

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 "enikki" (illustrated diaries).

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



Our village has a big jungle nearby. The elephants who live in that jungle sometimes come to our village and damage the farm fields. One time, a baby elephant slipped in the mud and got stuck in a hole. Some villagers got together to save the baby elephant. We went to see what they would do. I was impressed that the villagers saved the baby elephant, even though the elephants damage their fields.

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



J.A. Odara Iroshani Jayawardena
Age: 12 Girl
Democratic Socialist Republic of Sri Lanka

Tanabata — Wish Upon a Star

In the 8th century, a Chinese legend crossed over to Japan and became entwined with various folk traditions to create the popular summertime observance of Tanabata. The festival is inspired by a tale of two stars-Vega, "the weaving princess", and Altair, "the cowherd". According to legend, these star-crossed lovers may traverse the Milky Way to be together only once a year, on the 7th day of the 7th month of the old lunar calendar. Tanabata has always been a time for making wishes. People write wishes on strips of paper and attach them to colorfully decorated bamboo branches, which can be seen in train stations and other locations around town, and bamboo branches with strips of paper bearing the wishes of children are often displayed at homes and kindergartens. In this way, Tanabata contributes to the festive mood that sweeps across Japan each summer.



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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>

The Mitsubishi Monitor is published by the Mitsubishi Public Affairs Committee

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Phone: 81-3-5218-8660 Fax: 81-3-5218-8661

Official Website ■ <http://www.mitsubishi.com/mpac/e/monitor/back/index.html>

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Volume 30 No.9

Printed in Japan on recycled paper

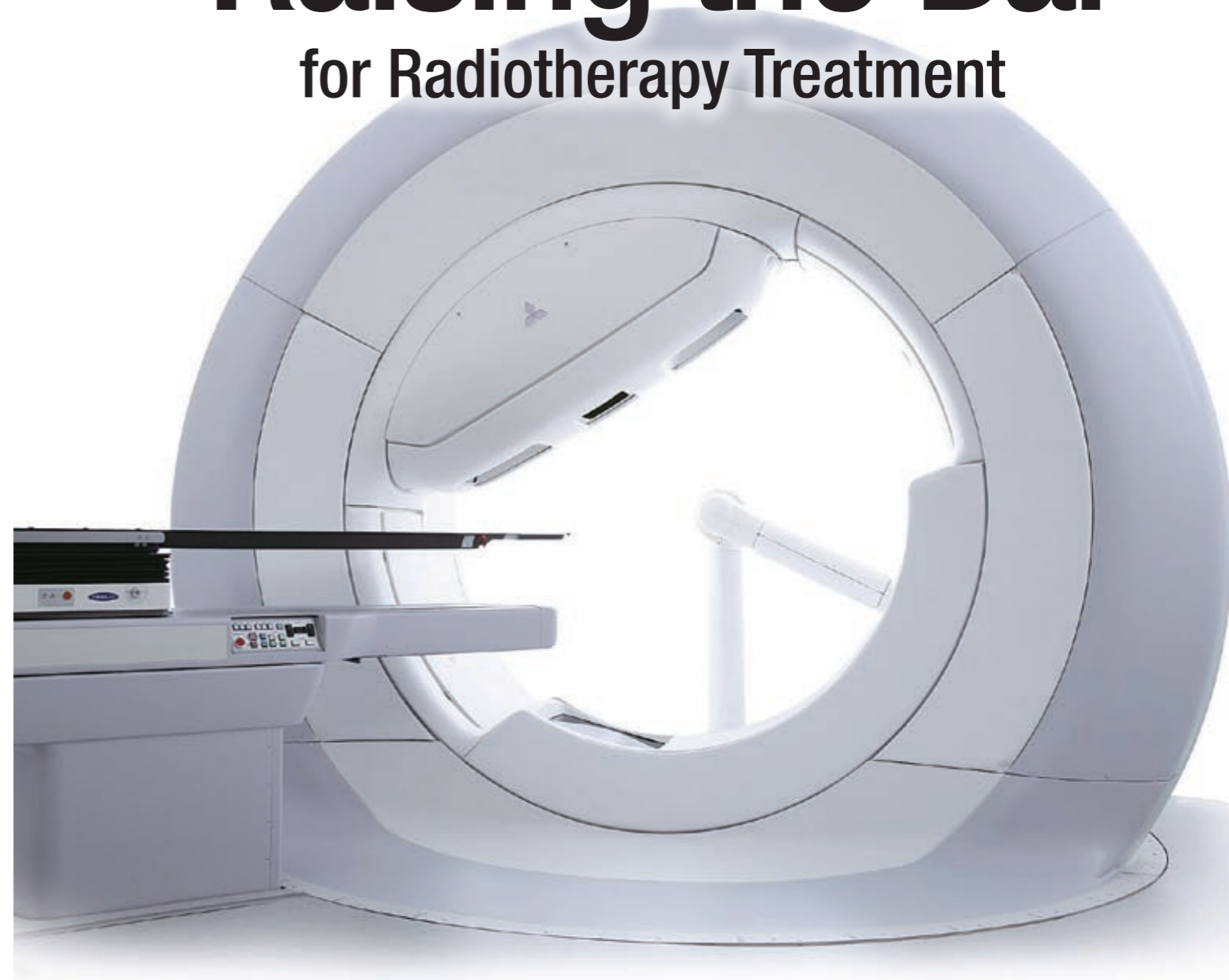
Mitsubishi Monitor

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

2010

June & July

Raising the Bar for Radiotherapy Treatment



Cover Story

MHI's Radiotherapy Machines Poised to Spur New Advances in Cancer Treatment



Radiotherapy or radiation therapy is a type of cancer treatment that uses radiation to kill cancer cells and treat tumors. As a painless form of cancer treatment that allows patients to retain quality of daily life, radiotherapy offers various advantages over conventional surgical methods. **Mitsubishi Heavy Industries (MHI)** is now leveraging its wide-ranging know-how as leading manufacturer of heavy machinery to develop, produce and market highly-advanced machines for radiotherapy.

These efforts have culminated in the development of the MHI-TM2000. This state-of-the-art radiotherapy machine accurately identifies the location of tumors and meticulously directs radiation precisely where it is needed. In this way, the MHI-TM2000 makes it easier to perform highly accurate radiotherapy treatment while minimizing damage to healthy cells. Because of this, the MHI-TM2000 is expected to contribute to new advances in cancer treatment.

The MHI-TM2000 has been approved by the U.S. Food and Drug Administration as well as relevant authorities in Japan. It has also acquired certification in Europe, that is, CE Marking.

MHI has already begun to deliver the MHI-TM2000 to medical institutions in Japan and Europe. Overseas, the unit is being marketed as the Vero through BrainLAB AG of Germany, an OEM* supply partner for the MHI-TM2000. The first buyer outside of Japan was Belgium's Brussels University Hospital, which is one of Europe's leading radiotherapy centers. In Japan, the MHI-TM2000 has been delivered to two hospitals and additional orders have been received from two others.

* Original equipment manufacturer (OEM)

News & Products

MGC Prepares to Meet Rising Demand for Hydrogen Peroxide in Asia

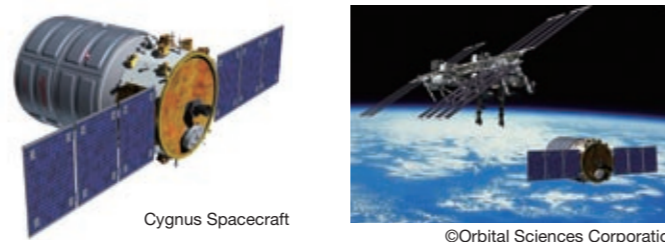
There is now strong demand for hydrogen peroxide in China and other parts of Asia and this demand is expected to continue growing in step with the expansion of paper manufacturing and chemical and electronic industries. **Mitsubishi Gas Chemical (MGC)**, which is already among Asia's top producers of hydrogen peroxide, is poised to meet this growing demand. The latest addition to MGC's lineup of production facilities is the Suzhou MGC Suhua Peroxide Co., Ltd. located in China's Jiangsu Province. The new company, which is 60% financed by MGC, is targeting annual production of 30,000 tons, after having initiated full-scale operations of its hydrogen peroxide facilities in December 2009.



■ http://www.mgc.co.jp/eng/news/2009/pdf/091211_e.pdf

Involvement with NASA's Space Program Marks New Milestone for Mitsubishi Electric

For decades, **Mitsubishi Electric** has made significant contributions to Japanese space research and development while simultaneously cultivating a strong international reputation for its space technologies. In October 2009, the company concluded a landmark deal with Orbital Sciences Corporation to provide Proximity Link System (PLS) components to guide the Cygnus Spacecraft to the International Space Station (ISS) on nine re-supply missions for the National Aeronautics and Space Administration (NASA). Valued at approximately US\$66 million, the deal represents one of the largest contracts tying a Japanese company to NASA's space exploration program. The PLS components are essential for rendezvous control between re-supply spacecraft and the ISS.



■ http://global.mitsubishielectric.com/news/news_releases/2009/mel0758.pdf

RVR Offers Best of Both Worlds

Torn between an SUV and a compact car? **Mitsubishi Motors** has the solution! Its all-new compact crossover, the *RVR**, beautifully combines the superior utility and running performance of an SUV with the fuel efficiency of a compact car. With the panoramic field of view of an SUV, the *RVR* is easy to drive and offers turn-on-a-dime maneuverability, while providing ample luggage space. Meanwhile, the *RVR*'s lightweight, compact body helps it to achieve outstanding fuel efficiency. With the *RVR*, drivers can enjoy the best features of an SUV and a compact car—all at a surprisingly affordable price.



* RVR in Japan, ASX in Europe and China

■ <http://www.mitsubishi-motors.com/publish/corporate/pressrelease/products/2010/news/detail0729.html>

MFTBC Makes Inroads Into the Global Hybrid Truck Market

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) continues to make headway with efforts to expand its hybrid truck business as the company seeks to make inroads overseas by building on the success of the Fuso Canter Eco Hybrid in Japan. In October 2009, MFTBC received its first international order for Fuso Hybrid trucks—an order for 10 Fuso Canter Eco Hybrid trucks from a customer in Ireland. Then in February 2010, the company announced it would deliver 25 hybrid trucks to a customer in Australia. Later in February, MFTBC's hybrid truck business continued to gain momentum as sales of Canter Eco Hybrid light-duty trucks were launched in Hong Kong.



■ <http://www.mitsubishi-fuso.com/en/press/100216/100216.html>

Front Line

Cleansui Marks 25th Anniversary by Launching New Brand Strategy

Sales of Cleansui, the world's first water purifier to use hollow-fiber membranes, were launched in 1984. Last year, **Mitsubishi Rayon Cleansui** began promoting a new brand strategy for Cleansui's "corporate identity" on the occasion of its 25th anniversary. Prior to this, various logos had been used for different sales channels, but under the new strategy, a single logo was adopted with a global design that aims to establish Cleansui as a brand with broad, international appeal. The Cleansui brand is now being rigorously promoted under a unified concept that encompasses everything from products and packaging to advertising and sale promotions.

Cleansui's "concept visual" shows the new logo, which represents a water filter, and a glass of water, symbolizing pure drinking water. While the color blue is commonly used in water-related designs, Cleansui breaks from this convention by using red in an effort to express the company's forward-looking stance of opening up the future with new ideas.



Mitsubishi Rayon Cleansui Co., Ltd. (Mitsubishi Rayon Group)

Est. 1983
Sumisei Nihonbashi Koamicho Bldg., 14-1, Nihonbashi Koami-Cho, Chuo-Ku, Tokyo, 103-0016

Mitsubishi Rayon Cleansui commits themselves to contribute to a better human life by planning, developing, and selling new products - mainly household water purifiers, named CLEANSUI.

■ <http://www.mrc.co.jp/english/>

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
London

A LONG HISTORY WITH A HISTORIC CITY

I have been working as an Underwriter at Tokio Marine Europe Insurance Limited for just over six years and I specialise in Property and Liability insurance for our Japanese clients. Tokio Marine Europe represents the European arm of the Tokio Marine Group, providing insurance solutions throughout Europe. Tokio Marine has had a presence in Europe since 1880, a year after the company was founded in Japan, and this year the 130th anniversary will be celebrated in Europe. I am based in the London office, which is the Headquarters for the European operations with a network of offices in the UK, France, Germany, Spain, Belgium, The Netherlands and Italy.



London is one of the major financial cities in the world and is the birthplace of the modern insurance market. At the end of the seventeenth century London's importance in world trade was increasing and the merchants and ship owners gathered in the coffee houses of London to offset their losses if their ships and cargo failed to return. In 1688 Mr. Edward Lloyd's coffee house had a reputation as being a reliable source of shipping news and became a meeting place for those wishing to insure their cargoes and ships and those wishing to underwrite such ventures. Today Lloyd's of London is still central to the global trade in insurance and is a famous building on the London skyline.

The financial centre is only one part of London; the West End is known for its shopping and is also home to London's Theatre District with a large selection of plays and musicals on offer for both locals and tourists. London is the administrative centre of the UK with the Houses of Parliament on the River Thames and Buckingham Palace, the Queen's official London residence, set on the edge of Green Park and Hyde Park.



London has previously held the Summer Olympics in 1908 and 1948 and will again host the Summer Olympics in 2012. It is interesting to see parts of the city transform as it prepares for this celebration of sport. The biggest changes have been in East London where a new Olympic park is being built. Over the past few years the site has developed from a light industrial area into a huge building site with the main Stadium, Swimming Complex and Velodrome beginning to take shape and reveal itself to Londoners. After the success for Canada following the recent Winter Olympics in Vancouver we are hoping for big things in 2012.

Sport is a keen interest of mine and to keep fit I like to cycle. I cycle to work, plus I have successfully tackled some of the famous Tour de France mountain climbs. I also enjoy watching rugby matches whether it is club level or supporting our national team. In addition, I am a supporter of Crystal Palace Football Club who currently play in the second tier of English football in the Championship Division. Supporting any team has its ups and downs although with Palace I think there are more downs!



Tokio Marine Europe Insurance Limited

John Bushnell

Underwriter

Viva Aguascalientes !

My profession is Public Accountant and my experience has been based on the auditing of various corporations which allowed me to acquire specialized experience in various strategic areas of a company. After I worked in PricewaterhouseCoopers for fourteen years of my life, the experience of working for Dai Nippon Toryo Mexicana, S.A. de C.V. (DNTM) has been completely different. DNTM is the first company of Japanese investment on the American mainland, dedicated to the manufacture of paints and coatings. Nowadays DNTM has 23 employees. Our main customers are suppliers of Nissan in Mexico and Nissan USA. Our expansion opportunities are important and we are currently focusing efforts to increase our portfolio of clients both nationally and abroad, mainly in the USA.

My role in DNTM as Sub-director is aimed at monitoring the management, finance, production and logistics operations, as well as the relationship with customers, among other activities.



MEXICO - AGUASCALIENTES

In Mexico, my native country, there are various strategic business cities which, due to their locations and importance, have been used for international trading. One of these cities is Aguascalientes, where DNTM is now located. Aguascalientes is distinguished by its colonial architecture and its commercial infrastructure because it has received a significant amount of foreign direct investment. The city also hosts professional conventions; cultural, commercial and livestock exhibitions; and the traditional "San Marcos National Fair", where you can enjoy Mexican cuisine, bet in the casino and partake in countless other forms of amusement. Aguascalientes is also a touristic colonial place, noted for the architecture in its countless temples such as San Marcos, Guadalupe, San Antonio, San Jose and the Cathedral.

Aguascalientes is also a place for outdoor adventure, especially in the municipalities of San Jose de Gracia, Rincon de Romos and La Sierra Fria, where one can enjoy ecotourism.



MY FREE TIME = MY FAMILY

The most important thing in my life is my family; this is the reason why most of my free time is spent with them. The activities that I do with them may include a night of fun and dancing with my wife; playing video games with my son, especially guitar hero; or enjoying a stroll along with my grandson, walking by the "Expoplaza", visiting the monuments of "El Encierro" and "San Marcos Garden", feeding the squirrels, chasing the pigeons and enjoying the water fountains. I also enjoy practicing exercise using Zumba or aerobics as well as irrigating my house gardens; these are perfect ways to relax after a busy day of work. Similarly I enjoy sharing some roasted meat together with my neighbors on a sunny day.

from
Mexico



Dai Nippon Toryo Mexicana, S.A. de C.V.

Arturo Navarrete Molina

Subdirector

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.

Enriching Society with the Gift of Music

Kirin aims to enrich society through its support of art and culture. As part of these efforts, it has organized the "Kirin Seat" program in order to provide people in local communities across Japan with more opportunities to enjoy live music. Through the program, Kirin reserves some seats at performances of the piano duo "Les Frères" for inviting students of schools for vision-impaired children to attend concerts together with their guardians. Employees of the Kirin Group support the program as volunteers by showing guests to their seats and assisting them to enjoy the performance. In this way, Kirin is striving to share the joy of music with more people across Japan.



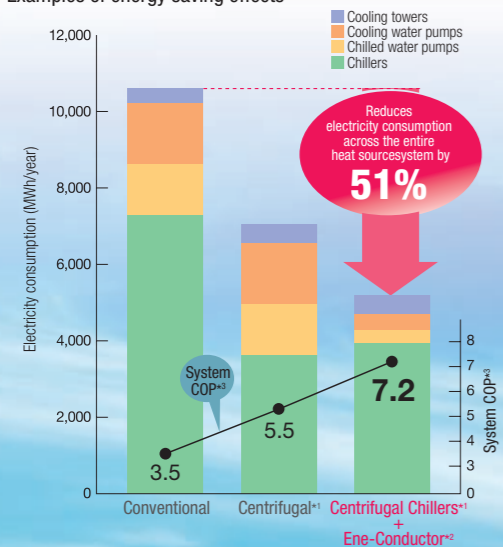
■ <http://www.kirinholdings.co.jp/lesfreres/>

A Powerful Ally in Energy Conservation

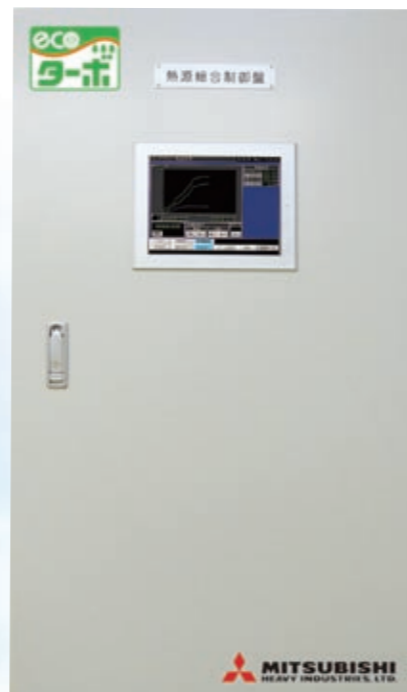
With higher year-round efficiency than conventional chillers, centrifugal chillers are expected to attract increased attention as wide-ranging businesses begin to emphasize energy conservation in light of growing environmental concerns. In

addition to striving to improve the performance of centrifugal chillers, **Mitsubishi Heavy Industries** has also been working to realize greater energy savings by maximizing the overall efficiency of air-conditioning systems, which include peripheral equipment such as coolant pumps and cooling towers. These efforts have culminated in the development of an integrated air-conditioning control system called the Ene-Conductor, which is now poised to become a powerful ally for businesses as they seek to rein in energy consumption and reduce CO₂ emissions.

Examples of energy saving effects



*1 Variable speed drive conditions of trial calculations:
1000-USRT-class chillers x 3 units; factory load pattern in Japan
*2 In cases when auxiliary machines are inverter controlled
*3 Coefficient of Performance (COP)



Mitsubishi Materials Techno Launches Innovative Wastewater Treatment Service

Mitsubishi Materials' wholly-owned subsidiary Mitsubishi Materials Techno Corporation is offering a new service for the treatment of contaminated soil and water that can even handle difficult-to-treat heavy metals. The service utilizes a mobile unit jointly developed by Mitsubishi Materials Techno and Mitsubishi Materials' Central Research Institute so the treatment facilities can be transported wherever they are needed. Sludge generated by such treatment operations would normally be disposed of as landfill, but with Mitsubishi Materials Techno's groundbreaking new service, this sludge can be utilized at copper smelters and cement plants owned by Mitsubishi Materials.



i-MiEV Wins String of Honors in Europe

In July 2009, **Mitsubishi Motors** launched the i-MiEV electric vehicle in Japan. With zero CO₂ tailpipe emissions, the i-MiEV continues to garner widespread attention for the role it can play in putting the brakes on global warming. This potential was underscored in early 2010 as the i-MiEV won a string of prestigious awards across Europe. It began when AUTOBEST, a motoring organization centered in Eastern Europe, announced that the i-MiEV had been voted "Ecobest 2009" by its international jury of journalists. The i-MiEV was

subsequently honored with the internationally-acclaimed Paul Pietsch Award and the "Environment Special Grand Prize" at the 25th International Automobile Festival in Paris.

