

Grand Prix Winners 2017-2018

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://enikki.mitsubishi.or.jp/e/index.html>



Khulan Enkhtaivan
Age 12
Mongolia

I went to the cattle market and bought a cow for this year's Eid festival. My brother was training an untamed yearling horse. The yearling jumped up and ran through our herd of sheep. We were scared. Training untamed yearlings means that the time has come to start milking the mares.



Saw Nay Htet Aung
Age 11
Myanmar

October 7, 2017
My Ordination
Before becoming a novice, we perambulate. I ride a white horse under a golden umbrella and in traditional ensemble. I am very happy.

* The Enikki entries above, when necessary, have been translated into English from the language they were originally written in.

Snow Country Fairyland: Yokote no Kamakura

The Yokote Kamakura (Igloo) Festival has a history of about 450 years. Dedicated to water deities, the festival is held every year in Yokote, Akita Prefecture, on February 15 and 16, the period of *koshogatsu* or Little New Year in the Tohoku region. Inside the *kamakura* is a snow altar dedicated to a water deity on which are placed sake and rice cake offerings. In the evenings, children waiting in the *kamakura* invite passersby to come inside and offer a prayer to the water deity. In return, the visitors are served with rice cakes and *amazake* sweet wine grilled and warmed respectively on a brazier by the children. During the festival, some 100 *kamakura* dotted around the town twinkle brightly in the dark of night, creating a fantastic *yukiguni* or snow country fairyland.



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For more information about the Mitsubishi companies, see "mitsubishi.com" ■ <http://www.mitsubishi.com/e/>

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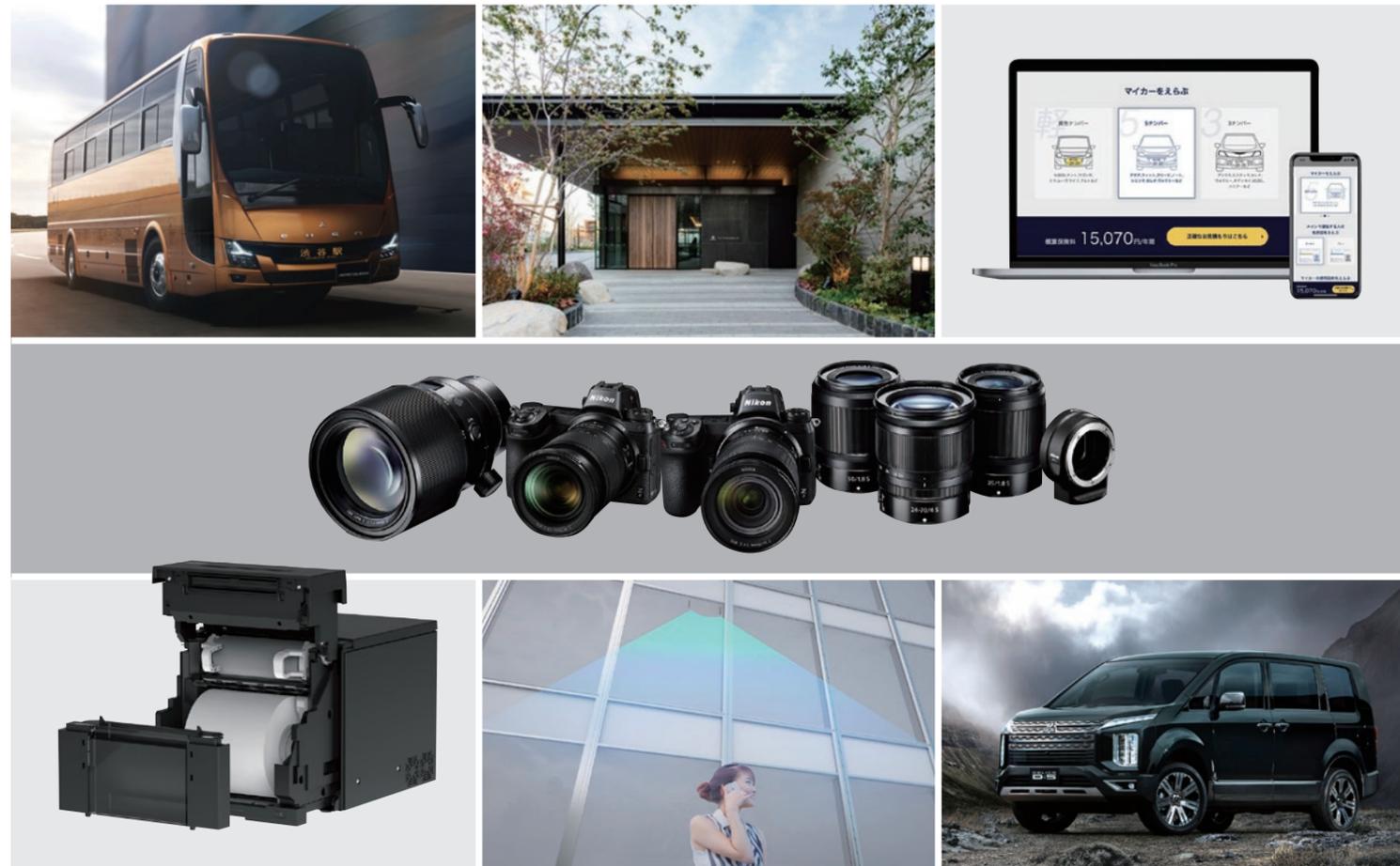
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A Bimonthly Review of the Mitsubishi Companies and Their People Around the World



Feature



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AWARD 2019**

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Rockefeller Group

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2020
February
|
March



Mitsubishi Estate Group

● **Condominium - The Parkhouse Azamino 1-chome** Mitsubishi Estate Residence ②

This award-winning entry is a 4-story low-rise housing complex for the Azamino area in Aoba Ward, Yokohama, a comfortable residential area where people and nature coexist. It realizes an elegant and serene villa-like living environment in which residents can forget the hustle and bustle of the city—something which ordinary housing complexes in the city center cannot provide—while maintaining harmony between the rich natural environment covered in a variety of foliage and the stylish local neighborhood nurtured over many years. It required a layout suitable for a low-rise housing complex that takes advantage of its exceptional location on a hilltop with a south-facing slope.

Other Award Winners

- Condominium - The Parkhouse 5bancho Mitsubishi Estate Residence
- Condominium - The Parkhouse Sakurazaka Sunriant Mitsubishi Estate Residence
- Condominium - Makuhari Bay-Park Cross Tower & Residence Mitsubishi Estate Residence
- Shared Offices - Under construction Mitsubishi Estate Residence
- Shopping complex/Hotel - Hulic Square Tokyo (The Gate Hotel Tokyo by Hulic) Mitsubishi Jisho Sekkei

- House using domestic cross laminated timber slabs - Senri/Shinjuku model house with large corner openings and deep eaves made of 100% Japanese CLT slabs Mitsubishi Estate Home
- Office Building - Kojimachi Terrace Mitsubishi Estate Home

■ <https://www.g-mark.org/award/describe/49391?token=k3NJIsbntM&locale=en>

AGC

● **Glass Antenna-WAVEATTOCH™**

AGC Inc. ③

This is the world's first glass antenna to add mobile phone base station capabilities to windows without impairing the view. Responding to strong demand from mobile phone carriers, it has been developed with a view to the upcoming 5G era. Through its glass business, AGC has acquired much specialized knowledge about glass and radio wave interference, and extensive know-how on the installation of additional glass on the inside of existing windows. Made by layering a see-through conductive material on glass substrates, the glass antenna offers a high-transparency solution to cases where antenna installation planning permission is denied for reasons of local neighborhood aesthetics.



■ <https://www.g-mark.org/award/describe/49232?token=9qoxreyD1q&locale=en>

Mitsubishi Electric

● **Photo printer for commercial use-CP-M1E, CP-M1A, CP-M1N** Mitsubishi Electric ⑤

This is a photo printer designed for use in retail stores and photo shops. It is used throughout the world, including in North America and Europe. This product has been designed so that anyone can perform maintenance easily without any problem. The design team went back to the drawing board on the best location for supplies and on the cover and paper feed/output tray mechanisms. As a result, the printer offers intuitive operability that requires no owner's manual or special training, and the 15-step maintenance required on previous models has been reduced to 9 steps. The simple and clean square exterior design allows it to fit comfortably into any location.



Other Award Winners

- Bread oven - BreadOven TO-ST1 Mitsubishi Electric
- Refrigerator - FX series made of steel plates Mitsubishi Electric
- Air Conditioner - Kirigamine MSZ-R Series, MSZ-BXV Series Mitsubishi Electric
- Bathroom Ventilation Heating Dryer - V-251BW/V-251BZ Mitsubishi Electric
- Servo Amplifier - MELSERVO-J5 Series Mitsubishi Electric
- Multi-Wire Electrical Discharge Slicing Machine - DS1000 Mitsubishi Electric
- Die-Sinking Electrical Discharge Machining - SV-P Series Mitsubishi Electric
- Air Conditioner - Air Conditioner Slim ZR series, compact type Mitsubishi Electric
- Remote monitoring and control system, services - Cloud Elevator Controlling System Mitsubishi Electric
- Remote-control Interface for Air Conditioners - Highly user-friendly interface induces touch Mitsubishi Electric

■ <https://www.g-mark.org/award/describe/48917?token=fst37byVqz&locale=en>



GOOD DESIGN AWARD 2019

Feature

All the works published in this edition of Mitsubishi Monitor are winners of the Good Design Award 2019. Founded in 1957, the Good Design Award is Japan's only comprehensive design evaluation and commendation system. 4,772 designs were submitted for consideration in 2019, of which 1,420 were granted a Good Design Award. The ideas and methodology within good design provide clues for how to better approach our lives and work. In this article, we introduce some of the Good Design Award 2019 winners from Mitsubishi companies.



Cover: Good Design Award-winning entries featured in this section with a circled number are pictured on the cover. The numbers correspond to those in the illustration on the left, showing the position of the entry on the cover.

Note: The information shown was correct at the time of the presentation of the awards (October 2019), but the particulars of the designs may have changed since.

Mitsubishi Fuso Truck and Bus

● **Sightseeing bus -Aero Queen**

Mitsubishi Fuso Truck and Bus Corporation ①

The 2019 model year Aero Queen large coach bus, with the body wrapped up in an elegant design, features friendliness for pedestrians, the elderly and children alike as well as its cutting-edge shape. The Aero Queen achieves safety, comfort and economy thanks to various in-vehicle safety devices. Besides these excellent safety features, its revamped exterior sports Fuso's new design identity "Fuso Black Belt" and new LED headlight and fog light. The Fuso Black Belt, a new brand design that highlights the Fuso logo, adheres to Fuso's traditional brand history, including the V-shaped emblem. With this award-winning bus as a starter, the design will be applied to all Fuso vehicles that will be launched down the road.



■ <https://www.g-mark.org/award/describe/49045?token=ip0GBdaoNf&locale=en>

Nikon

● **Mirrorless Camera System -Nikon Z Mount System**

Nikon ④

The Nikon Z mount system comprises mirrorless cameras featuring a larger-diameter mount, and compatible NIKKOR Z lenses and accessories. This system has been realized through the pursuit of a new dimension in optical performance. It has inherited Nikon's tradition of quality, superior imaging technology, great operability, and high reliability, all innovated from its digital SLR cameras. NIKKOR Z lenses deliver their superior optical performance by taking advantage of the high design flexibility made possible by the combination of the larger Z mount, with its inner diameter of 55 mm, and a short flange focal distance of 16 mm.

Other Award Winners

- Optical processing machine - Lasermeister 100A Nikon

■ <https://www.g-mark.org/award/describe/48788?token=zImUp3dREu>



Tokio Marine Group

● **Car insurance quote page-A web page where you can estimate car insurance with one click** E.design Insurance ③

This website gives users a one-click car insurance premium quote. It commonly requires around 30 clicks to arrive at a car insurance premium quote, but this website has been designed in response to customer demand for quicker estimates. It also takes into consideration customers who are using the purchase experience feature on e-commerce sites, rather than just those shopping for car insurance. The website narrows down questions to items that the user can answer intuitively so that they can obtain a quote without needing to have their car insurance policy or vehicle inspection certificate at hand. The website makes full use of the latest technology to ensure that insurance premiums are always clearly displayed, as they are highly sought out by customers.



■ <https://www.g-mark.org/award/describe/49630?token=OP1JpoQpDn&locale=en>

Mitsubishi Motors

● **Minivan -DELICA D:5 / DELICA D:5 URBAN GEAR**

Mitsubishi Motors ⑦

The refreshed DELICA D:5 has undergone minor changes for a major impact. The new exterior uses Mitsubishi Motors's Dynamic Shield front design and distinctive vertical multi-function LED headlights in a lively and tasteful design with an enhanced appearance. Inside, a new horizontal-line dashboard design uses the company's Horizontal Axis to give a good forward field of vision and make it easier for the driver to intuitively discern the positioning of the vehicle. The solid sectional design of the dashboard provides forward protection for occupants while also enhancing the sense of openness. Soft padding trim on hand-touch areas puts the finishing touch to a modern interior design that looks comfortable and stylish.



Other Award Winners

- Minicar - ek wagon/ ek X Mitsubishi Motors

■ <https://www.g-mark.org/award/describe/49023?token=Es4R0SLEji&locale=en>

World Scope

Mitsubishi Monitor introduces some of the latest news about Mitsubishi companies as they play an active role on the world stage.



Decorated yezo spruce Christmas tree (2019)

Spruce Christmas Trees Presented to Kindergartens



Mitsubishi Materials (MMC) has been presenting Christmas trees to two kindergartens located in Atsumacho, where the Hokkaido Eastern Iburi earthquake hit in September 2018. These yezo spruce Christmas trees, grown in a company-owned forest near to the kindergartens, have made the Christmas mood higher and let the children smile.

The trees were replanted in the company-owned forest after Christmas. MMC is continuing this effort and hopes their forest can play a role in the vitalization of local communities. In 2019, the spruce trees were transformed into lovely Christmas trees in kindergartens once again.



Replanted trees with kindergarten principals

Industry-Academia Joint Research into a Healthy Aging System



Mitsubishi UFJ Trust and Banking (MUTB), the University of Tokyo Center of Innovation, and SoftBank Corp. started an industry-academia joint research project in August 2019 to build a Healthy Aging System that will lead to individuals being able to determine their own health age and to make behavioral changes accordingly.

The research aims to establish indices that show a person's degree of health, which may differ from their actual age, using an analysis of small amounts of blood taken from healthy elderly people. The project is also using AI to research and develop solutions that provide individually-tailored prophylactic services designed to prevent lifestyle illnesses. Working with Sweden and Italy, the project hopes to establish a next-generation, self-managing healthy society. Mitsubishi UFJ Trust and Banking intends to propose new life plans and develop new products and services based on the results of this industry-academia joint research in order to meet the diverse needs of individuals in a super-aged society.

A Low Emission Methanol-Fueled Chemical Carrier



NYK Line (NYK) has taken delivery of the *Takaroa Sun*, its first methanol-fueled chemical carrier, after construction was completed at the Hyundai Mipo Dockyard in South Korea on September 30. The new ship was funded through NYK's green financing initiative established to support environment-friendly projects.

The tanker is fitted with a two-stroke dual-fuel engine that runs on both methanol and conventional marine fuel. Running on methanol reduces sulfur oxide emissions by 99 percent over fuel oil, making it compliant with the International Maritime Organization's 2020 regulations. The vessel also has a processor that reduces nitrogen oxides (NOx) to meet the stringent IMO Tier III regulations.



Takaroa Sun

■ https://www.nyk.com/english/news/2019/20191004_01.html

An Alliance with AC Infrastructure Holdings Corp.



Lawson and the Philippine company AC Infrastructure Holding Corp. (AC Infra), a subsidiary of the Ayala group, have agreed to form a business alliance.

Lawson opened its first store in the Philippines in Manila in March 2015 and currently operates some 55 stores (as of the end of September 2019) in that country. Through its wholly-owned subsidiary Lawson Philippines, Inc., Lawson is seeking to expand its franchise to 500 stores by fiscal 2023 by leveraging its convenience store management knowhow and AC Infra's special knowledge in logistics and other fields.



Store image

Thailand PromptPay Payment Service Trial in Japan



Mitsubishi UFJ Nicos (NICOS) is working with Thailand's Bank of Ayudhya Public Company Ltd. on the introduction into Japan of the Thai PromptPay remittance and QR-code based payment system. Tokyo discounter store Takeya, popular with foreign visitors to Japan, began accepting PromptPay on a trial basis on August 1.

PromptPay is a smartphone payment service supported by the Central Bank of Thailand. About 48.5 million Thais (70% of the population) have registered with the service, and it is accepted by around 4 million stores (as of July, 2019) in that country. The two companies decided on the trial introduction of the system in Japan in order to boost convenience for the growing number of Thai visitors.

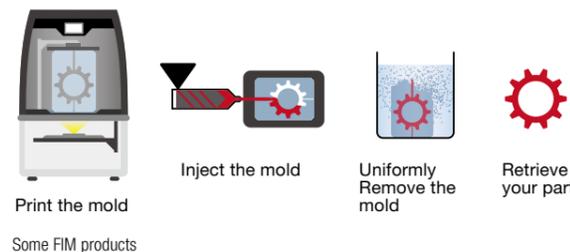


Investment in AddiFab (Denmark)



Mitsubishi Chemical Holdings (MCHC), through its wholly-owned subsidiary Diamond Edge Ventures, Inc., has invested in AddiFab ApS, Jyllinge, Denmark.

AddiFab provides new solutions with proprietary 3D printing technology. Freeform Injection Molding (FIM™) – the company's flagship platform – is based on resin molds created by 3D printing, followed by conventional injection molding and proprietary removal of the mold. FIM™ enables additive manufacturers to design more complex parts and to inject molds with resins that are conventionally difficult to shape, including engineering plastics.



■ https://www.mitsubishichem-hd.co.jp/english/news_release/pdf/00850/00945.pdf

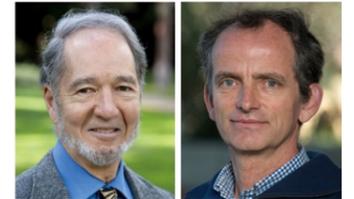
2019 Blue Planet Prize Winners Selected



The Asahi Glass Foundation awards prizes to outstanding individuals or organizations whose work has contributed significantly to the improvement of the global environment. The winners of the 28th Blue Planet Prize were announced in July 2019.

- Prof. Eric Lambin (Belgium): Professor, Université catholique de Louvain, and George and Setsuko Ishiyama Provostial Professor, Stanford University
- Prof. Jared Diamond (USA): Professor, Department of Geography, University of California, Los Angeles; Historian; nonfiction author

The prize winners delivered a series of commemorative lectures at the University of Tokyo and at Kyoto University on December 12 and 14, 2019, respectively.



2019 Blue Planet Prize winners: Prof. Diamond (left) and Prof. Lambin (right)

*The Asahi Glass Foundation was established in 1933 to commemorate the twenty-fifth anniversary (1932) of the founding of Asahi Glass (the former company name of **AGC**).

- <https://www.af-info.or.jp/en/blueplanet/special2019.html>
- <https://www.af-info.or.jp/en/index.html>

The Successful Launch of H-II Transfer Vehicle Kounotori 8 (HTV-8)



The H-II Transfer Vehicle Kounotori 8 (HTV-8), after its launch on September 25 in 2019, successfully delivered a resupply cargo to the International Space Station (ISS) circling the earth at an altitude of 400 km and at a speed of 7.7 km/sec (28,000 km/h). This is the eighth successful mission since 2009 and the H-II Transfer Vehicle has been highly acclaimed for its technical prowess and contribution to the ISS project. **Mitsubishi Space Software** provided **Mitsubishi Heavy Industries (MHI)**, the developer of the rocket, with navigational and guidance software and provided **Mitsubishi Electric**, the developer of the HTV's electric modules and terrestrial systems, with ground control software.



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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 pastimes.



Prague – One of the World’s Most Beautiful Cities

Working in Slaný, a historic town

Mitsubishi Electric Automotive Czech s.r.o (MEAC) was established in June 2000 to produce automotive electrical components. MEAC merged with Electric Powersteering Components Europe s.r.o. (EPCE) in April 2019 and currently employs more than 700 people for the manufacture of EPS, alternators, starters and ISG products.

MEAC is located in a town named Slaný, which means “salty” in Czech. The name comes from the town being founded above a salty underground lake in the year 750. A mineral spring rises to the surface to this day, but it is no longer salty. Slaný, one of the oldest towns in the Czech Republic, was once called a “royal town” because it was officially allowed to brew beer. The town is slightly northwest of Prague’s Vaclav Havel airport. Nearby attractions include the beautiful Lány Chateau, a castle that serves as the summer residence of Czech presidents in the current era. The area’s main attraction for visitors, however, is definitely Prague, the country’s capital and “city of one hundred towers.” Prague is said to be one of the world’s most beautiful cities, boasting views of distinctive Gothic buildings and the Vltava river by day and endless nighttime entertainment, including the world’s best beer — the Czech national beverage.

At MEAC, I am a Quality Assurance (QA) Engineer and was just recently promoted. My main tasks involve our first-generation integrated starter-generator (ISG) and electric power steering system (EPS), including traceability, technical issues associated with customer claims and preparing and updating QA documents, such as control plans and process failure mode & effects analysis (PFMEA). I also help to prepare soon-to-start projects, such as searching for local suppliers of necessary machines and devices.

Enjoying time off with the family I love

Outside of work I love sports, reading and spending time with my wife and daughter.

Currently my greatest hobby and challenge is golf. The golf swing is technically the most demanding maneuver in sports—the ultimate combination of mental focus and body-eye coordination. Unfortunately, it also is very time-consuming, so I always feel like I need another hour or day, or even year, to learn how to play properly.

My wife and I enjoy trying new activities. Lately we have enthusiastically taken up roller-skating and via ferratas, a kind of protected climbing. I definitely recommend trying the latter, a unique combination of adrenaline, challenge, travel and sightseeing.



MEAC Factory



Lány Chateau is known for its beautiful baroque-style architecture



Enjoying golf at a course near MEAC



Mr. Marek Cepl
Quality Assurance Department

Mitsubishi Electric
Automotive Czech

Living in New York

Dumbo, Brooklyn, now and then

I moved to the US from Yokohama, Japan, to attend university in New York. NYC has been my home since. During my NY life, I have witnessed the city’s evolution—including the dramatic transformation of Dumbo (from Down Under the Manhattan Bridge overpass), the Brooklyn neighborhood I have called home for the past 20 years.

Situated at the foot of the iconic Brooklyn and Manhattan Bridges, Dumbo’s waterfront offers a cinematic view of the city. The views and proximity to Manhattan have made Dumbo a global tourist destination and home and workplace to thousands of New Yorkers. When I moved here, however, the scenery was quite different. There was one deli, one bar, and one restaurant. My building was the first and only residential building in the area. In the early 2000s, the neighborhood looked like a scene from the 1940s, in sheer contrast with high-rise-lined Midtown, where I work as an Executive Administrative Assistant at Rockefeller Group. With so few “residents” in the area then, I rarely encountered another soul in the York Street subway station.

Back then, Dumbo residents were primarily artists utilizing the vast industrial spaces for their studios. One neighbor transformed his 10,000+ sq. ft. raw space into his own in-house theater, and then invited the community to dance performances. Others showcased their art installations in their penthouse spaces with a stunning Manhattan skyline backdrop. The neighborhood was eclectic and Bohemian. It was the last thriving artist community in NY.

Today, the artist studios have been converted to luxury condos or startup office spaces. Artisan coffee shops and trendy bars boom as the community’s primary socializing spots and the once-deserted waterfront has been transformed into the plush Brooklyn Bridge Park.

Although I embrace many of the recent changes, I often miss Old Dumbo with its industrial streetscapes and quirky denizens. As I walked along my street this morning, construction workers were removing the old cobblestones, replacing them with car-friendly asphalt. I wondered... would the person who laid that cobblestone have ever imagined the Dumbo of 2019?



Monarch butterfly release

Nature is close to my heart

Despite living in an urban environment, my heart resides in nature. As a community scientist, I participate in various conservation efforts, including urban beekeeping, monarch butterfly conservation, migratory birds/bats research, and tree & shore management.

One 2019 highlight, and success, was my helping the Honeybee Conservancy in their efforts to expand NYC honeybee populations by establishing an apiary in the Queens Zoo.

Another important accomplishment for me was volunteering with Audubon Society’s research team on their 9/11 “Tribute in Light” program which helps protect migratory birds passing through NYC.

Biodiversity loss, particularly as pertaining to climate change, is a deep concern of mine. To better understand the correlation, I completed Vice President Al Gore’s Climate Leadership training in March, receiving certification for the program. I served as a review committee member for Mr. Gore’s Tokyo Climate Leadership event this fall.

Environmental work is my lifetime project. The quest continues...



Urban beekeeping



9-11 Tribute in Light viewed from Dumbo



Ms. Hitomi Kakuda
Executive Administrative Assistant
Rockefeller Group
A Subsidiary of Mitsubishi Estate