

Japanese Manufacturing Industry's Experiences of Students Hoping to Study in Japan

On 6 February 2007, 17 students and 4 lecturers visited Nitto Denko Electronics (Malaysia) Sdn. Bhd. and Nitto Denko Materials Malaysia Sdn. Bhd. for a half day study tour. The students belonged to the University of Technology of Malaysia (UTM), which is a Malaysian government sponsored university located in the state of Johor. In line with the Malaysian government's "Look East Policy," the Preparatory Center for Technology Studies to Japan (PPKTJ) was established and is now operating within a few Malaysian Universities of which UTM is one.

The students of PPKTJ study in Malaysia for two years and then they are reassigned to Universities or Technical Colleges in Japan for another two years. Such study opportunities provide students with the chance to be exposed to the latest technologies associated with the industry. Students are able to experience the Japanese corporate culture and working environment. This experience allows students to learn a great deal about how to achieve greater efficiencies and improved operational management.



Students looking around the plant

Sponsoring Soccer Team KRC Genk

In July 1998 the first sponsoring deal between Nitto Europe and KRC Genk was entered into. Through this sponsorship Nitto Europe hoped to enhance through the use of shirt sponsoring its company image promoting the company as an attractive employer. We have managed to achieve our goal and as a result have

decided to cease our shirt sponsoring at the end of this season. For the new soccer season starting in August 2007, we have renewed our sponsorship contract and will be focusing more on CSR activities. The number of stadium seats will be increased from 20 to 50 so that more Nitto Europe employees and external affiliates will be able to benefit. In addition we will renew the business lounge contract.



Corporate logo of the Nitto Denko Group at the Fenix stadium in Genk, Belgium



The business lounge in the stadium

Cosponsoring the Osaka International Ladies Marathon

The International Ladies Marathon Meetings are held in Tokyo, Osaka and Nagoya every year. For runners, victories at these competitions may lead to further opportunities to possibly earn places at world class competitions. As we did in 2006 Nitto Denko Corporation in January 2007 cosponsored the organizing of one of these competitions, the Osaka International Ladies Marathon. On the day we provided support in various ways. One of the activities that we were involved with centered on providing directions and guidance to people who were in wheelchairs. Moreover, as a result of a fund raising exercise held involving each domestic company we raised and donated 607,089 yen towards the Japanese Sports Association for the Disabled.



An employee of Nitto Denko Corporation providing directions and support to a person in a wheelchair

Nitto Denko Himawari—a Cheerful Place

Nitto Denko Himawari Co., Ltd. where the disabled and the elderly work in union featured in an external public relations magazine this year.



From the newsletter MIDORI produced by the Midori Kai Co., Ltd.

Donation of 10,000 Euro to 'Een Hart voor Limburg' (A Heart for Limburg)

Since 2005, Nitto Europe has used e-cards instead of paper cards when extending Christmas greetings. The savings made from not purchasing paper Christmas cards and stamps has totaled around 10,000 Euro. Following a suggestion made by Nitto Europe employees this amount saved was donated to Een Hart voor Limburg. This charity organization provides support to people in need, many of which are either sick and/or handicapped children living in the local Limburg Province community.

Cosponsoring I-Ki-Mo-No-Ga-Ta-Ri

I-Ki-Mo-No-Ga-Ta-Ri was edited by the Think the Earth Project, a non-profit organization that became involved as they saw the book as an amazing depiction of life's diversity. *I-Ki-Mo-No-Ga-Ta-Ri* is a "visual book" in which pictures, illustrations and chronologies, etc. are practically applied. It is a book that everyone, irrespective of age, race or gender can share "simple amazement and emotion."

We cosponsored the Sustainable Environment Educational Support Project 2007 alongside the production of this book as a way of supporting activities that prioritize the conservation of life's diversity.



I-Ki-Mo-No-Ga-Ta-Ri (Diamond Agency Inc.)