

Contributing to Local Communities

Supporting Disaster Victims of Hurricane Sandy

At the end of October 2012, Hurricane Sandy struck the northeast US causing enormous property damage and loss of life.

The U.S. companies of the Nitto Denko Group moved in support of the victims. Not only did they support affected employees, but they also donated money to the American Red Cross, raising money from both employees and the company. The total amount of donations, including matching contributions from each company, reached USD 6,112 (approximately 550,000 yen).

Christmas Philanthropy in Singapore

Employees of Nitto Denko Asia Technical Centre and Zensorium were split up into two groups, with one visiting Lee Ah Mooi Old Age Home and the other a National Kidney Foundation dialysis centre on December 21, 2012. The employees gave Christmas gifts to patients, played music and games, and assisted nurses.

At the end of the day, they shared stories with each other of their activities and raised funds for the two facilities.



Employees sing songs and play instruments

Donation of Scrap Packaging Material to High School In Virginia

Nitto Denko Automotive Virginia donated scrap packaging material to Kempsville High School on October 27, 2012. The scrap is used in goal post padding on American football fields to help prevent player injuries.

This kind of use also helps the company's recycling programs to reduce industrial waste.



Goalposts wrapped in scrap packaging material

Producing a Culture of Volunteerism in the Philippines

The Philippines is one of the most disaster-prone countries in the world. In support of the mission of the Philippines Red Cross (PRC) to create a culture of volunteerism as a means of saving lives, Nitto Denko Philippines joined the Million Volunteer Run 2 on February 10, 2013. All proceeds of the event, such as participation fees, will go to volunteer programs of the PRC.

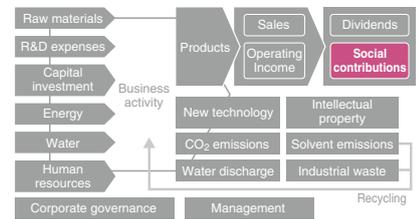
Currently, the company has three employees who have been qualified and certified by the PRC and can provide volunteer standard first aid and basic life support procedures during catastrophes.

Challenges Contest – Offering Assembly Hall as Venue for Toyohashi Region Qualifying Round –

The Nitto Denko Toyohashi Plant supports Toyohashi-shi Boys & Girls Invention Club by giving lectures at the workshop every summer.

In addition, the plant also offered the club use of its assembly hall as a venue for a regional qualifying round of the third National Boys & Girls “Creative Challenges” Contest on September 1, 2012. In this year’s event, participants were told to come up with a miniature hybrid car powered by motor and rubber. Each team competed for speed and design, by lining up their ideas.





A team selected in the Toyohashi Region Qualifying Round in was commendably awarded the second prize at the subsequent national convention.



Children operate miniature cars

Receipt of Letter of Appreciation for Monetary Donation to Thailand flood relief efforts from the Provincial Red Cross Chapter of Ayutthaya

On October 25, 2012, we received a letter of appreciation and a report on the application of our monetary donation to the Thailand floods relief efforts from the Provincial Red Cross Chapter of Ayutthaya. They reported that 25,000,000 yen (approximately 10,000,000 baht) from the Nitto Denko Group was utilized for the construction of dwellings for people who had lost their homes, the mending of damaged houses, the reestablishment of libraries in elementary schools and the purchase of books.



Libraries and houses rebuilt with monetary donation from the Nitto Denko Group

Promoting Education and International Interaction

Acceptance of Interns from Abroad

Aiming to further diversify its pool of talent, Nitto Denko accepts interns from abroad.

From May to the end of August 2012, two university students from Thailand and the U.S. undertook work experience at the Nitto Denko Ibaraki Plant. Over more than two months, each of them undertook study, taking advantage of their own area of expertise. They appeared to gain a hands-on feeling for developing profitable new products through their internship experience.

Aspiration Fukaya Science Workshop Participants Visit Nitto Denko Kanto Plant

The Nitto Denko Kanto Plant welcomed 44 elementary and junior high school students on August 24, 2012. The visit was part of the Aspiration Fukaya Science Workshop, an educational event organized by the Fukaya City Government, which aims to stimulate children's interest in science and technology.

The students experienced cutting-edge technologies through experiments and a pop quiz. "This experience inspired me to value science more." a participant said.



Children listen earnestly to an explanation

Supporting Sports

32nd Osaka International Ladies Marathon



The start (Photo credit – Sankei Shimbun)

On January 27, 2013, in line with the theme of “We Support the Challengers with Shared Enthusiasm!” we cosponsored the Osaka International Ladies Marathon again this year, for the ninth time. Approximately 2,300 employees and their families from the Nitto Denko Group visited the stadium, with about 685 of the employees participating in the event as volunteers. Some helped clean the site whilst others offered a taping service to the runners.

This year we cosponsored “Osaka Enjoy Run” once again, in which 1,530 entrants from elementary school students to the elderly enjoyed a 3.2 kilometer run. We offered special local products from the Tohoku district as ‘Nitto Denko Prizes’ to winners selected by lot from among those who answered quiz questions correctly.



Osaka Enjoy Run



Volunteers drape towels over runners in the Osaka Half Marathon

Idea Contest

We again held a “Growing Future! The Second Idea Contest” this year. We called for latitudinous ideas with the potential to make our lives more convenient and comfortable. We received a total of 754 submissions. The highest award was given to “Kimochi Tebukuro”, with which we understand the feelings of people and things by touching them.

We also manufactured a piece of demonstration equipment, making use of our products in accordance with the concept of “Nikoniko Hatsudensho”, which received the highest award last year. It was exhibited at the event site.



Idea contest award ceremony



“Nikoniko Hatsudensho” demonstration equipment

Million Step Challenge

This is an event whose goal was to walk 1,000,000 steps in the 100 days leading up to the day of the Osaka International Ladies Marathon. In continuation from last year and with the purpose of supporting areas affected by the Great East Japan Earthquake, we donated relief supplies such as kerosene stoves, worth 350,000 yen, in response to the total combined distance of 320,000 kilometers walked by all participants to Sendai Tsunami Fukko Shien Center.

