

Relationship Building within Local Communities

## Coping with Social Problems

The Nitto Denko Group has conducted its business across as many as 20 different countries. The Nitto Denko Group has aimed to be very mindful of wanting to show respect to the people living in each of these respected countries. We have put down roots in each local community and have earnestly attempted to solve any problems as they have arisen. We have as a part of our creed prioritized relationship building within local communities and have made strong efforts to be aware and considerate of any environmental concerns raised. We have also provided support to the disabled within the communities that we have been associated with.

### The Nitto Denko Group's Commitment to Societal Improvements Pays Off

#### China—a highly motorized society with frequently occurring traffic accidents

In China every day many people unfortunately are involved in traffic accidents. Given this it is probable that employees of the Nitto Denko Group also have the potential of being involved in accidents. It is because of this that Nitto Denko (Shanghai Song Jiang) Co., Ltd., the Nitto Denko Group local subsidiary in China, has run traffic safety campaigns. A Traffic Safety Committee has been set up and it has been involved in organizing activities related to the promotion of traffic safety, hazard prediction training, a helmet use promotional campaign and a motorcycle maintenance checking campaign. The committee has also been involved in recommending staff make the switch to utilizing commuter buses.

#### Waiting is not always the answer to everything

Nitto Denko (Shanghai Song Jiang) offered suggestions to solving identified traffic safety problems at a meeting held in Shanghai Song Jiang Industrial Zone and also at talks with government bodies

and other Japanese business enterprises.

It is an issue that cannot be solved by business corporations solely. It requires the collective efforts of government, business and the wider community.

Nitto Denko (Shanghai Song Jiang) Co., Ltd. invited other companies wishing to support its traffic safety initiatives to participate with the first goal of the group being to address problems relating to the busy and often dangerous Lianyang Road. The first activity was carried out by four co-operating companies. These being TOTO (Shanghai) Co., Ltd., Shanghai Meadville Group, Nitto Denko (Shanghai) Electro-Energy Co., Ltd., and Nitto Denko (Shanghai Song Jiang) Co., Ltd. The Industrial Zone, Chinese Public Security and Song Jiang TV Station also joined the activity as administration officials.

For the second activity the joint companies that had carried out the

first activity invited Public Security, TV stations and newspaper publishers to participate. It was our hope that with a higher profile, we would be able to enlist the support of the government of the day. Time was taken to explain the rationale behind our activities to all the companies along Lianyang Road with the hope that they too would wish to participate. We tried to be very mindful of presenting Nitto Denko (Shanghai Song Jiang) as being a contributing member of the company co-operative and not as the leader. We did this to encourage as many as possible interested companies to join, shape and take part in the co-operatives future initiatives and activities. This activity made the local news.

It was very encouraging to see that what was initially an initiative involving four corporations had grown by the time we began our second activity to comprising ten



participating corporations. We would like to express our hearty thanks to the following corporations for their involvement and contributions to the traffic safety initiatives; TOTO (Shanghai) Co., Ltd., Shanghai Meadville Group, Shanghai SVA Group, Shanghai FDK Corporation, Shanghai New Wako Precision Plastics Co., Ltd., Shanghai Toyo Plastic Colorant Co., Ltd., Shanghai Ajinomoto Amino Acid Co., Ltd. and Deuchem.

As a result of the combined efforts of all those that have been involved, Song Jiang has been become an area leading the way in traffic safety. Our hope is that the promotional activities that have been carried out will lead to a significant reduction in the number of future traffic accidents that occur.

#### Future Activities

We hope that the Traffic Safety Initiative spreads out influencing all parts of Song Jiang. We also hope current participants share the role of promoter through rotation and that the initiatives now being followed within the ten corporations become commonplace extending to include all corporations in the Shanghai Song Jiang Industrial Zone.