) has donated solar power generation systems to Ethiopia's Ministry of Agriculture and Rural Development (MOARD) and the installation of these systems has now been completed at locations in two local farming villages. The systems are expected to boost agricultural production by generating electricity for training centers where farmers can learn modern agricultural techniques and by enabling the refrigeration of medicines for livestock. By promoting the spread of solar power, MC also hopes to help preserve the environment and curb CO₂ emissions, thereby paving the way to sustainable development.



■ <http://www.mitsubishicorp.com/jp/en/pr/archive/2009/html/000009237.html>