

CSR Activities

Environment

Efforts to protect the global environment are a key management issue for Fuji Electric, and with the establishment of our Basic Environmental Protection Policy, we continue to promote environmental management with the goal of contributing to global environmental protection through our business activities.

In fiscal 2012, we began the Smart Factory Initiative to optimize energy usage by coordinating electrical and thermal energy technologies with production planning. In fiscal 2013, we completed construction of systems at four model factories (Kawasaki, Tokyo, Yamanashi and Mie), verifying Smart Factory Initiative benefits and also deploying similar measures at other factories in Japan.



Solar power generation system introduced at a Smart Factory Initiative model factory (Mie Factory)

Basic Environmental Protection Policy

1. Offering products and technologies that contribute to global environmental protection
2. Reduction of environmental burden throughout product life cycles
3. Reduction of environmental burden in business activities
4. Compliance with laws, regulations, and standards
5. Establishment of environment management systems and continuous improvements of the systems
6. Improvement of employees' environmental awareness and social contribution
7. Promotion of communication

(Revised in 2003)

Environmental Vision 2020

Global warming, resource depletion, and other environmental issues are key challenges for the future of humanity.

To tackle these issues, Fuji Electric seeks to enable all employees to engage steadily in environmental efforts each day. To this end, we established Environmental Vision 2020 to guide our activities in keeping with the Basic Environmental Protection Policy.

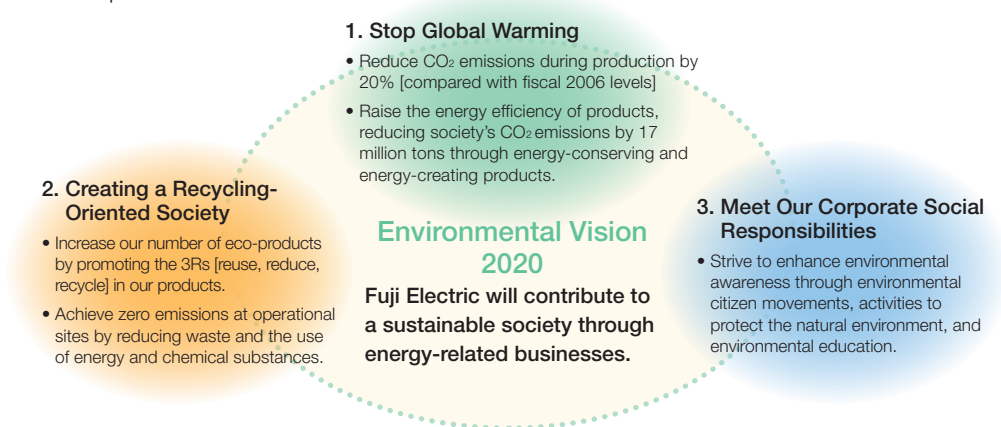
This vision is centered around three themes of stopping global warming, creating a recycling-oriented society, and meeting our corporate social responsibilities. In addition to reducing the environmental load of our own production activities, we also seek to achieve a sustainable society by providing products and technologies that leverage our strengths in energy technologies.

Our main initiatives under the theme of stopping global warming are to reduce CO₂ emissions during production by 20% in fiscal 2020 compared with the fiscal 2006 level of

381,000 tons, while reducing society's CO₂ emissions by 17 million tons by expanding sales of energy-saving and energy-creating products.

Under the theme of creating a recycling-oriented society, our key measures with respect to production resources are to lower final disposal rates by reducing waste and recycling resources. For water resources, we are endeavoring to cut the use of water resource inputs per unit of production. We are particularly stepping up efforts to increase water reuse rates at production facilities that consume a lot of water and at overseas facilities where there are significant water supply risks. In this report, we present our main initiatives to stop global warming and to create a recycling-oriented society*.

* Unless otherwise specified, environmental activity targets and results in this report encompass domestic consolidated subsidiaries and overseas consolidated production subsidiaries.



Fiscal 2013 Efforts to Stop Global Warming

Reducing CO₂ during Production

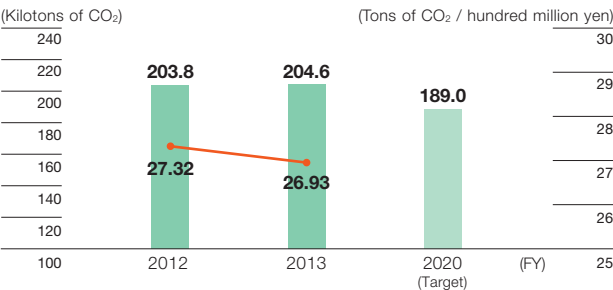
In Japan, we started activities in fiscal 2012 to conserve energy and curb energy costs. In fiscal 2013, we achieved an effective reduction in energy expenses of 11% by saving energy in facilities and equipment operations, upgrading to higher-efficiency facilities, and installing solar power generation systems.

In fiscal 2013, CO₂ emissions from production were 204,600 tons, and we achieved our fiscal 2013 target of 212,000 tons. Emissions increased slightly from the previous year, owing to higher production volumes; however, the

increase was offset by energy conservation efforts that enabled us to cut CO₂ emissions by around 7,500 tons.

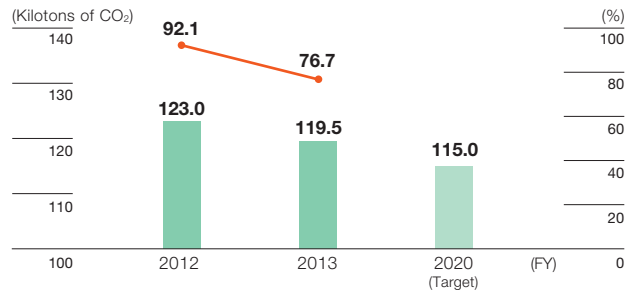
Overseas, we pushed ahead with such energy-saving activities as deploying solar power generation systems and advanced energy monitoring systems at our new factory in Thailand and other energy-saving activities at our factory in Shenzhen, China. As a result, our CO₂ emissions were 119,500 tons, far below the targeted 125,000 tons for fiscal 2013.

CO₂ Emissions and CO₂ Emissions per Unit of Sales in Japan



* Emissions per unit of sales is calculated by dividing the CO₂ emissions amount by consolidated net sales.

Overseas CO₂ Emissions and CO₂ Emissions per Unit of Production



* Emissions per Unit of Production is the amount of CO₂ emitted by production volume (presented taking the value for FY2006 to be 100).

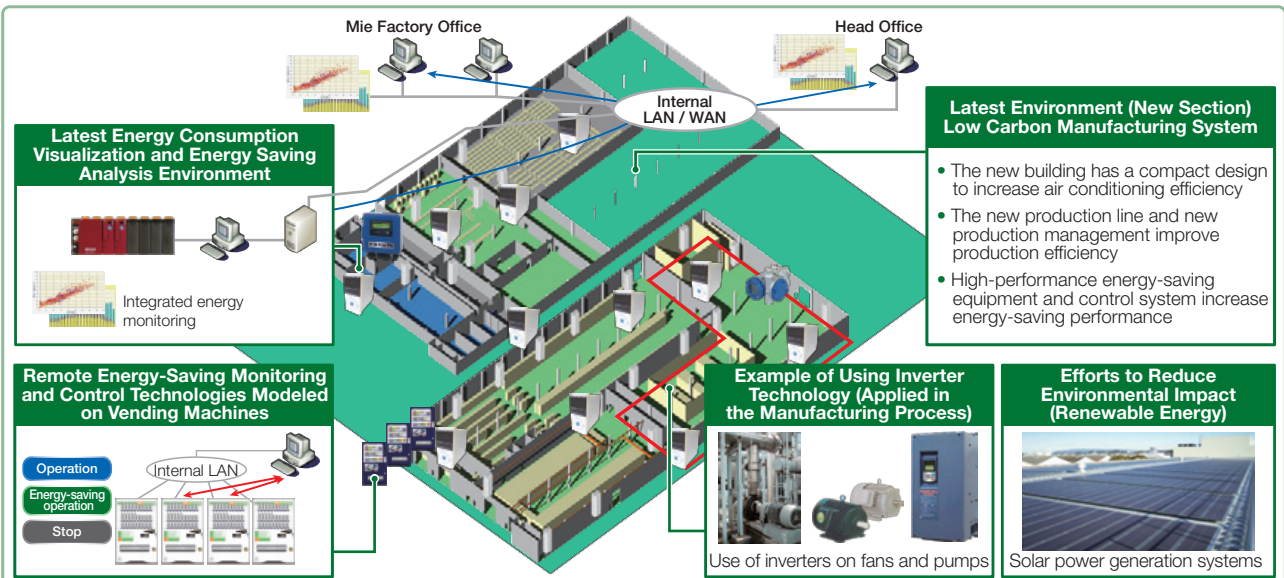
Case Example Fuji Electric Mie Factory

Conserving Energy through the Smart Factory Initiative

We are undertaking a Smart Factory Initiative at the Mie Factory, which is our core production site for vending machines. As well as attaining high efficiency in our equipment through the application of inverters, in fiscal 2013, we established the foundations of a smart factory by installing solar power generation systems, fuel cells, and systems to monitor overall plant energy usage. The energy monitoring systems integrate production management systems with

information and control the supply of energy to facilities according to changes in production conditions to minimize energy consumption.

We built a system to monitor the power consumption and operating statuses of around 30 vending machines within the plant and optimized energy-saving settings for the differing usage environments of each workplace as part of efforts to minimize electricity consumption.



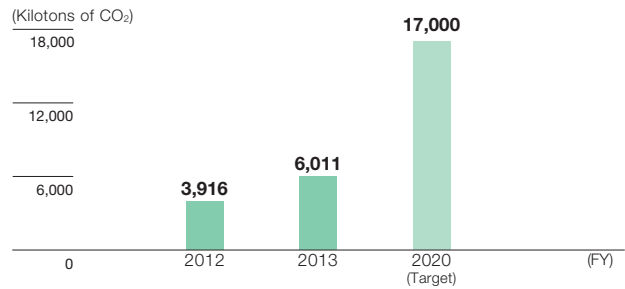
Main measures of the Smart Factory Initiative at the Mie Factory (Example of the new building)

Reducing Society's CO₂ Emissions through Products

Fuji Electric aims to help reduce society's CO₂ emissions by innovating electrical and thermal energy technologies.

In fiscal 2013, the contribution to CO₂ emission reductions from products was up 2,095,000 tons from fiscal 2012 to 6,011,000 tons. This reflected expanded sales of power conditioners and solar power generation systems.

Reduced CO₂ Emissions through Products



* Amount of CO₂ reduction based on one year of operation of products shipped for each fiscal year after fiscal 2009.

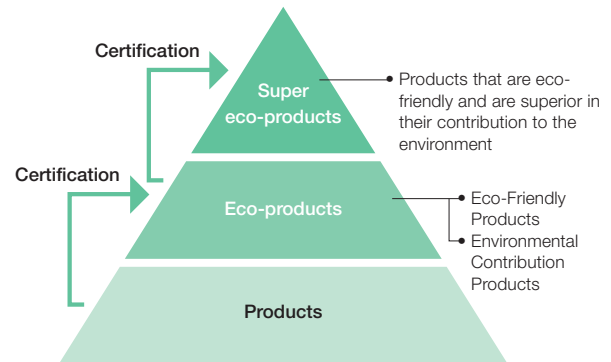
* Calculated making reference to the quantification method of GHG emission reductions stipulated in the Electrical and Electronics Industries' "Action Plan for Commitment to a Low-Carbon Society."

Eco-Product Certification System

Fuji Electric is developing eco-friendly products, which enhance energy efficiency and reduce the use of chemical substances, and environmental contribution products, which help reduce society's overall impact on the environment. We are continuing to promote the spread of these products.

In this initiative, Fuji Electric has established a common Fuji Electric Eco-Product Certification System. We evaluate the degree of product eco-friendliness on a Company-wide platform. Products meeting fixed criteria are certified as "eco-products," while those that are at the top of the industry for environmental benefit and contribution, and which are recognized outside the Company at the national level for environmental superiority are labeled "super eco-products."

In fiscal 2013, 30 offerings were certified as eco-products, while another 6 received certification as super eco-products. As a result, we now have 157 eco-products and 16 super eco-products.



Eco-Friendly Products: Products that have a reduced environmental impact over the entire product lifecycle. These products are superior to traditional products in at least four of six standard areas, including energy conservation, resource conservation, and recyclability.

Environmental Contribution Products: Products that contribute to environmental preservation during use. Products that contribute to the environment by utilizing natural energy or information and communication technology.

Super Eco-Products

Energy-Efficient Vending Machines Equipped with Hybrid Heat Pumps

Environmentally friendly vending machines are becoming increasingly mainstream. One type is heat pump vending machines that harness heat produced when cooling beverages to efficiently and simultaneously cool and heat.

Fuji Electric's hybrid heat pump system employs an innovative heat-exchange technology to utilize even the heat in the outside air for heating. The system efficiently switches with optimal timing between using the heat generated within the vending machine from cooling beverages and using the heat from the outside air.

Our hybrid heat pump vending machines consume 49% less electricity annually than conventional models made in 2006.



Fiscal 2013 Initiatives to Create a Recycling-Oriented Society

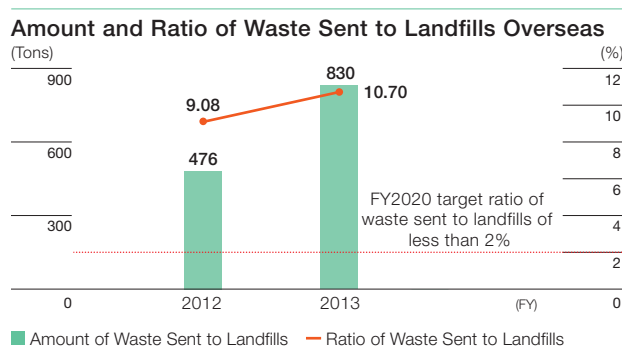
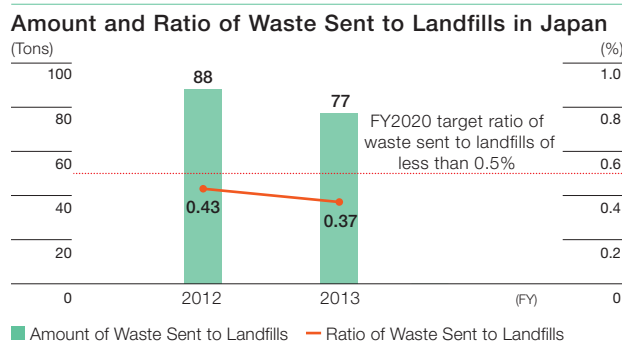
Waste Reduction

In addition to reducing waste, Fuji Electric works to promote resource recycling, with a focus on attaining the goal of zero waste emissions — a ratio of waste sent to landfills to total waste of no more than 1%.

In Japan, waste recycling enabled Fuji Electric to achieve its goal of zero waste in fiscal 2004, and we have continued to meet our targets in the years since.

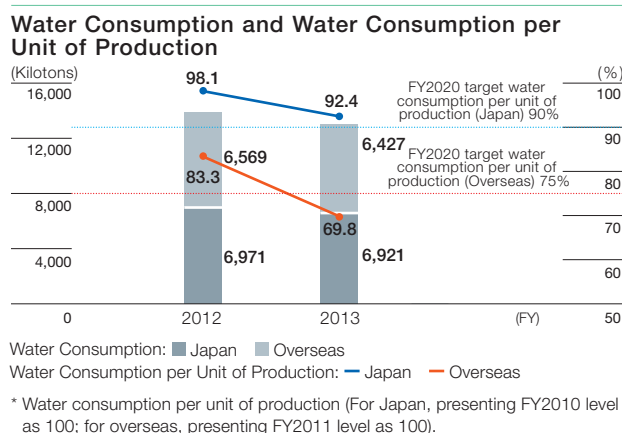
Furthermore, in fiscal 2013, we revised this target to “under 0.5%” and worked to strengthen our efforts in resource recycling. We achieved this target with a ratio of waste sent to landfills of 0.37%.

In addition, we have begun promoting zero emission activities at our overseas factories. In fiscal 2013, we added two overseas factories to the scope for these activities (Fuji Electric France S.A.S. and Dalian Fuji Bingshan Vending Machine Co., Ltd.), which increased both the amount and ratio of waste sent to landfill. Worldwide, waste treatment and disposal and resource recycling treatment infrastructure is far less advanced than in Japan, particularly in emerging countries. At its overseas operations, Fuji Electric is working to bring the ratio of waste sent to landfills down to 6% or less in fiscal 2014.



Efficient Use of Water Resources

In view of the problem of global water resource depletion and in addition to its efforts to comply with wastewater quality requirements and reduce wastewater, Fuji Electric launched an initiative aimed at more efficient use of water resources. Using fiscal 2010 levels as a standard, this initiative aims to reduce both total water intake and base units of consumption at our domestic manufacturing sites by 1% each, with the goal of reducing those levels by 10% in fiscal 2020. In fiscal 2013, we set an overseas target of 25% reduction in water consumption per unit of production from fiscal 2011 levels by fiscal 2020.



Case Example

Fuji Electric Tsugaru Semiconductor Co., Ltd.

Initiatives to Reduce the Amount of Industrial Waste

Wastewater from semiconductor production is treated by using a wastewater treatment system to coagulate and detoxify sediments before discharging the water into a river. We dehydrate wastewater sludge from the coagulation-sedimentation process to recycle it into cement materials.

Fuji Electric Tsugaru Semiconductor Co., Ltd., which handles front-end processes for semiconductor products, has maintained zero emissions since fiscal 2000 by recycling wastes. The company has been reducing the actual volume of waste generated after noting that wastewater sludge accounted for 79% of generated waste.

The company reviewed its treatment methods in fiscal 2004 as part of its wastewater sludge reduction initiatives. It started to improve its treatment processes in fiscal 2011 and cut sludge by 59% in fiscal 2013 compared to fiscal 2010 levels.

These wastewater sludge reduction efforts have also enabled the company to decrease usage of chemicals needed in coagulation-sedimentation processes.



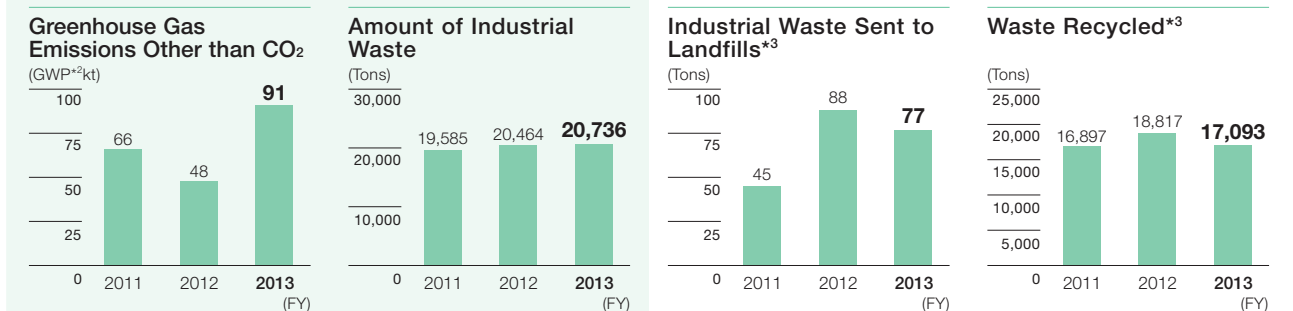
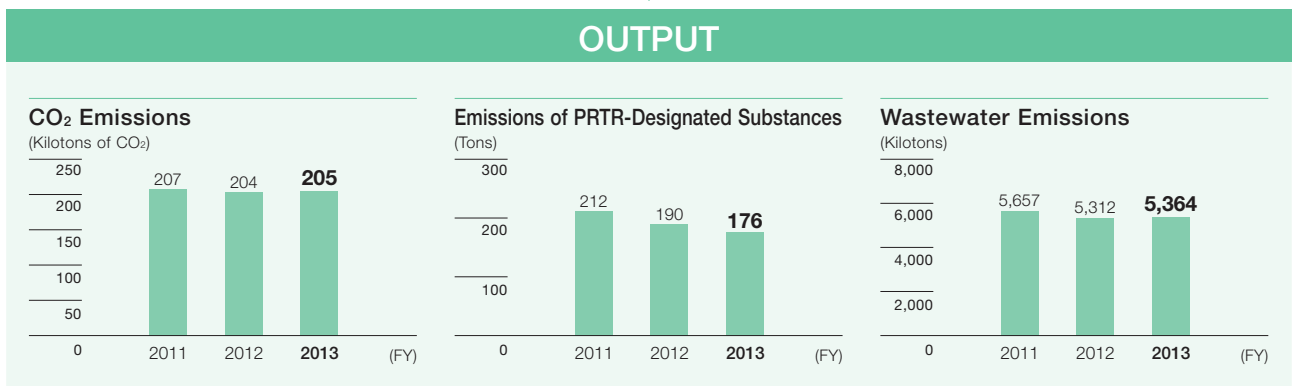
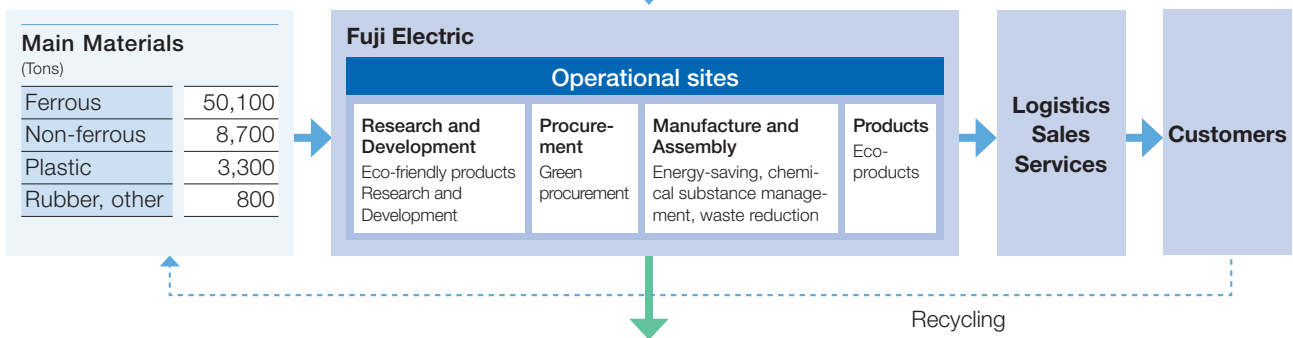
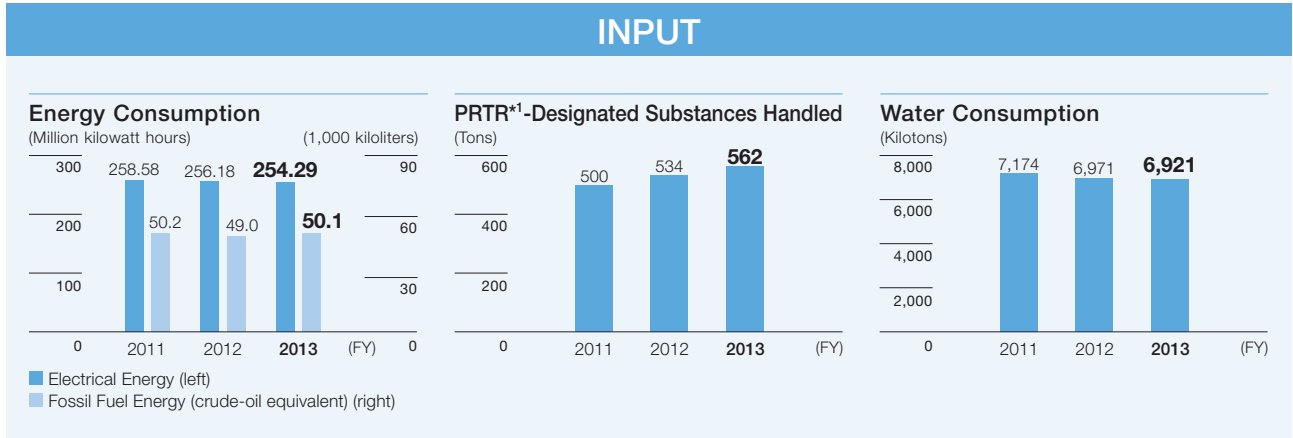
Kazuaki Kimura, General Affairs Department (Environmental Activities Secretariat) (right)
Masato Honda, Facilities Department (left)

Mapping the Interplay between Business Activities and Environmental Impact

Fuji Electric is constantly working toward more efficient use of resources and energy and the reduction of waste throughout all of its business activities. We are also

proactive in our efforts to be more environmentally conscious across the entire product and service lifecycle.

Scope: Production Bases in Japan



Emissions of Other Substances with Environmental Impact (Tons)

NO _x	4.2	COD ^{*4}	3.1
SO _x	0.4	Nitrogen	2.4
BOD ^{*4}	2.0	Phosphorus	0.2

*1 Pollutant Release and Transfer Register Law

*2 GWP: Global Warming Potential. A measure of the relative greenhouse effect caused by a gas, compared with the effect of CO₂, which is assigned a GWP value of 1.

*3 The amount of waste sent to landfills and the amount of waste recycled are internal figures from the amount of waste generated.

*4 An index indicating the degree of water pollution

BOD: Biological Oxygen Demand
COD: Chemical Oxygen Demand

Human Resources

Fuji Electric recognizes that human resources are the prime driver of its competitive edge, and actively cultivates each of its people to fully harness their potential.

We have made diversity a top priority in our personnel strategy, aiming to incorporate an array of values and perspectives so we can strengthen our competitiveness and expand business globally. At the same time, we focus on creating work environments suited for globalization, where we respect human rights and prioritize health and safety.



A Role Model Seminar

Human Resource Development

We educate and train our people extensively to cultivate professionalism so we can reinforce our global competitiveness and realize our corporate philosophy and management policies. As well as individual training, we also cultivate strong line leaders to leverage our collective organizational strengths and develop future managers from an early stage.

In fiscal 2013, we reviewed our general manager training, and rolled out a level-specific curriculum covering personal growth and team building to enhance management communication and decision-making skills.

Major Initiatives in Fiscal 2013

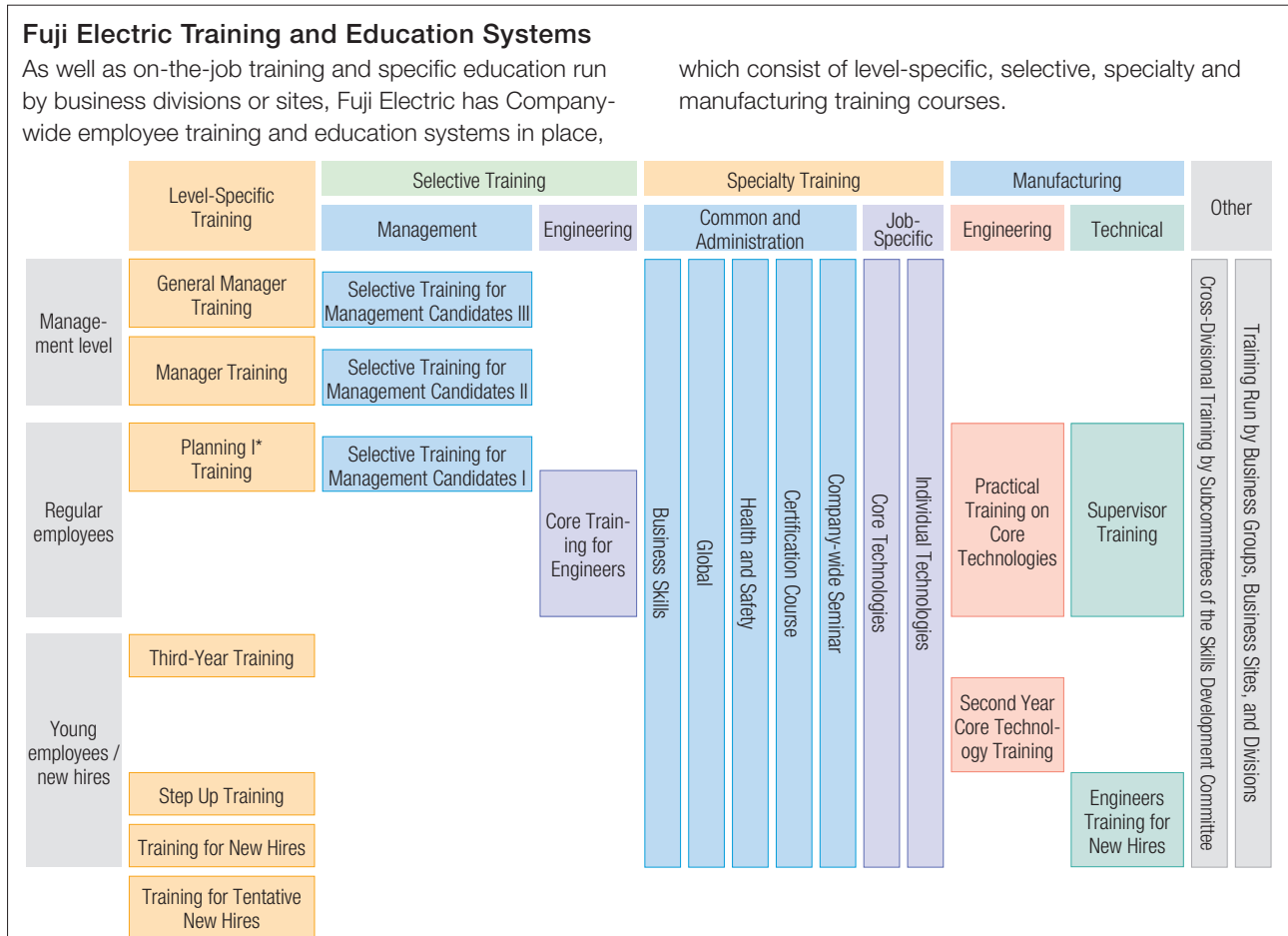
Level-Specific Training

After an employee completes their third year of service, or when they are elevated to a managerial or general manager position, we provide level-specific education to help them build strong teams.

Selective Training

We undertake selective training to identify individuals as prospective executives and divisional leaders from an early stage and continue cultivating them Company-wide.

In fiscal 2013, we conducted training to cultivate divisional and overseas business site managers. We plan to extend selective training courses to individuals in their 30s and actively cultivate management personnel to contribute to ongoing business development.



* Planning I: Assistant manager level

Enabling Women to Play Active Roles

Fuji Electric engages in diversity initiatives in keeping with its management policy, “maximize our strengths as a team, respecting employees’ diverse ambition.”

Particularly in Japan, one priority is to enable women to play active roles. As affirmative action, we actively hire women with science and engineering skills, provide career development support, and offer assistance for returning to work after childcare leave. We have also taken steps to reform our workplace culture by including awareness-raising in our level-specific training program.

Female Employees and Managers

	FY2012	FY2013	FY2014
Employees	14,831	14,472	14,418
Number of female employees (full time)	1,743	1,745	1,754
Ratio of female employees	11.8%	12.1%	12.2%
Number of females in management positions*	33	40	42
Ratio of females in management positions*	1.4%	1.5%	1.6%

* Management positions: Manager rank or higher.

* Data collected from: Fuji Electric, Fuji Electric FA Components & Systems, Fuji Office & Life Service, Fuji Electric IT Center, Fuji Electric Finance and Accounting Support, Fuji Architects and Engineering, Fuji Electric Frontier.

* For fiscal 2012, as of June; for fiscal 2013 onward, as of April

Promoting Work-Life Balance

We are strengthening initiatives in Japan to help employees achieve work-life balance by creating working environments that are more conducive to diversity and that enable people to fulfill their potential. We have positioned work-style innovation and the enhancement of a support system to provide fulfillment in and outside of work as key concerns of management to ensure that people can focus on their jobs while at work and rest properly outside of work. Management and labor representatives deliberate on these issues, and we are endeavoring to enhance our programs and corporate culture.

Promoting Employment of People with Disabilities

As of June 2014, employees with disabilities made up 2.15% of our workforce, exceeding Japan’s legally mandated ratio of 2.0%. This was in keeping with our commitment to cultivating and expanding work opportunities for people with disabilities as much as possible. We established Fuji Electric Frontier Co., Ltd. as a special-purpose subsidiary in Japan to expand employment opportunities for intellectually challenged individuals and others with disabilities.

Major Initiatives in Fiscal 2013

Established nearly two decades ago, this subsidiary added 10 new people at eight business sites, raising the number of employees with disabilities to 100. In this subsidiary, we emphasize the independence of our employees as professionals and, while entrusting them to handle cleaning,

Major Initiatives in Fiscal 2013

Recruiting Activities

Project for Recruiting Women with Science and Engineering Backgrounds	We organized a project with female employees with science and engineering backgrounds. Under this initiative, we conducted seminars featuring talks from working women to convey specifics about career development within our organization, as part of our activities to recruit new employees.
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Career Development Support

Management Skills Training	To further the ambitions of women seeking to become managers, we conduct training to address such issues as current and future careers and skills development.
Sister System	Under this system, female employees act as advisors to younger women and help them to balance their career and family commitments.
Role Model Seminars	We responded to a concern among some female workers that there were few senior colleagues with similar goals by instituting role model seminars to foster the career awareness of young employees.

Helping Employees Return to Work after Childcare Leave

Pair Work Training	We conduct training to help people balance work and family commitments and maximize performance within the Company by pairing returning employees and their managers to share their thinking about work and career aspirations.
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Reforming Workplace Culture

e-Learning	We conduct e-learning courses for regular employees to help them understand the importance of diversity.
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Major Initiatives in Fiscal 2013

We undertook site-specific activities to improve the quality of work by taking stock of our operations and visualizing them, while conducting seminars and other events to raise employees’ awareness about the importance of work-life balance. We encouraged all employees to take five consecutive days of leave to help them refresh their minds and bodies, to promote a balanced approach to working, and to target workplace efficiency as a team.

We will bolster our leave programs to encourage men to play a greater role in childcare.

in-house mail services and other tasks, we are committed to cultivating their individual capabilities, including expanding their roles to manufacturing and other sites.

Employees with disabilities perform the same tasks as other colleagues at several locations. At Fukiage and Mie Factory, for example, they assemble vending machine or magnetic switch components. At the Kawasaki Factory, they polish turbine blades, perform die stamping operations, operate forklifts, and handle other work.

Fuji Electric Frontier conducts facility tours for the parents of disabled students and relevant organizations and accepts interns from special needs schools as part of a commitment to enhancing the social participation of as many people as possible.

Respect for Human Rights

We are creating a framework for respecting human rights based on international standards as an essential step in our global business expansion.

Major Initiatives in Fiscal 2013

In light of surveys that we conducted in fiscal 2012 on human rights at overseas business units, we formulated the Policy for Human Rights of the Employees to detail our policy on human rights under the Fuji Electric Code of Conduct. Additionally, we produced our Human Rights Protection Guidelines, which present specific check items about human rights and labor practices in

the above policy, and created an instruction book on global human rights standards.

We distribute the policy, guidelines, and instruction book at domestic and overseas business sites and establish a mechanism for the respect of human rights within the Company.

In our human rights awareness-raising activities, we educate employees about the links between corporate activities and the need to respect human rights in their level-specific training. In training for new managers, we have used case studies in group discussions to heighten sensitivity to human rights risks among the administrators on the frontlines of our organization.

Health and Safety

Employee health and safety is a top management priority. In line with a basic philosophy of putting the health and safety of our workers before anything else, all employees work together to ensure effective health and safety activities.

Major Initiatives in Fiscal 2013 Health and Safety Basic Policy

We formulated the Health and Safety Basic Policy in line with our Health and Safety Basic Philosophy, and have implemented it at all business sites in Japan and overseas. The Company-wide Health and Safety Promotion Committee adheres to the basic policy by reviewing accidents and disasters in the previous year and considering future issues. It also reviews the Company-wide Health and Safety Management Policy annually, educates in keeping with this, and conducts safety patrols and other initiatives.

Promoting Health and Safety at Overseas Business Sites

Health and safety are also important issues at overseas business sites as we globalize our operations. We are producing English- and Chinese-language versions of our Company-wide Health and Safety Management Policy, rules, standards, and other key documents. Our foreign business sites are putting in place health and safety administrative structures based on those of our domestic operations. Furthermore, in addition to complying with laws and ordinances in each country, we promote health and safety activities that fit with local cultures and customs.

In fiscal 2013, we enhanced the health and safety environment in various ways. For example, we had Company-wide safety unit officers instruct on safety at our factories in Malaysia and Thailand and we conducted safety patrols at a plant construction site in Thailand.

Health and Safety Basic Philosophy

Health and Safety of Workers takes precedence over everything else.

Fuji Electric Health and Safety Basic Policy

1. Health and safety is one of the most important tasks of corporate management at Fuji Electric. High-quality health and safety activities are practiced to make the workplace safe and comfortable, eradicate industrial accidents and prevent mental and physical diseases.
2. Applicable laws and regulations, and autonomous standards established by the Company, individual business offices and departments shall be observed. Health and safety activities sticking to the basics shall be exercised at all times.
3. All individuals involved in the business of Fuji Electric shall participate in the voluntary health and safety activities as a team and enroot safety culture in the workplace in order to ensure their own health and safety.
4. Health and safety activities focusing on the employees' health and safety are pursued aggressively in all businesses we conduct. By publicizing these activities, we contribute to creation of a safer, securer and more comfortable society.



On-site Safety Patrol at a plant construction site in Thailand

External Evaluation of Accident-Free Record

The Otawara Factory attained 25.5 million accident-free work-hours from 1979 through 2013. It received an Accident-Free Record Certificate, Class 5, the highest level, from the Ministry of Health, Labor and Welfare for this achievement. Having achieved this milestone, we will continue striving to prevent workplace accidents by ensuring that each individual employee is fully aware of safety issues.

Contributing to Communities

Using the human resources and technology it has nurtured through its business activities, Fuji Electric works to ensure that as many of its employees as possible are active in communities around the world, with a basic policy of contributing to solutions to the issues those communities face.



Career education for junior high school students

Key Themes and Main Activities in Fiscal 2013

- **Theme 1: Protecting the Natural Environment**
 - Restoring farmlands, restoring rural woodlands
 - Forestry conservation activities (planting, thinning), etc.
- **Theme 2: Promoting Youth Development**
 - Conducting science classes for school children of all levels
 - Practical science training for teachers
 - Environmental school
- **Theme 3: Supporting Reconstruction Efforts after the Great East Japan Earthquake**
 - Supporting Fukushima Prefecture by buying local produce

Case Example

Promoting Youth Development-Environmental School

Encouraging Children to Value the Environment

Since fiscal 2009, we have been working to restore abandoned agricultural land in the Akiyama district of Uenohara, Yamanashi Prefecture and revitalize the area. Employees and their families have collaborated with the governments of Uenohara and Yamanashi Prefecture and local farmers to practice traditional cultivation techniques. They have used local organic fertilizers from tree leaves, grass, and other materials to grow and harvest native species of millet, wheat, and other crops, as well as cultivating potatoes, pumpkins, and Chinese cabbages.

Since fiscal 2012, we have used this location to hold environmental classes for local elementary school students. The classes aim to show students that protecting agricultural land helps to safeguard against floods and maintain biodiversity. This is particularly important given that the aging of farmers and a shortage of agricultural labor are resulting

in an increase in abandoned farms. In fiscal 2013, 15 children took part in these classes, in which local university students and Fuji Electric employee volunteers assisted, restoring disused land and harvesting traditionally grown vegetables. We hope that such programs can lead the younger generations to understand the need to protect the environment and the importance of food.



Restoring abandoned agricultural land



Harvesting vegetables

Case Example

Protecting the Natural Environment-Forest Conservation Activities

Increasing Greenery

Fuji Electric Dalian Co., Ltd. in China is planting trees in the Jinzhou New District as part of its contributions to environmental conservation and the local community.

The company and its labor union have worked together to arrange this annual initiative for the past seven years, soliciting the involvement of local employees and their families, 85 of whom participated in fiscal 2013.

A total of 500 people have taken part over the years in planting around 3,000 seedlings, with vegetation now covering about 30 hectares. Fuji Electric Dalian will continue efforts to increase local greenery.



Fuji Electric Dalian tree planting activity



ON-SITE REPORT

Helping Reconstruction after the Great East Japan Earthquake Supporting Agriculture in Fukushima —Initiatives to purchase local produce

Even three years after the Great East Japan Earthquake and the ensuing accident at the Fukushima Daiichi Nuclear Power Plant, the reputation of products from Fukushima Prefecture continues to suffer. Fuji Electric started buying offerings from the prefecture and engaging in other efforts to provide ongoing local support in view of its deep business ties with the area.

A Persistent Image Problem

Kazumasa Kikuchi of JA ZEN-NOH Fukushima says, “safety, security, and deliciousness are our top priorities.” His organization is a part of Japan Agricultural Cooperatives that domestically produces and sells agricultural and livestock offerings. JA ZEN-NOH Fukushima tests all items and ships them after ensuring that they exceed safety standards. JA ZEN-NOH Fukushima posts inspection results on its website and on the labels of shipped items in keeping with its commitment to disclosure. Meanwhile, the growers take steps to ensure that agricultural products do not pick up radioactive substances from the soil.

Still, the business climate for products from Fukushima remains adverse, with many retailers refusing to stock them, companies excluding them from bulk commercial usage plans, and prices plunging below those of comparable items in other prefectures. Mr. Kikuchi says that, “It’s very disappointing that most consumers haven’t heard about what we are doing.”



Hideaki Imada
Earthquake Reconstruct Section
JA ZEN-NOH (left)

Kazumasa Kikuchi
General Manager,
Agricultural Management Planning Division
JA ZEN-NOH Fukushima (right)

Keen to Convey Fukushima’s Commitment to Safety, Security, and Deliciousness

Mr. Kikuchi says, “I think that to get our message across it’s important for consumers to actually see and try products from Fukushima. So, we frequently make promotion activities in metropolitan Tokyo on the weekends.” These activities are among some 180 sales promotions that JA ZEN-NOH Fukushima conducts annually in consumer areas within and outside the prefecture.

Yasuko Yuda of the CSR Promoting Department of the President’s Office at Fuji Electric looked into having the company support such activities and began supporting purchases from Fukushima. She says that, “I wanted employees to have the opportunity to actually try produce from Fukushima to realize how good it is.”

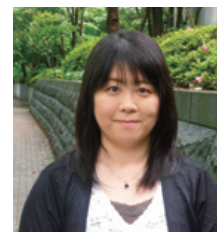


Employee cafeteria lunch made with produce from Fukushima Prefecture

Many Business Sites Supporting Purchases of Produce from Fukushima

In fiscal 2013, Fuji Electric started its support for purchasing produce from Fukushima while planning for factory festivals and other internal events. Ms. Yuda says that, “The number of business sites that agreed to undertake such efforts exceeded my expectations. They have been selling Fukushima produce at factory festivals and other events and buying food from the prefecture for in-house events and giveaways.”

As a result of this initiative, 15 business sites nationwide have supported purchasing of Fukushima produce.



Yasuko Yuda
CSR Promoting Department
President’s Office



Fresh fruit and vegetables from Fukushima proved extremely popular and sold out repeatedly

The Joys of Encountering Products that Are Fresh, Delicious, and Unique

Hideaki Imada of JA ZEN-NOH notes the high interest of Fuji Electric employees in supporting recovery efforts, recalling that produce was quickly sold out as employees helped out with produce sales at a factory festival. Ms. Yuda notes the local community also enjoyed the event, recalling that local residents and wives of employees tried the peaches, tomatoes, asparagus, and other offerings and loved the taste and freshness. Many people had been very interested in some of the more unique fare from Fukushima, picking it up and asking salespeople to describe it to them.

Continuing Activities to Support Fukushima

In fiscal 2013, employee cafeterias at six domestic business sites put food from Fukushima on their menus. Many employees said that they were only too pleased to support the prefecture and that they wanted more Fukushima sales fairs. Ms. Yuda commented, “I really sensed that people welcomed activities to support reconstruction.” Fuji Electric will continue to engage in initiatives to assist with reconstruction in quake-devastated areas.