

# With Local and International Communit

As an IT company and good corporate citizen out a variety of unique activities to contribute t

In line with the aim of fostering “mutually beneficial relationships communities worldwide,” as articulated in *The FUJITSU Way* mission statement, the Fujitsu Group, as a good corporate citizen, implements a wide range of activities that contribute to society. These activities take advantage of our distinctive skills as an IT company.

## Initiatives in this Area

- International contributions in the educational area
- Social contributions in the environmental area



Scholarship students in the 2006 JAIMS MBA program



Reforestation activity at the Fujitsu Group Malaysia Eco Forest Park.

## Our Philosophy on Contributing to Society

A primary motivation for the Fujitsu Group is to live and thrive as a good corporate citizen in harmony with local and international communities. We aim to grow and to fulfill our responsibility to promoting the sustainability of society by working for the best interests of all of our stakeholders, including customers, employees, shareholders and investors, suppliers and business partners, local and international

communities, public institutions and government authorities.

As part of this policy, we engage in social contribution activities that include educational programs for young people who will become future leaders, as well as a variety of initiatives to promote international communication and environmental conservation.

See the following site for more on Fujitsu's social contribution activities. <http://www.fujitsu.com/about/responsibility/community/>

## Social Contribution Activities in Fiscal 2006

### Promoting Learning & Education and International Exchange

- Management of the Japan-America Institute of Management Science (JAIMS)
- Management of the Foundation for International Information Processing Education (FINIPED)
- Support for the Mathematical Olympiad Foundation of Japan & The Japanese Committee for the International Olympiad in Informatics
- Sponsorship of the Fujitsu Asia Pacific Scholarship Program
- Fujitsu kids' site (Japanese website)

### Cultural and Artistic Activities

- Sponsorship of the Fujitsu Concert Series
- Sponsorship of the Concord Jazz Festival
- Hosting of the 14th Fujitsu Cup Masters Tournament (the only senior level *Shogi* tournament of its kind)
- Hosting of the 19th World Go Championship Fujitsu Cup
- Sponsorship of the Fujitsu Ladies Golf Tournament
- Support for the Kawasaki Frontale Professional Soccer Team

### Company Sports

- Track and field
- American football
- Women's basketball

### Local Activities

- Kawasaki Plant Spring Festival
- Numazu Plant Tea Picking Festival
- Fujitsu Solution Square *Kusunoki* Festival

### Disaster Relief Support

- Disaster relief support for the Java (Indonesia) earthquake
- Disaster relief support for the Noto Peninsula (Japan) earthquake



Grade school sports friendship classroom



Fujitsu kids' site (Japanese)

\* See page 38 for other environmental and social contribution activities, and page 53 for collaborations with external organizations.

## Social Contribution Highlights for 2006

### Japan-America Institute of Management Science

This institute, now in its 35th year, is a non-profit educational institution set up with the full backing of Fujitsu in 1972. Anticipating the increasing importance of US-Japan business relations, the institute was established based on then Fujitsu President Yoshimitsu Kohra's vision to foster the development of globally minded business people who could act as a future bridge between the two nations.

We continue this support today through a dedicated internal organization (the JAIMS Promotion Division), which also serves as the Institute's Japan office, providing financial assistance for operating funds and other purposes, as well as advertising activities and the planning of seminars for placement of exchange students.

We established the Foundation for International Information Processing Education (FINIPED) at the same time as JAIMS in order to provide scholarships to Japanese and other students at JAIMS, as well as financial support for the development of human resources.

In commemoration of the 50th anniversary of Fujitsu's founding, in 1985 we established the Fujitsu Asia Pacific Scholarship Program to provide scholarships for study at JAIMS by students from the Asia-Pacific region. The scholarship program aims to deepen understanding of Japanese culture, society and management techniques, and foster business leaders who can serve as a bridge between Japan and the world in the future. It also helps advance cultural exchanges and mutual understanding among business people in the Pacific Rim.

To date, more than 22,000 participants from some 54

countries have come to study at JAIMS, including about 3,000 exchange student program graduates and approximately 19,000 seminar attendees. These participants are utilizing the English language and business skills they acquired at JAIMS and its global network of contacts to conduct business in countries all over the world.

In 2006, JAIMS was awarded the 2006 Japanese Foreign Minister's Commendation in recognition of its more than 30-year contribution to international exchange.

 **Japan-America Institute of Management Science**  
<http://www.jaims.org/>

## Fujitsu Group Malaysia Eco-Forest Park Reforestation Project Completed

Significant amounts of forest area in Malaysia have been lost over the years due to slash-and-burn farming, commercial logging, palm oil plantations and other causes, and restoration of these forests has been an important issue.

In the Kinarut region of Sabah State, which is next to the Malaysian administrative district of Brunei in East Borneo, the increasing area of deforestation due to slash-and-burn farming and forest fires had become an issue of particular concern. The Sabah State Forestry Development Authority looked into tree planting to reforest the Kinarut region, but financial and other problems made implementation difficult.

Responding to this need, the Fujitsu Group in 2002 established the Fujitsu Group Malaysia Eco-Forest Park in Sabah State as part of our overseas reforestation program implemented in conjunction with our international environmental activities. This effort was made possible by contributions from over 10,000 Fujitsu Group employees to cover operating capital for the project, and a promotion group comprising personnel from Fujitsu Limited, Group companies, and the Fujitsu labor union. The project was also supported by the Malaysian government and the Japan International Forestry Promotion and Cooperation Center; and it enjoyed the encouragement of the Consulate-General of Japan at Kota Kinabaru.

This collaborative effort included carrying out a total of six reforestation operations through November 2006, resulting in the planting of about 37,500 seedlings over 150 hectares. In places where planting has been completed, the University of Malaysia, Sabah and the Kota Kinabaru Japanese School have already initiated activities using those areas for environmental study. Additionally, it is hoped that in the future these areas can be put to use for full-scale eco-tourism and other economic activity. The Fujitsu Group will continue to vigorously promote international environmental contribution activities like this reforestation initiative.

## Voices

**JAIMS is a place to broaden your perspective.**

**Ms. Ninibeth Llanto Caunan**  
 (Employee of a major electronics manufacturer in the Philippines)



The intensive curriculum focusing on U.S. business principles and practices prepared me to face the challenges of management in a multicultural business environment. Because of JAIMS I have a new sense of confidence. JAIMS was the perfect location for me to make Japanese, French, Indonesian, Thai, Cambodian, Philippine, Hawaiian and American friends. During the four-months I learned how similar we all really are despite our different and diverse cultural backgrounds. JAIMS is truly where East meets West; it is a place where you can broaden your perspective and discover yourself.

For Our Customers

With Our Employees

For Our Shareholders

With Our Business Partners

With Local and International Communities

For the Environment