

Expanding Social Infrastructure Business

The foundations of modern society are supported by both the public and private sectors. The public sector, for example, is responsible for the water supply. In other crucial areas, such as transportation and energy, the private sector plays a leading role. Fuji Electric has a long history of supplying both government organizations and private corporations with products and systems needed for the infrastructure that modern societies take for granted. We are actively expanding business activities, with operations divided into six areas of the social infrastructure.

In October 1994, the Japanese government announced its plan to invest ¥630 trillion in social infrastructure projects through the year 2004. The entire Fuji Electric Group is making a unified effort to improve the efficiency and effectiveness of its infrastructure-related business, aiming to increase orders for the products and systems that will be needed.

Social infrastructure is evolving with the changing times, expanding and diversifying, while creating new market sectors. Fuji Electric sees enormous business opportunities in this area.

Fuji Electric has a long track record in supporting the social infrastructure. We are now making every effort to strengthen our position in a wide range of business—in areas where we are already the market leader, such as water purification and sewage systems, to completely new areas. To guide our expansion, we have divided our infrastructure business into six spheres of operation:

1. Land & Ecology Infrastructure

Beginning with sewage systems, Fuji Electric is active in a wide range of environmental fields, including garbage incineration plants, waste disposal facilities and equipment to measure air and water quality.

2. Urban Space Infrastructure

The modern city must use space efficiently—not just on the ground, but above and below it as well. Fuji Electric provides “smart” building administration and security systems for high-rise and intelligent buildings. And we are promoting more efficient use of urban space with our advanced systems know-how for such underground space applications as parking structures and common ducts that hold multiple utility lines.

3. Energy & Resources Infrastructure

A sufficient, uninterrupted supply of energy and fresh water is a basic requirement of Japan. Fuji Electric has well established technology for thermal and hydroelectric power generation and substation equipment, as well as for clean energy areas such as geothermal and solar power. We are also engaged in new types of plant control systems, including those for desalination plants for seawater and district heating and cooling

Land & Ecology

Infrastructure



Urban Space

Infrastructure



Culture & Welfares

Infrastructure

plants that use recycled heat from treated sewage (a previously untapped energy source).

4. Traffic & Logistics Infrastructure

Efficient, rapid transportation—for both people and goods—is essential to modern economies. To maintain and improve transportation, Fuji Electric contributes equipment and systems, mainly for railways and expressways.

5. Communication Infrastructure

In the information age, communications represent a key social infrastructure system, linking people and businesses. Fuji Electric has begun to develop multimedia systems for the transmission and processing of images, voice and data. We intend to develop businesses in line with the enormous growth potential of this area.

6. Cultural & Welfares Infrastructure

Hospitals and other social welfare facilities are fundamental components of Japan’s social infrastructure, especially in view of the aging population. From hospital systems to leisure and tourism facilities, Fuji Electric is making a major contribution with advanced, automated systems.

Energy & Resources

Infrastructure



To fine-tune our efforts and to more efficiently market products and systems that support social infrastructures, we have reorganized operations by integrating activities that were previously spread throughout divisions and Group companies. To oversee and control Group expansion, we have created a new division, whose principal aim is to increase orders and sales for all areas of our infrastructure businesses, excluding water and sewage treatment, where we are already well established.

These five guidelines are key elements of our policy:

- Develop new customers and challenge new product fields and new markets
- Propose new technologies in markets and fields that are already well established
- Expand sales based on our nationwide marketing network.
- Integrate manufacturing, marketing and technical support to secure orders for turnkey projects
- Expand and strengthen our sales channels.

Communication

Infrastructure



Traffic & Logistics

Infrastructure

Water Treatment Systems

Fuji Electric used its original water purification technology to create a wastewater treatment system for the Kansai International Airport. Over 15,000 cubic meters of wastewater is recycled or treated for release into the sea daily.

Petroleum Storage Plants

With few energy resources of its own, Japan depends on petroleum storage capacity, another key area of the infrastructure. Fuji Electric's monitoring systems contribute to the safe, efficient storage of petroleum.

Tunnel Ventilation Systems

Fuji Electric's tunnel ventilation system takes in automobile exhaust inside a tunnel, passes it through purification devices, and then returns clean air to the tunnel. This keeps air within the tunnel clean and helps to maintain visibility.

Transportation Control Systems

The Rainbow Bridge, a bridge complex for both automobile transportation and a new mass transit system, symbolizes the future of Tokyo's infrastructure development. Fuji Electric provided the central monitoring and control systems, data processing equipment and man/machine interface for this bridge.



The Kansai International Airport



A plant of Japan Underground Oil Storage Co., Ltd.



The Kan-etsu Tunnel



The Rainbow Bridge