

[Society and the Community]

Maintaining a global outlook while deepening relationships with local communities

Raising rhododendrons that dye a whole area in crimson

At Anamizu Murata Manufacturing, we borrowed an open area in a quasi-national park from 2009 as part of our greening activities, and begun training "Notogazan Kirishima" rhododendrons, a specialty of the Anamizu-cho district. Together with employees and their families, we are raising about 400 trees in all. Landscaping work includes the installation of *kageishi* stone, the addition and transplanting of Kirishima rhododendrons, and mowing of the grounds. We also began participating from 2012 in "Noto Kirishima Tsutsuji Open Garden", an event in which aficionados all over Noto Peninsula open their homes and gardens and exhibit their prize Kirishima plants. Once they reach full bloom in May, the whole open area filled with Kirishima rhododendrons is dyed in brilliant crimson. This area is now attracting the full attention and expectations of the locals, and has led to greater interest towards our other activities.

1 The area dyed in crimson during "Noto Kirishima Tsutsuji Open Garden"



50 years in the U.S.

Creating more local jobs and cultural exchange

This year, we welcome the 50th anniversary of our advancement into the U.S., with Murata opening an office in New York in 1963. Then, in 1973, in order to reply to the "Buy American" policy of those days and the subsequent demands of our customers, we established a factory in the state of Georgia and positioned it as our head office in the U.S. replete with a sales function. From the beginning, we actively backed the establishment of The Japanese Chamber of Commerce of Georgia and the Georgia Japanese Language School in order to support the lives of the Japanese people living there and their children's education, and we continue that activity still today. Murata not only provides the community with the opportunities of employment, but the first president of Murata Corporation of America, Futoshi Chanoki, was deeply involved in the establishment of The Japan-America Society of Georgia in order to promote cultural exchange between Japan and the U.S. This organization still serves as a bridge linking the state of Georgia with Japan. We are committed to continuing our management throughout the next 50 years by maximizing the asset represented by our excellent relationship with the local community that has been cultivated over the years.

3 50th anniversary ceremony

Vaccinating about 30 children in three and a half years with the "Ecocap Movement"

Asuwa Murata Manufacturing initiated full-employee participation in the "Ecocap Movement" in July of 2009. To that end, we are involved in the "Japan Committee for Vaccines for the World's Children" activity sponsored by Fukui Television in which the caps from PET bottles are collected throughout the company. As of February 2013, we had collected about 24,300 of these caps, something that has enabled the purchase of a polio vaccination for about 30 children and also contributes to the reduction of CO₂ emissions. From here on, we will continue with the united cooperation of all our employees in perpetuating the widespread and easy-to-implement "Ecocap Movement".

2 Collected PET bottle caps



A traveling classroom with MURATA BOY conveys the charm of science to the children of Finland

In May of 2012, Murata Electronics Oy held a classroom featuring MURATA BOY at an elementary school in Finland in order to make science feel more fun. About 150 inquisitive and excited children aged 7 to 12 participated in the class and posed various questions and comments like, "Why doesn't MURATA BOY fall down while riding the bicycle?" and "It's amazing that it can run along a 2-cm-wide balance beam!" While also visiting another school for Japanese living in Helsinki, MURATA BOY's first traveling classroom to Finland was a roaring success.

4 MURATA BOY pedaling around in front of the many attentive children