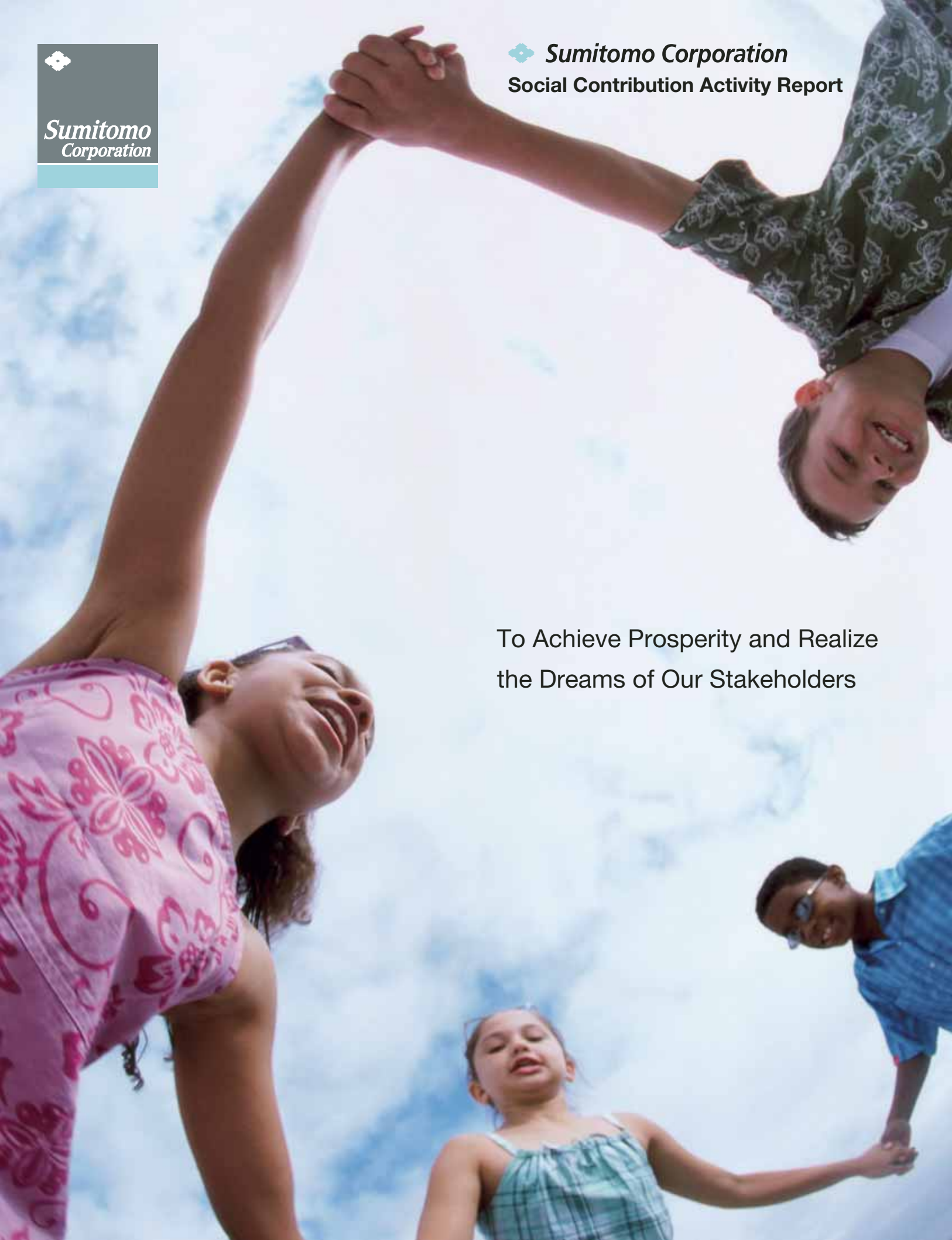




To Achieve Prosperity and Realize  
the Dreams of Our Stakeholders







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To Achieve  
Prosperity and Realize  
the Dreams



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## Social Contribution Activities: a part of the CSR of the Sumitomo Corporation Group

“To achieve prosperity and realize dreams through sound business activities” is our corporate mission and a management principle of the Sumitomo Corporation Group. We work on social issues through our business activities and social contribution activities with the aim of building a sustainable society. For us, this means to achieve prosperity and realize the dreams of our stakeholders. We recognize this as the social mission of the Group and the fundamental basis to CSR.

Based on this belief, the Sumitomo Corporation Group carries out a number of global business activities that can contribute to solving various types of social issues while strengthening our relationships with stakeholders. Furthermore, we broadly conduct social contribution activities independent of our business activities. The purpose of our corporate social contribution, which is the same as that of our business activities, is to contribute to solving social issues from a business perspective. Our social contribution activities therefore form a part of the CSR of the Sumitomo Corporation Group.

### The Sumitomo Corporation Group’s Basic Principles on Social Contribution Activities

The world we live in today is faced with a variety of social issues that threaten our capacity to achieve a sustainable society. These included the global environmental issues, poverty, famine, disease epidemics and large-scale natural disasters. As we work to further strengthen our relationships with local stakeholders, the Sumitomo Corporation Group, a global organization, conducts social contribution activities aimed at addressing these social issues in many countries and regions around the world, respecting the unique features and conditions present in different areas. We view these activities as not limited to social support activities such as volunteer work or offering charity but as much more diversified.

In order to pursue our diverse social contribution activities effectively with a common understanding shared by all members working in different countries and regions, we have stipulated The Sumitomo Corporation Group’s Basic Principles on Social Contribution Activities. The Objective, Activities and Approach outlined in the Basic Principles give clear guidelines for our activities.

Each and every person working at the Sumitomo Corporation Group is committed to actively addressing social contribution activities.

#### The Sumitomo Corporation Group’s Basic Principles on Social Contribution Activities

##### OBJECTIVE

We, as a global organization, will work on social issues through our business activities and social contribution activities with the aim of building a sustainable society by implementing the Sumitomo Corporation Group’s Management Principles and Activity Guidelines.

##### ACTIVITIES

We will engage in social contribution activities aimed at developing the next generation of human resources who will drive the sustainable development of society, and contributing to local communities in areas we do business all over the world. We will also take part in various activities as a good corporate citizen.

##### APPROACH

We will perform and seek to continuously improve our activities with modesty and high aspirations and endeavor to maintain a high level of transparency while strengthening our relationships with all our stakeholders.

**1** Villagers in San Cristobal (p. 21) **2** Children with disabilities in Romania get help to be able to attend a regular school (p. 17) **3** Schoolchildren in San Cristobal village (p. 21)

**4** Vietnamese kindergarten children holding a gift of crayon boxes (p. 11) **5** Hanagasa Festival in Sugunami Ward of Tokyo helps build close ties with the local community (p. 7)

**6** Vietnamese children showing off their certificate of scholarship (p. 11) **7** Children in Vietnam learning cat’s cradle in our Japanese language class (p. 13) **8** Children in a South African school (p. 17)



As a global organization contributing broadly to society, we actively promote social contribution activities in many different parts of the world

# Europe / CIS Middle East / Africa

- Supporting land mine removal (Angola) [p.15](#)
- Supporting Shakespeare's Globe (UK) [p.16](#)
- Supporting the activities of Centrepoint to help young homeless people (UK) [p.16](#)
- Helping children with disabilities to attend school (Romania) [p.17](#)
- Contributing to the healthy development of children (South Africa) [p.17](#)
- Supporting Japanese speech contests (Russia) [p.18](#)
- Donating books for teacher training (Madagascar) [p.18](#)
- Supporting the reopening of the Japan School of Doha (Qatar) [p.18](#)
- Supporting a symphonic orchestra (Czech)
- Supporting the Japanese School and Japan Center (Russia)
- Supporting students participating in the Arab Robotic Competition (UAE)

# Asia Oceania

- Integrating industrial parks into local communities (Vietnam) [p.11](#)
- Sumitomo Corporation Scholarship to help college students in Asia (various Asian countries) [p.12](#)
- Helping children in poverty-stricken areas in finish school (China) [p.12](#)
- Donating trucks to NGOs and public organizations (Indonesia) [p.12](#)
- Lectures bearing the Sumitomo Corporation name provided in three universities (China, Vietnam) [p.13](#)
- Running Japanese language lessons (Vietnam) [p.13](#)
- Supporting the spread of advanced technologies (Australia) [p.13](#)
- Batu Hijau Copper Gold Mine Project (Indonesia) [p.14](#)
- Donating to IT display sites and IT vocational schools (Mongolia)
- Donating books and stationery to local schools (Thailand, Indonesia, Myanmar)
- Supporting local medical care and education (The Philippines)
- Donating to medical institutions and foundations (Australia)
- Financial support for wildlife conservation activities in Tasmania (Australia)



# Japan

- Supporting the activities of the Junior Philharmonic Orchestra [p.5](#)
- Offering opportunities to visit our offices, lectures and training sessions [p.6](#)
- Promoting “barrier-free” movies [p.6](#)
- Supporting vocational training for people with disabilities [p.7](#)
- Supporting extensive natural disaster-stricken areas with donation money and relief supplies [p.7](#)
- Hanagasa Festival held in Suginami Ward [p.7](#)
- Giving Charms Project [p.8](#)
- Hosting Izumi Marché 2009 in Sendai City [p.8](#)
- Nationwide community cleanup campaign [p.8](#)
- Participating in and sponsorship for local cleaning activities and various events
- Tours of the Sumitomo Corporation Group companies’ factories for schoolchildren and local residents
- Supporting activities of environmental NPOs and NGOs through donation to Keidanren Nature Conservation Fund and World Wide Fund for Nature (WWF)
- Supporting Japan Platform, an international humanitarian organization
- Blood donation campaigns to support the Japanese Red Cross Society
- Collection and donation of used stamps, prepaid cards, and PET bottle caps to support philanthropic activities

# Americas

- Providing a wide range of support through the Sumitomo Corporation of America Foundation (US) [p.19](#)
- Supporting the activities of the Center on Japanese Economy and Business at Columbia Business School (US) [p.20](#)
- Supporting Japan Day to introduce Japanese culture (US) [p.20](#)
- Financial support for facility construction at Arkansas State University (US) [p.21](#)
- Donating relief goods to Santa Catarina flood victims (Brazil) [p.21](#)
- Development of San Cristobal Mine: co-existence and co-prosperity with the local community (Bolivia) [p.21](#)
- Supporting Japanese American National Museum (US)
- Supporting United Way of NYC activities (US)

Cases indicated with page numbering are introduced in this report.

# Social Contribution Activities of the Sumitomo Corporation Group

# In Japan

## Supporting the activities of the Junior Philharmonic Orchestra

Helping young people to develop their musical talent along with their personal capacities

Based on the principle of contributing to the healthy development of young people, Sumitomo Corporation has been supporting the activities of the Junior Philharmonic Orchestra since 1992. This youth orchestra, consisting of about 100 musicians, from elementary school to college students, was founded in Tokyo in 1972 by the late composer Setsuo Tsukahara as his way of making a positive contribution to developing the next generation, through orchestra activities.

Sumitomo Corporation not only provides direct financial support to the orchestra, but also sponsors concerts. The Sumitomo Corporation Young Symphony Concert, regularly held two or three times each year, provides a grand stage for the musicians to showcase the results of their hard work. The January 2010 concert was the 44th such event. In April, a new concert event titled “CLASSIC for KIDS—A starter” will be introduced to enable preschool-aged children aged four or older to experience a concert with the adults. Each Sumitomo Corporation-sponsored concert takes place in one of the best concert halls in Japan in order to give the orchestra members the opportunity to perform on the same stage as professional musicians and boost their motivation to work harder in their pursuit of excellence.

Participating in an orchestra provides young people with a range of benefits, such as the experience of working with a large group of individuals to achieve the shared goal of creating a well harmonized piece of music. This in turn helps them acquire valuable skills they will need in the future, such as learning how to cooperate and get along with lots of different kinds of people and carrying out their personal responsibility. And the storm of applause that comes at the end of the concert gives the members of the orchestra a real sense of achievement.

By supporting the Junior Philharmonic Orchestra, Sumitomo Corporation will continue to play its part in helping young people develop both their musical talents and personal capacities.



The 44th Sumitomo Corporation Young Symphony Concert (January 2010 at Suntory Hall)



## Offering opportunities to visit our offices, lectures and training sessions

We support the development of leaders of the next generation

Sumitomo Corporation implements a range of programs as part of our contribution to the development of leaders of the next generation. For example, we arrange for junior and senior high school students to visit our offices and learn how our company works. We also offer courses on corporate management to teachers from elementary to junior high schools and students at the Japan Ground Self-Defense Force's (JGSDF) Staff College. In addition, we provide internships for Vietnamese students studying in Japan at Sumitomo Corporation's head office.

Junior and senior high school students who visit our offices are offered general explanations of our various operations as well as the chance to hear about some of the more exciting moments. Our staff are also on hand to answer their questions. In addition, in fiscal 2009, we started a new work experience program and have plans to expand these programs.

As part of the training programs for teachers and JGSDF Staff College students, we provide lectures on various types of management systems and human resources development. The participants also have opportunities to visit the Sumitomo Corporation Group company's facilities and interact with Sumitomo employees. The Vietnamese students, on the other hand, as part of their internship program, are provided with case studies with business-related themes unique to integrated trading companies, which they examine to acquire a better understanding of the world of international business.

Typical responses after participating in these programs include, "Now that I know what trading companies do, I have been able to come up with a realistic career path plan," (from high school students) and

"Schools can learn a lot from how trading companies deal with changing needs of the time," (a school teacher). We will continue to implement and further develop these programs.



Junior high school children doing work experience

## Promoting "barrier-free" movies

We believe movies should be available for everyone to enjoy, including people with impaired eyesight or hearing

There has been increasing needs of visual- or hearing-impaired viewers to enjoy new releases at the cinema along with their families and share the emotional response. In order to meet such needs, Sumitomo Corporation has been providing "barrier-free" movie screenings since 2004. "Barrier-free" movie means screening films complete with audio descriptions and Japanese subtitles.

Recent examples include *The Witch of the West is Dead*

directed by Shunichi Nagasaki, *The Handsome Suit* directed by Tsutomu Hanabusa and *Gravity's Clowns* directed by Junichi Mori. In Japan, only four or five films per year in total are screened with barrier-free versions during the general release period. Each year, we adapt three or so films to be barrier-free and show them in cinemas at the time of general release, and our regular contribution has been highly valued by many viewers. Moreover, as well as working on the films themselves, we also make the films' websites more accessible to people with visual impairments.

For this project, we have been fully employing the integrated corporate strength of the Sumitomo Corporation Group, especially by taking advantage of the expertise of Asmik Ace Entertainment Inc. (movie production/distribution) and United Cinemas Co., Ltd. (cinema complex management). We look forward to many more barrier-free screenings that allow people with and without physical impairments to enjoy highly acclaimed movies together.



A Japanese movie with Japanese subtitles

© 2008 *The Witch of the West is Dead* production committee

## VOICE

Working together with  
Sumitomo Corporation to  
make films with added audio  
descriptions widely available



Chihoko Hiratsuka  
Chairperson  
Cinema Access Partners  
Non-Profit-Organization

We are making visual media "barrier-free" by creating and adding audio descriptions mainly to movie films. In Japan, compared to the number of films shown with Japanese subtitles for people with impaired hearing, production of films screened with audio descriptions for people with impaired eyesight is behind.

In fact, Sumitomo Corporation is the only organization in Japan that regularly screens new releases complete with audio descriptions. Sumitomo Corporation is therefore really a pioneer in this area and is providing a valuable service to many people. We very much appreciate what Sumitomo Corporation is doing—it is very encouraging. I am looking forward to continuing to work with Sumitomo Corporation to further promote the adding of audio descriptions to films.

## Supporting vocational training for people with disabilities

We provide work and marketing opportunities to people with disabilities

Sumitomo Corporation, with its head office in Chuo ward, Tokyo, supports Sawayaka Work Chuo, a local council-run social welfare facility, by offering job training opportunities to people with disabilities. In fiscal 2009, for example, we provided jobs of addressing envelopes for our publications at our head office. We have also organized bake sales for Rainbow House Akashi, a facility for people with mental disabilities, as part of the St. Valentine's Day Fair held at Harumi Triton Square, the complex housing our head office, and other similar events. These events not only provide the participants with opportunities to market their own products but also give them the chance to try handling money and communicating with customers.

The organizations we work with have repeatedly expressed their appreciation of our support, reporting that it helps increase their clients' interest in work. We will continue to provide opportunities for people with disabilities to take a more active role in the community.



Bake sale at the St. Valentine's Day Fair

## Supporting extensive natural disaster-stricken areas with donation money and relief supplies

We provide support for rebuilding communities in disaster-stricken areas in the world

When a large natural disaster occurs anywhere in the world, the Sumitomo Corporation Group offers aid in the form of both donation money and relief supplies to help bring about the quick recovery of the disaster-stricken area.

Following the huge earthquake in Sichuan province in China, in May 2008, Sumitomo Corporation, Sumitomo Corporation (China) Holding Ltd., Sumitomo Corporation of America and other members of the Sumitomo Corporation Group donated money

and delivered relief supplies to help the many victims. Also, together with Sumitomo Australia Pty Ltd., Sumitomo Corporation made a monetary donation in January 2009, when massive forest fires ravaged the mountains of Victoria in Australia.

We also made a financial contribution to help the victims in Indonesia of the massive earthquake off Sumatra in September 2009, the victims of the typhoon that hit the Philippines in September and October 2009, and the victims of the massive earthquake that hit Haiti in January 2010. In each case, the money donated by company employees was added to the corporate contribution and sent to the affected communities via the Japanese Red Cross Society. In the event of future natural disasters, Sumitomo Corporation is ready to respond promptly with relief measures that include donations from employees. The company will continue to fulfill its responsibilities to society as a good corporate citizen.



Medical services provided for victims of the earthquake off Sumatra



Medical services provided for victims of the typhoon in the Philippines



Medical services provided for victims of the earthquake in Haiti

© Japanese Red Cross Society

## Hanagasa Festival held in Sugunami Ward [Summit]

We organize community-based cultural events oriented around food

Summit Inc., a Sumitomo Corporation Group company, runs a supermarket chain that has close links with the local community in which it operates. Taking advantage of this characteristic to further its social contribution activities, Summit hosts cultural events in which food plays a big role. For example, every December since 1990 it has organized the Sugunami Hanagasa Festival at Omiya Hachiman Shrine in Sugunami ward, Tokyo (where the company's head office is located). This new festival brings together two well-known aspects of Tohoku regional culture: taro potato stew and Hanagasa dancing from Yamagata prefecture. Each year, a total of 150 people, including Summit employees, dance in a parade while onlookers enjoy servings of stew and other festive foods. All the donated money raised by the festival is forwarded to



the social welfare council of Suginami ward.

With some 20,000 people attending the festival each year, the event has become an early winter tradition for the local community.



Suginami Hanagasa Festival organized by Sumit

### Giving Charms Project [Jupiter Shop Channel]

We support school construction in developing countries and refugee programs

Home shopping channel, Jupiter Shop Channel Co., Ltd., a Sumitomo Corporation Group company, launched its Giving Charms Project in 2008. Based on the company's desire to contribute to a brighter future by partnering with its customers, the project was first started in support of a plan developed by Millie Okada, a TV personality and model who is also known for her philanthropic activities, such as raising funds to fight HIV/AIDS. Under the project, Ms. Okada and other high profile personalities design charms for necklaces and pendants, which Jupiter Shop Channel sells. Part of the sales is donated to three organizations, namely, Room to Read Japan\*, the Association for Aid and Relief, Japan, and the Japan Cancer Society's Smile Fund to Eliminate Breast Cancer to support activities such as the construction of a kindergarten in Sri Lanka by Room to Read Japan.

We will continue to contribute to society by fostering further links between volunteer organizations and our viewers, capitalizing on the unique characteristics of Jupiter Shop Channel, Japan's largest channel that broadcasts live home shopping programs 24 hours a day, 365 days a year.



A kindergarten built in Sri Lanka

\* Room to Read Japan: A non-profit organization that provides educational opportunities for children in developing countries through various initiatives, including scholarship programs and the construction of school and library buildings.

### Hosting Izumi Marché 2009 in Sendai City

[Sumisho Urban Kaihatsu]

We help to revitalize the area around the station

SELVA is a retail facility complex constructed in front of Izumi-chuo Station in Sendai, Miyagi Prefecture and operated by Sumisho Urban Kaihatsu Co., Ltd., a Sumitomo Corporation Group company that develops and operates retail facilities. Sumisho

Urban Kaihatsu, in cooperation with about 30 companies in the local community, established the Izumi-chuo Station Area Revitalization Council and has been organizing various events each fall since 2000 to boost activities in the area.

In fiscal 2009, Sumisho Urban Kaihatsu expanded the size of these events in order to attract more people. Through a partnership with the local government and chamber of commerce, Izumi Marché 2009, an event modeled after Marché of Paris, was publicized not only within the area around the station but also throughout the whole of Sendai City. The vendors selling vegetables fresh from the farm, live performances and talk-show style discussions, and other fun attractions drew as many as 35,000 people.

Based on its success, Sumisho Urban Kaihatsu plans to continue running this event over longer periods and with more frequency.



Izumi Marché 2009 held in front of Izumi-chuo Station in Sendai

### Nationwide community cleanup campaign

[Jupiter Telecommunications]

Staff, subscribers and local residents work together to cleanup local areas

Jupiter Telecommunications Co., Ltd., a Sumitomo Corporation Group company operated under the brand name J:COM, is the largest cable TV multiple system operator in Japan. Since 2008, it has organized an annual nationwide community cleanup campaign, CLEAN UP OUR TOWN, in line with its mission "to nurture trust between the company, its subscribers and the local community, and contribute to a more prosperous lifestyle for its subscribers." On a specified day of each year, the company staff, its subscribers and local residents work together to clean up the public space of communities in every J:COM service area across Japan, from Sapporo in Hokkaido to Fukuoka in Kyushu.

The number of participants in CLEAN UP OUR TOWN events throughout the country increased year by year, reaching 12,000 in 2009. Jupiter Telecommunications is planning to further promote the event among its subscribers and local residents while enhancing cooperation with local governments and other organizations.



CLEAN UP OUR TOWN activities

# Sumitomo Corporation supports its employees' participation in social contribution activities

Here are voices of those employees who actually participated

## Supporting Tamariva rugby football club

Sumitomo Corporation has been supporting the Tamariva Club, a powerful rugby team in Japan, since 2005. The company gives financial support for club activities, including training sessions for high school players. When the team plays, Sumitomo Corporation employees also provide support by going along to the match and cheering the players.

### VOICE

#### While teaching rugby to high schoolers, I realized the importance of sports in connecting people

I participated in rugby clinic for high schoolers in Kanagawa Prefecture. Being with the young players, who listen enthusiastically to instructions and ask plenty of questions, I realized how important sports can be in connecting the minds of different people. I hope some of the players will join a club in the future and help train younger players so that we can further expand this rugby community and network.



**Atsushi Yoroi**  
Global Logistics  
Business Dept.



## Volunteer leave to encourage employees

In 1998, Sumitomo Corporation initiated a volunteer leave system to encourage its employees to participate in volunteer activities. In the 12 years from 1998 to 2009, more than 100 employees have used the system to volunteer their time for various activities.

### VOICE

#### I enjoy visiting different countries to introduce Japanese culture

I use the volunteer leave system to participate in activities for introducing Japanese culture to people in different countries. Every time I visit a country and demonstrate how to wear a *kimono* and *ikebana* flower arranging, I am impressed with the eagerness of the local people to learn about foreign cultures. I hope to encourage my colleagues to also join the program.



**Emiko Miyashiro**  
Global Strategy &  
Research Dept.



## Providing a homestay for university students from China

As part of the "Visit Japanese Enterprises and Feel Japan" program initiated in 2007 by the Japanese Chamber of Commerce and Industry in China (CJCCI) consisting of Japanese companies doing business in China for the purpose of bringing Chinese university students to Japan for a visit, Sumitomo Corporation employees open up their homes to students for weekend home stays.

### VOICE

#### Both the student and my family enjoyed the conversation and we all learned a lot about each other's country

I hosted a Chinese student and took her to Ginza, Ueno, Asakusa and Harajuku in Tokyo. She seemed very impressed with the elaborate Japanese paintings we saw at the art museum in Ueno. Although we had only two days, we talked a lot about our two countries and learned a lot, too. It was also a very good experience for my two daughters, who are in junior and senior high school.



**Tomoyuki Yamada**  
Power Energy Solution  
Business Dept.



## Participate in the TABLE FOR TWO (TFT) program and help children in developing countries

Under the TABLE FOR TWO program in which Sumitomo Corporation participates, every time an employee chooses a healthy meal at the company cafeteria, 20 yen (enough to pay for a school lunch in a developing country) is donated to help children in these countries become and stay healthy.

### VOICE

#### By choosing a healthy lunch, you can help improve the health of children in Africa

TABLE FOR TWO (TFT) is a wonderful program that connects two worlds which are usually so far apart. By a simple act of choosing a healthy lunch option at the company cafeteria, we can help improve the health of children in Africa. I want to be an advocate of the TFT lunches and introduce the program to as many people as possible.



**Yoko Ota**  
Metal Product Business  
Dept., No.2, Nagoya



## Sumitomo Corporation employees join the local community activities organized by Chuo Planet

Since 2001, Sumitomo Corporation, with its head office in Chuo ward, Tokyo, has been participating in the Chuo Planet program, a volunteer community activity network formed by the social welfare council of Chuo ward and local companies. As part of the program, company employees volunteer their time to participate in community cleanups, take part in educational activities for local children, and spend time with elderly people and people with disabilities.

### VOICE

**The whole family enjoyed the work we did to help maintain the famous garden**

My family worked in Hama-rikyu Garden in Tokyo to help remove harmful insect trap shields from the trees. As part of the work in the garden following removal, weeding together with the other volunteers, we all felt like a team and really quite enjoyed ourselves. My family is planning to join similar events in the future so that we can contribute to our society or local community and have fun at the same time.



**Ryuichiro Hirano**  
Corporate Planning &  
Coordination Dept.



## Organizing social contribution activity workshops with other companies

Sumitomo Corporation, in cooperation with other companies that encourage their employees throughout Japan to take part in social contribution activities, has been hosting social contribution seminars since 1998. Each year, a seminar is offered in Tokyo, Osaka and Nagoya to local employees of different companies to give them actual hands-on experiences in various social contribution activities.

### VOICE

**Through the various workshops, I feel closer to social contribution activities**

I hadn't known about hearing assistance dogs until I participated in a workshop titled "Learn about Hearing Assistance Dogs." I also attended workshops to learn about nursing care, international exchange, disaster relief and many other topics. Through the workshops and hands-on experience, I learned how social contribution activities could become part of daily life.



**Yoshiko Onishi**  
Textile Dept., Osaka



## Helping a non-profit organization send picture books to children in Laos

Since 2001, Sumitomo Corporation has been participating in a program organized by non-profit organization Action with Lao Children to send picture books to Laos. Sumitomo Corporation employee volunteers paste Lao translations onto each page of the Japanese picture books, readying them to be sent by the NPO.

### VOICE

**I pasted in translations, along with my wish for children to read the books**

This was my first volunteer work I experienced. I decided to join the team that was pasting Lao translations into the picture books in preparation for them to be sent. It was an absorbing activity. Having learned about the situation of children in Laos, I hope this volunteer program organized by the company will give the children a better environment in which to learn.



**Kei Yoshikawa**  
Corporate Risk  
Management Dept.



## New employees participate in a community clean-up activity in the Harumi and Tsukishima neighborhoods near the head office as part of their induction program

In 2008, Sumitomo Corporation added a clean-up activity to its induction training program for new employees. By participating in the campaign, in which they remove litter in the Harumi and Tsukishima neighborhoods near the head office, employees learn about and experience local community contribution activities.

### VOICE

**"Don't litter!" Such a simple rule, but so important**

When I was picking up litter in Harumi and Tsukishima area near our head office, I was very surprised at how much trash there was in the ditches and bushes. I never thought this much litter could be hidden in these places. What I really couldn't believe was the amount of cigarette butts, which reminded me of the saying, "Many a little makes a mickle." I realized how important it is for each one of us to follow one simple rule: "Don't litter!"



**Rumi Goto**  
Corporate Communications  
Dept.





## Social Contribution Activities of the Sumitomo Corporation Group

# In Asia/Oceania

### Integrating industrial parks into local communities

With our tenant companies, we support local education and development of human resources

Sumitomo Corporation has been developing industrial parks in Southeast Asia and a number of other areas to support the overseas expansion efforts of Japanese manufacturers from various aspects. It is important that these companies be accepted by local communities and recognized as good corporate citizens in order to ensure a sound environment for business development. Sumitomo Corporation Group believes that it plays an important role in helping companies achieve this acceptance and recognition.

At Thang Long Industrial Park (TLIP) in Hanoi, Vietnam (established by Sumitomo Corporation in 1997), we set up a Social Responsibility Committee made up of representatives of tenants and TLIP to liaise with local people. The Committee also organizes activities to support local education and communication. It collects donations from tenants and purchases pianos and musical keyboards, computers, TVs and DVD players for kindergartens



Handing out crayon boxes to kindergarten children

and neighboring villages and also provides a scholarship for local high-achieving students.

With the participation of an increasing number of tenant companies, we are encouraged to continue these activities to contribute to the development of local communities. The know-how developed at the TLIP will be used to implement similar activities at the Thang Long Industrial Park II (TLIP-II)\* in order to build good relations between the tenant companies and local communities there.

\*Thang Long Industrial Park II (TLIP-II) is an industrial park developed by Sumitomo Corporation that was completed at the end of 2009 in Hung Yen Province, east of Hanoi.



Children dancing to music played on a donated keyboard

## Sumitomo Corporation Scholarship to help college students in Asia

We help develop the future leaders of Asian countries

In 1996, as part of its 50th anniversary in the trading business, Sumitomo Corporation established a scholarship program to support human resources development in Asian countries. The financial aid is given to college students in China, Vietnam, Indonesia, Thailand and other developing countries in Asia to help shape them into the future leaders of their countries.

With approximately 970 students at 41 colleges in 11 countries who received aid in fiscal 2009, the total number of Sumitomo Corporation Scholarship recipients to date has reached approximately 10,000. Since graduating, these past recipients have become leaders in various fields in their countries.

This scholarship program is unique to Sumitomo Corporation, which has business operations in every corner of the world, including in Asian countries. We will continue to contribute to human resources development in Asia for the future of the region.



Scholarship recipients at an award ceremony

## Helping children in poverty-stricken areas in China finish school

We provide support to about 700 children in Yunnan and Anhui provinces

While the country's economy continues its rapid growth, many children in China still have to give up their education due to impoverished circumstances. The Chinese government has been focusing on supporting efforts to aid people in poverty-stricken areas. The Chinese Ministry of Foreign Affairs has also been helping students of poor families living in the mountainous areas of Yunnan, a province near the Vietnam border, to finish their high school education since 1992. Sumitomo Corporation started to cooperate with the efforts in 2008. In fiscal 2009, more than 600 high school students received aid through this program, like the one who sent the following words of thanks: "I was about to quit school because my mother fell ill. But thanks to the aid, I was able to continue." The ministry has given high recognition to Sumitomo Corporation's support program.

In fiscal 2009, in response to a request from the Shanghai City government, Sumitomo Corporation (Shanghai) Ltd. began offering support to keep children in Shexian, Anhui province, in western

Shanghai—an area in which a lot of emphasis is placed on different types of educational programs—in school. The money donated by employees and the company helped a total of 71 elementary, junior high school and senior high school students continue their schooling. The Sumitomo Corporation Group continues to run these programs to support the sustainable development of communities in the areas in which we do business.



High school children from areas in Yunnan Province, China that receive support



Elementary school children from areas in Anhui Province, China that receive support

## Donating trucks to NGOs and public organizations

[Hino Motors Sales Indonesia]

Donated trucks are used as a mobile library, an eye clinic and for wildlife conservation campaign

Since fiscal 2007, PT. Hino Motors Sales Indonesia (HMSI), a company partly owned by Sumitomo Corporation, has been donating small trucks made by the company to non-governmental, non-profit and public organizations in Indonesia as a way of contributing to local communities.

Before giving away the trucks, HMSI fits them out for specific purposes. For example, one is used as a mobile library to deliver books to poor children living in slum areas, one is transformed into a mobile eye clinic for people with visual impairments who cannot afford to pay the medical fee, and another is used as a campaign vehicle for the conservation program to protect Sumatran tigers on the Sumatra island of Indonesia.



Mobile eye clinic donated by HMSI



## Lectures bearing the Sumitomo Corporation name provided in three universities in China and Vietnam

We contribute to developing future leaders in both countries

To support leadership development in China and Vietnam, the Sumitomo Corporation Group in 2006 started offering lectures and courses at Nankai University (Tianjin City) and Tsinghua University (Beijing) in China and Hanoi National Economics University in Vietnam.

With a unique theme—"corporate social responsibility," "global leadership" and "management of global corporations"—for each university, the courses are all designed to develop future leaders of these two countries. The Sumitomo Corporation Group works in cooperation with the universities to plan and run these courses, which bear the Sumitomo Corporation name. These courses are popular among students and get a good evaluation from local governments and other organizations, such as the one from the Tianjin City government: "This program greatly contributes to human resources development and globalization within the region."



Lecture sponsored by Sumitomo Corporation at Hanoi National Economics University (Vietnam)



Lecture sponsored by Sumitomo Corporation at Nankai University (China)



Lecture sponsored by Sumitomo Corporation at Tsinghua University (China)

## Running Japanese language lessons in Vietnam

We facilitate understanding of Japanese society through Japanese language lessons

In 2006, Sumitomo Corporation started a Japanese language class for junior high school students in Da Nang, a city located in the central region of Vietnam. Through these lessons, we aim to provide children with opportunities to learn about and develop their interest in Japan and its culture. Japanese language education has been a focus of educational measures implemented by the

Vietnamese government, such as introducing a Japanese language course in junior high school curriculum, and Sumitomo Corporation launched the program to do its part to help.

The lessons are taught by an ex-employee of Sumitomo Corporation, who has a national license to teach Japanese to a total of 120 students in eight classes. In addition to the language, many aspects of Japanese culture, including the different seasonal celebratory rituals, unique customs in daily life, and traditional children's pastimes like origami and cat's cradle, are introduced. The students also take field trips to Japanese auto parts or food factories in the suburbs to learn more about Japan through first-hand experiences.



Children learning about Japanese culture

## Supporting the spread of advanced technologies in Australia

We also support the development of young engineers

Since 2007, Sumitomo Australia Pty Ltd. has been providing corporate sponsorship funding to support the activities of a University of Sydney organization that fosters the development of advanced technologies. By collecting information on electrical engineering, IT and electronics engineering and making the technologies available for practical use, the organization aims to spread advanced technologies within Australia.

In 2008, Sumitomo Australia became the main sponsor of a National Energy Essay Competition for people with technology background aged 30 or under. The Sumitomo Australia Award was offered to those young engineers who came up with superior technology to encourage the next generation of engineers to develop and present outstanding technologies. Also in 2008, Sumitomo Australia introduced a carbon fiber reinforcement technology\* (developed in Europe) to the organization, which in turn made it available for practical use within Australia, contributing to the spread of advanced technologies in the country.

\* Carbon fiber reinforcement technology is a technology for restoring concrete or steel products to their original strength by the application of carbon fiber boards after a certain degree of vibration- or age-related deterioration has taken place.



Awardees of the National Energy Essay Competition



## Close up

### Batu Hijau Copper Gold Mine Project

#### We contribute to the sustainable development of local communities through various kinds of social contribution activities

As exemplified by China, where economic growth has fueled a rapid increase in the consumption of electric wires and other copper alloy products, the global demand for copper is continuing to rise. With the aim of securing a stable supply of copper resources, Sumitomo Corporation, in cooperation with its partner companies, has been operating one of the world's largest copper and gold mines, the Batu Hijau Mine in Indonesia, since 1996.

As part of the project, we pay special attention to conservation of the natural environment. We also provide support to local communities with regard to infrastructure development, industrial development and education to ensure the sustainable development of the local region.



#### 1 Environmental conservation

##### Environmental conservation, including mine tailing management, is always a key factor

Minimizing the impact on the natural environment in surrounding areas is one of the most important issues of mine business. The failure to make appropriate provision for the management of mine tailings (the waste products left over after separation of the mined resource) can have an enormous negative effect on forests and farm lands as well as on the quality of life of local residents. Therefore, implementation of management methods that best match the local features (and ecosystem) is very important.

In the Batu Hijau Mine Project, we concluded that tailings should not be stored on land due to the geographic features of the area (the mine is close to the ocean) and geographical and climatic conditions (the area is subject to frequent severe rainstorms and earthquakes).

Instead, the tailings are treated and stored in an ocean trench of a depth of 3,000 to 4,000 meters in order to minimize the environmental impact. Large-scale monitoring is regularly carried out to ensure environmental safety.

In addition to measures to maintain the water quality around the mine, we are actively engaged in reforestation and biodiversity conservation. Partnering with an NGO, we are also helping to ensure the conditions that allow sea turtles to lay eggs and hatch in their natural habitat as it is prohibited to capture and remove them. These represent just some of our efforts to protect the local environment.



Sea turtles hatching in their natural habitat

#### 2 Development of social infrastructure and industry

##### We support local development in a number of different ways

Development of social infrastructure is essential not only for mine business but also for the sustainable development of local areas. In the Batu Hijau Mine Project, Sumitomo Corporation supports the development of infrastructure, including drinking water systems, sanitary facilities, irrigation dams, roads, medical clinics and multi-purpose halls.

We are also involved in industrial development to help local communities achieve economic independence. In agriculture, one of the major industries in the region, we provide technical support to help farmers change from one-crop farming (harvesting crops once a

year) to three-crop farming (harvesting three times a year). We also support projects to increase the yield of rice. In aquaculture, we provide assistance to seaweed growers. In addition, the occupational skills and management training we provide is related to a broad range of areas from car repair to healthcare services. These projects are planned for many different industries with a long-term view in order to help the region thrive even after the mine is closed.



Irrigation dam constructed in a farming area

#### 3 Support for education and medical services

##### We help youth education and the improvement of medical standards in local areas

Sustainable development of local communities cannot be achieved without proper education for the youth, who will lead the next generation. In the Batu Hijau Mine Project, Sumitomo Corporation helps prepare and improve the educational environment for local children. We support remodeling and repair of school buildings and donate equipment and teaching materials, while providing scholarships to high school and college students.

To ensure the physical and mental health of people working in the mine and living in the surrounding communities, Sumitomo

Corporation is engaged in a variety of healthcare activities, including a vaccination program for locally problematic diseases, such as malaria and tuberculosis, and health education for mothers and children. We also provide support in nutritional management for infants and in building healthcare systems for the village community. Through these activities, we aim to improve the healthcare standards of the whole local society.



An elementary school building after repair work

## Social Contribution Activities of the Sumitomo Corporation Group

# In Europe/CIS Middle East/Africa

### Supporting land mine removal in Angola

In cooperation with a Japanese NPO, we also support the development of local industries

In Angola, a country located in the southwestern part of the African continent, a large number of land mines remain buried in the ground following lengthy civil wars. In addition to being a threat both to the physical safety and to mental health of the local people, these land mines also hinder the development of the local economy and industries, making it impossible, for example, for local people to use the land for agricultural purposes and thereby stifling the development of food-processing businesses based on local produce.

In 2008, Sumitomo Corporation became a corporate member of the Japan Mine Action Service (JMAS), a non-profit organization that has been actively involved in anti-personnel land mine removal activities in various parts of the world. In Angola, we support JMAS's activities by providing working space in our office, located in the capital Luanda, in addition to providing financial support. We also help them obtain permission to operate in the country and clear their anti-personnel land mine remover through customs, fully employing the business know-how we have developed through our experience in the region. In June 2009, JMAS was able to start a full-scale operation to de-mine a 100-hectare area in the village of Mabubas in Bengo Province, located 60 km east of Luanda. JMAS also gives suggestions to the local communities on how to

effectively use the land after the mines are cleared.

Sumitomo Corporation continues to support the activities of JMAS aimed at contributing to economic development in safe areas where mines are removed and boosting the development of the whole country of Angola. We also plan to increase cooperation with other organizations that share the same ideals, including private companies, non-profit and non-governmental organizations, the Ministry of Foreign Affairs of Japan, and the Japan International Cooperation Agency (JICA), in order to further promote activities to help people currently living with the threat of buried land mines.



Anti-personnel land mine remover

## Supporting Shakespeare's Globe

**We contribute to the conservation and development of theatrical culture and arts in local communities**

Shakespeare's Globe Theatre in London is a faithful reconstruction of the original Globe Theatre of the playwright's own time and a world treasure in and of itself. When the Globe was reconstructed in 1997, the Shakespeare Globe Trust ("The Globe") played a major role in the project and continues to fulfill an important role today, collecting donations from local businesses and other partners, maintaining and managing the theatre, and promoting activities and training for actors, writers, directors, theatre designers, technicians, and others involved in the theatrical arts.

Located on the opposite bank of the Thames, Sumitomo Corporation Europe Limited made a financial contribution to The Globe in 1997, the year of the reconstruction of the theater, to assist efforts to preserve buildings with high historical and cultural value and develop theatrical culture and arts in local communities. Since 2004, Sumitomo Corporation Europe has been donating funds to the Globe Education Program for its promotion of Shakespeare's works and support of academic research. Today, Sumitomo Corporation Europe continues to contribute to the development of theatrical culture and arts in local communities by supporting the activities of The Globe.



Shakespeare's Globe

(photo: Manuel Harlan)

## Supporting the activities of Centrepont to help young homeless people

**We provide assistance to help young homeless people rejoin society**

The Centrepont Soho is a London charity organization that helps young homeless people rejoin society by offering a place for them to stay along with education, training and job opportunities. Based on its support of Centrepont's aims, Sumitomo Corporation Europe Limited has been assisting the organization since fiscal 2008 to help homeless young people who are determined to return to society.

In fiscal 2009, six employees of Sumitomo Corporation Europe participated in the British 10K London Run\* to raise money in the

form of donations collected from their colleagues and friends. We will continue partnering with Centrepont and maintain our deep relationship with local stakeholders as a good citizen of the local society.

\* 10K London Run: A road-based running race through the center of London. The money raised through the race is used to help young homeless people.



Sumitomo Corporation employees after the 10K London Run (Photo: Andrew J. Pritchard)

## VOICE

**We are proud to support the activities of Centrepont, an organization that helps young people find their future**



Graham Holman  
General Manager  
Legal Dept.  
Sumitomo Corporation  
Europe Limited

Many young people who were forced into homelessness for reasons they couldn't control have been helped by Centrepont and gone on to start a new life. When I had a chance to talk with these young people, I realized that the activities run by Centrepont do not just provide them with temporary relief but actually offer sustainable support that helps each of them find their own future. One girl told me that she had chosen to live on the streets to escape from abuse at home. After being put in touch with Centrepont, she was provided with a place to live and a chance to go back to college. She now has a place at University and is laying the groundwork for her own future. And this is only one example out of many. I have been very impressed with the activities of Centrepont, which offers vital support to so many young people, providing them with a future and helping each of them to realize their dreams. We at Sumitomo Corporation Europe are proud to work with Centrepont in the pursuit of its goals.



## Helping children with disabilities to attend school [Sumi Agro Romania]

We help children with disabilities develop self-esteem and self-confidence

Since the 10th anniversary of its establishment in 2007, Sumi Agro Romania (SAROM), a group company of Sumitomo Corporation that imports and markets mainly Japanese agricultural chemicals, fertilizers and seeds in Romania, has been supporting Aurora, a local NGO, in their efforts to help children with disabilities to attend school.

In Romania, where there are few schools for children with disabilities and many of these children are forced to stay home, with no opportunities for education and social interaction. Aurora offers these children opportunities to study and receive training in order to prepare themselves to join their peers already attending regular schools. This gives the children chances to communicate with others and build self-esteem and self-confidence. Eventually it is hoped that employment opportunities will follow. SAROM supports the activities of Aurora and also plays a part in their operation. In addition, SAROM organizes Christmas parties and other events for the children, together with Aurora staff, and Sumi Agro staff as well as offering a range of other kinds of support to provide learning opportunities to children with disabilities.

Children with disabilities are not the only children in Romania who need assistance, however. In recent years, there have been an increasing number of Romanian children left behind by parents who have gone to Western Europe looking for work. SAROM is currently looking into how it can provide support to the orphanage that take in these children.



Children enjoying a game



A child studying arithmetic



During a lesson

## Contributing to the healthy development of children in South Africa

We support activities to improve the educational environment for children and living conditions for people with disabilities

Sumitomo Corporation provides assistance for the education of the children of South Africa, who will one day lead the country. For example, we make financial donations to the Adopt-a-School Foundation, a local foundation that works to develop and improve the educational environment in South Africa. Through their work, as many as 58 schools are now equipped with improved facilities such as new classrooms, computer rooms, administration buildings, science labs and libraries. The foundation also supports efforts to raise the quality of the nation's principals and teachers by assisting them to attend local college and university courses designed for that purpose. Sumitomo Corporation also assists with the activities of local non-profit organizations, such as Oliver's House and Action 4, to support disadvantaged children and people with disabilities.

In addition to these social contribution activities, Sumitomo Corporation is planning to initiate measures to contribute to the sustainable development of the country in cooperation with our local business partners in our iron ore, manganese, and chromium mining operations. In particular, we are aiming to implement measures to raise the standard of living of local residents, including mine workers and their families.



Children at a football tournament organized by a local foundation



Environmental education supported by a local foundation



With its iron mine, Sumitomo Corporation has an investment in South Africa's future

## Supporting Japanese speech contests in Russia

We help encourage students and children to study Japanese

While the people of Russia have great confidence and interest in high-quality Japanese products, they do not necessarily have a great interest in Japan itself. As a means to stimulate interest of the general public, Sumitomo Corporation Moscow Office has begun providing support for Russian people who are interested in Japan and are studying the Japanese language. In October 2009, when the Japanese Embassy in Moscow held the Japanese Speech Contest for CIS Students and the Japanese Festival for Boys and Girls, the Moscow Office donated prizes for the winners. The recipients were very happy with the prizes they received, even though they were not expensive, and we were glad to be able to contribute to the success of the events.

The Moscow Office plans to continue our support and cooperation with regard to the Japanese Speech Contest for CIS Students and the Japanese Festival for Boys and Girls in the future.



Participants in the Japanese Speech Contest for CIS Students



Japanese Speech Contest for CIS Students



Japanese Festival for Boys and Girls

## Donating books to Madagascar (Sumitomo Corporation Library)

We help teacher training by providing books and computers

In parallel with one of the world's largest nickel resource development projects, with the aim of contributing to the local community and improving education in Madagascar, Sumitomo Corporation has been donating books in response to the national government's request for support for its teacher training institution.

In addition to educational books and related equipment

(computers, furniture, etc.) requested by the teacher training institution, drawing upon our ability to call on a global network—our core competence as an integrated trading company—the Sumitomo Corporation Group will also obtain books that are not locally available, as well as books about Japanese education, culture and customs from foreign markets if requested in order to meet the needs of the institution, which operates in various parts of the country.



Sumitomo Corporation Library (outside)



Sumitomo Corporation Library (inside)

## Supporting the reopening of the Japan School of Doha

We contributed to creation of "a place to learn" for Japanese children abroad

With the recent increase in the demand for crude oil and natural gas, many Japanese companies have been opening offices in Qatar, a country that is rich in these resources. This has meant more Japanese living in Doha and resulted in a movement to reopen the Japan School of Doha, which closed in 2001. The Japanese Society in Qatar, an organization made up of Japanese residents of the country, established the Preparation Committee for Establishment of the Japan School of Doha and requested the Japanese government to reopen the school. Sumitomo Corporation Doha Liaison Office joined in the committee's efforts and provided the society with financial support. Our contribution and the efforts by the committee led to the reopening of the school in April 2009, and we were able to take part in creating "a place to learn" for children living away from Japan.

The Japan School of Doha is currently preparing to open its doors to Qatari children, a move Sumitomo Corporation supports through the Japanese Society.



Children at Japan School of Doha

## Social Contribution Activities of the Sumitomo Corporation Group

# In Americas

### Providing a wide range of support through the Sumitomo Corporation of America Foundation

We provide support worth US\$500,000 every year

In 2004, Sumitomo Corporation of America (SCOA) established the Sumitomo Corporation of America Foundation to more clearly define the social contribution activities it promotes as a member of local communities and provide more effective support for them. Because foundations are less likely to be affected by changes in economic conditions and business performance, we can continue to contribute about US\$500,000 worth of funds each year to different projects in a variety of fields, including Japan-U.S. exchange, research and education, culture and art, and medicine, as well as disaster relief.

In the field of disaster relief, we provide financial support to the American Red Cross Society and UNICEF. We also match donations made by SCOA employees for the recovery of disaster-affected areas.

In the area of Japan-U.S. exchange, we have organized and held Japan Day events since 2007 (see page 20). To support research and education, we make financial contributions to research programs, including studies run by the Center on Japanese Economy and Business at Columbia University (see page 20). To support cultural and art activities, we make donations for research and exhibitions to the Lincoln Center for the

Performing Arts, the Metropolitan Museum of Art, and the American Museum of Natural History. In the field of medicine, we contribute to the development of advanced medicine by providing funding for research and development into treatments for leukemia and other illnesses.

Through the Sumitomo Corporation of America Foundation, SCOA will continue to engage in a variety of social contribution activities, including support for relief and recovery efforts for disaster-stricken areas, with the aim of contributing to the achievement of sustainable development in local areas.



Metropolitan Museum of Arts



## VOICE

### I am happy to be taking part in social contribution activities through the SCOA Foundation



Alba Roman  
General Affairs Dept.  
Sumitomo Corporation  
of America

As the administrator of the SCOA Foundation's activities, I am proud to be helping many socially meaningful organizations. These organizations carry out important activities in the areas of education and research, arts and culture, community building, public welfare and relief support. Following the natural disaster that hit Haiti in January 2010, the SCOA Foundation made contributions with a program to match employee donations. Many of our employees took advantage of the opportunity to help the victims of Haiti and have their donations matched by the Foundation. As an employee of SCOA, it is a great feeling to see such generosity at a time of need and to be a part of it all.

### Supporting the activities of the Center on Japanese Economy and Business at Columbia Business School

We help build good relationships between Japan and the United States and the business and economic development of the two countries

The Center on Japanese Economy and Business (CJEB), a major research organization at Columbia Business School, with a faculty consisting of leading experts in a variety of fields, promotes good relations between Japan and the U.S. and business and economic development in the two countries. It also pursues survey and research programs to address rapidly changing international conditions and offers policy recommendations when requested.

Sumitomo Corporation of America has continuously supported the activities of CJEB since its establishment in 1986 as a Lead Corporate Sponsor.

SCOA also cooperates and participates in conferences and forums to offer viewpoints as a global trading company. We also provide unique insights and information acquired by the Sumitomo Corporation Group in the area of global business development. In May 2009, when CJEB held a conference in Tokyo titled "The Financial and Economic Futures of Japan and the U.S.," Sumitomo Corporation President and CEO Susumu Kato



Lecture at CJEB at Columbia Business School

joined the executive panel discussion, presenting the perspective of a private corporation and suggesting measures Japan can take for its economic growth.

We will continue to support the activities of CJEB and cooperate and participate in research-related events as well as continuing to contribute to nurturing the Japan-U.S. relationship and the business and economic development of the two countries.

## VOICE

### We carry out research activities with the support and cooperation of Sumitomo Corporation of America for the business and economic development of both countries



Hugh Patrick  
Director,  
Center on Japanese  
Economy and Business,  
Columbia Business  
School

Established at the Columbia Business School in 1986 with strong support from SCOA, the Center on Japanese Economy and Business, as a key research institution of the Business School, promotes knowledge and understanding of Japanese business and the Japanese economy in global and regional contexts for the academic, professional, and policymaking communities. It is widely recognized around the world as the leading institution of its kind.

We receive, and deeply appreciate, wide-ranging support and cooperation from SCOA. For example, SCOA provides the most up-to-date information about all of Japan's industrial sectors; and its representatives participate actively in Center conferences. SCOA cooperates in providing support for CJEB's research activities aimed at promoting close ties between Japan and the U.S., and the business and economic development of the two countries.

### Supporting Japan Day to introduce Japanese culture

We promote Japan-U.S. exchange and mutual understanding

Since the first Japan Day in 2007, some 40,000 to 50,000 New Yorkers and Japanese expats living in the surrounding areas have joined in with the events held in Central Park. SCOA has been continuing to support Japan Day as it fully agrees with its purposes—to provide the citizens of the two countries with opportunities to come together in friendship and learn more about each other—and supports the grassroots manner in which this will be achieved—by putting on events at which local residents of New York can experience Japanese culture.

In addition to its financial contributions, SCOA is actively involved

in the planning and operation of events. In 2008, for example, the president of SCOA served as the Director of the Japan Day Executive Committee. Many SCOA employees also volunteer to assist in the organization of this event each year.

On the third Japan Day held in May 2009, traditional Japanese performances, such as *bon*-dancing, a Japanese drum concert and a *mikoshi* (a portable Shinto shrine) parade, were held. In traditional cultural workshops, people enjoyed *origami* and Japanese calligraphy. Japanese foods, such as *sanuki udon* noodles, *miso* soup and *gyudon* beef bowl, were served. As in the past, many SCOA employees volunteered for the 2009 events to help visitors “experience Japan.”

SCOA continues to support the annual Japan Day, which serves as a bridge between Japan and the United States.



*Mikoshi* parade, one of the traditional Japanese performances put on for Japan Day

## Financial support for facility construction at Arkansas State University

[Arkansas Steel Associates]

We contribute to the development of human resources for the next generation

Arkansas Steel Associates, LLC (ASA), a Sumitomo Corporation Group company, is a small steel mill that manufactures and markets tie plates for the railway industry. Since 1999, ASA has been involved in educational development in local communities in Arkansas, where it operates.

Through the ASA Charitable Trust the company established in 1999, it has been providing financial support partially for the construction of Arkansas State University’s College Theater, Student Community Center and Transportation Technology Center. ASA also supports the university’s scholarship program and a Japanese language school in the state capital, Little Rock, through the Trust.



The Student Community Center (front) and the Transportation Technology Center (back)

## Donating relief goods to Santa Catarina flood victims

We collected daily necessities from our employees and sent them to disaster victims

In some regions of Brazil, where measures against natural disasters are underdeveloped, a lot of damage is caused by landslides and river floods during heavy rainfall. When heavy rainfall in Santa Catarina, one of Brazil’s southern states, continued from December 2008 to January 2009, large-scale floods and landslides took many lives and left many others homeless.

The staff of Sumitomo Corporation do Brasil S.A. were witnesses to the damage and wished to assist the victims by sending relief goods that would be immediately helpful. Soon after the disaster, a donation box was set up in the Sao Paulo Head Office, and food, sanitary goods, cleaning implements, clothes and many other items were donated by employees and sent to the victims through the local Red Cross Society.

In addition to these measures to provide immediate support to disaster victims, Sumitomo Corporation do Brasil promotes a variety of activities to contribute to local communities within Brazil.



The SOS Santa Catarina Brazilia Team that provided support for flood victims

## Development of San Cristobal Mine in Bolivia: co-existence and co-prosperity with the local community

[Minera San Cristobal]

We support the economic independence and sustainable development of local communities and help them preserve their traditions and culture

Minera San Cristobal S.A. (MSC), a member of the Sumitomo Corporation Group, has been working on a project to develop silver, zinc and lead mines in San Cristobal in Bolivia. Sumitomo Corporation, through MSC, has made the principle of “co-existence and co-prosperity” key to this project and is engaged in a variety of measures to support the sustainable development of the village of San Cristobal, following its relocation to enable the mine development to go ahead. Specifically, we help the villagers to preserve their traditional culture and customs while they pursue the development of their community in its new location.

We built new residences for several hundreds of villagers, school buildings, nurseries, hospitals and hotels. Infrastructure, including electricity grids, water supply, a total of 160 km worth of roads and bridges were also provided. A historic church dating back to around 400 years ago, along with its mural paintings, silver-plated alter and pipe organ (designated as cultural assets) were all relocated and restored to their original form with cooperation from the education ministry of Bolivia and other organizations. Another religious monument, a huge rock called "Chupana" that is worshipped by the villagers, was also carefully moved to a new site near the new village. In all of these efforts to build a new village, we have taken care not to disturb the local culture and customs of the people.

Another thing we did was to establish a foundation so that villagers can take the lead in the sustainable development of their new village. To help them develop economically, we donated tour buses to be used for tourism to the Uyuni Salt Lake, the world's oldest of this kind. We also provided the villagers with computers, enabling them to open Internet cafes. In addition, agricultural practices using Japanese-style greenhouses made of plastic sheets were taught to local farmers. In June 2009, the San Cristobal Training Center was opened to provide job training and support the local community to start their sustainable development program. At the Training Center, people can learn tourism, secretarial work, business management, welding, and IT skills etc.. It is expected that the Center will play a prominent role in helping local residents to achieve economic independence.

Sumitomo Corporation will keep working together with MSC to maintain and further improve good relations with local communities

and contribute to the economic independence and sustainable development within the region.

## VOICE



Javier Diez de Medina  
Manager  
Environment & CSR Dept.  
Minera San Cristobal S.A.

**I am proud to take part in support programs to help local communities achieve independence and sustainable development**

CSR at Minera San Cristobal is focused on maintaining and improving the Social License to Operate granted by the communities and civil society; the approval or acceptance achieved is directly correlated to how we could impact positively in a sustained manner the improvement of the livelihoods of the people living in the Region where we operate.

The major challenge today, is how we could aid to build local capacities to allow them to start sustainable development processes, managing the new wealth created due to our presence and maintaining their culture based on the reciprocity.



A church relocated from the old San Cristobal Village



Tour bus donated to promote tourism



Chupana, a rock worshipped by locals



Pipe organ in the church relocated from the old site



Hospital constructed in the new San Cristobal Village



For any inquiries or comments regarding this report, please contact:

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