

Relationship with Local Community

# Cosponsoring the Osaka International Ladies Marathon

As we did last year, Nitto Denko Corporation cosponsored the Osaka International Ladies Marathon held on 27 January 2008. This was our fourth cosponsoring of the event. This year the event received considerably more publicity than previous years, given selections for the Beijing Olympics were on the sporting agenda.

We also cosponsored the Osaka Half Marathon held on the same date. The number of participants increased from three to four thousand.

A primary objective of cosponsoring such a race is to promote communication and bring about a sense of unity between employees through mutually participating in volunteer activities and the half marathon.



The starting scene at the Osaka International Ladies Marathon Photo credit—the Sankei Shimbun

and making” activities. Volunteer employees provided explanations about the products and assisted children with handicraft activities. In total we had about three thousand visitors. Naturally we were very happy the booth was a success and enjoyed by all.

### Employees Participating in the Osaka Half Marathon

Since we began to cosponsor the Osaka International Ladies Marathon, the number of employees enjoying running has increased each year, with 171 employees having participated in the Osaka Half Marathon this year. Among the participants there were eight employees from East Asia, who were qualifiers from each overseas group company and two Nitto Denko Vice Presidents. After the race our East Asian participants made statements reflecting on their impressions about their experience.



### Employee Volunteers Supporting the Race

We cosponsored the Osaka International Ladies Marathon under the banner of “Backing up Challengers.” On the day, employees buckled down and assisted the event in carrying out volunteer activities such as cleaning around the site, distribution of flags for cheering purposes and the offering of sporting tapes for runners. Furthermore, during the Osaka Half Marathon, we joined other volunteers in providing assistance in handling the water supply for participants during the race and distributing towels to runners at the finish line. Reflecting on the experience, one employee stated; “I felt a strong identification with the group.” Another said, “I communicated with



Offering taping goods to runners

colleagues whom I had previously had no chance to speak with”. Such comments embraced the thoughts of many employees who were part of the volunteer crew.



Employee volunteers carpentering with children

On the day we set up a display booth for the amusement of visitors, where we introduced some of our products and technologies. We also had children experience the “mystery of science” through “seeing, touching

### Labor Union’s Hold “Athletic Meeting” on Eve of Marathon

On 26 January 2008, the day before the Osaka International Ladies Marathon, an athletic meeting was held at Cosmo Square Hotel & Congress as a means of promoting the marathon and to enhance a feeling of positive communication and team spirit among employees. “Dodge Ball Frisbee” events (a kind of sport made from dodge ball and Frisbee) were held involving each lodge of union. A total of 220 participants gathered in Osaka for the final, made up of race qualifiers and staff. At the end of the day’s activities team spirit was high, lasting well throughout the following day for both marathon participants and volunteer staff.

