

A Message from the President

We keep customers' trust and help people enjoy a more improved quality of life through our perpetual challenges and sincere business activities based on an “enterprising spirit.”



Hideichi Kawasaki

Hideichi Kawasaki
President
Oki Electric Industry Co., Ltd.

We will fulfill our responsibilities to society in accordance with our corporate philosophy.

Meikosha, Japan's first manufacturer of telecommunications equipment and the predecessor to OKI, was established in 1881. With an enterprising spirit, it took on the challenge of producing telephone sets soon after the Meiji Restoration, only five years after Alexander Graham Bell's invention of the telephone, and ultimately succeeded.

In short, OKI has been enthusiastically taking on new challenges in unknown fields since its inception. This attitude embodies our corporate philosophy that underlies our CSR initiatives: "The people of OKI, true to the company's enterprising spirit, are committed to creating superior network solutions and providing excellent global information and communications services to meet the diversified needs of communities worldwide in the information age."

We contribute to society through our products and services.

Based on this philosophy, we have developed innovative technologies catering to social needs such as those about telephony, printing, imaging and computing, and created a wide spectrum of products and services utilizing them. Today, we provide many products and services that support social infrastructure including operational systems for financial institutions, automated teller machines (ATMs), ticket issuing and check-in systems for transportation services, and other public systems. In addition, our printers using LED as their light sources are being widely used in many different countries. We will continue to meet the expectations of our customers and society, and help people enjoy a more improved quality of life by creating and offering quality products and services that are safe to use.

We facilitate the globalization of our operations and CSR initiatives.

As we grow into an increasingly global corporation, our social responsibility is becoming heavier and more multifaceted. Realizing the importance of fulfilling this responsibility, we have enhanced corporate governance and facilitated the implementation of group-wide CSR-related activities. Part of such efforts was the enactment of the OKI Group Charter of Corporate Conduct, the statement of values to be shared with all group companies, and the OKI Group Code of Conduct that should be conformed by all executive officers and employees. We have disseminated the charter and the code across all companies of the group inside and outside Japan. In order to further contribute to society, we will continue to promote our CSR initiatives by meeting expectations of various stakeholders and playing our role through our global network.

We address the prevention of global warming and the management of chemical substances in order to realize a better global environment.

From this perspective, we believe that environmental activities form an integral part of the OKI Group's CSR initiative.

In fiscal 2008, upon the commencement of the commitment period of the Kyoto Protocol, Japanese businesses were strongly urged to make further efforts for the prevention of global warming, such as the trial opening of a market for domestic emission trade and the review of the relevant laws and regulations. Fully utilizing "company-wide network-type environmental management system," the OKI Group has been involved in various activities to help prevent global warming including the improvement of the energy use efficiency in the production processes at its Japanese and overseas sites. We are also ready to take appropriate measures in response to any trends after the Kyoto Protocol with medium- and long-term perspectives.

On the other hand, as the full-scale implementation of the REACH regulation has already started, an increasing concreteness and effectiveness are called for in measures for managing chemical substances in products by companies manufacturing and importing chemicals in Europe. While chemical substances are useful for improving living standards, the inappropriate management thereof could cause a threat to our health and life. The OKI Group will enforce its system to manage chemical substances in order to conform with increasingly demanding regulations around the world.

We will carry out CSR-related activities that offer peace of mind to all stakeholders.

The OKI Group's brand statement, "Open up your dreams," is our commitment that expresses the values we offer to our stakeholders in accordance with the aforementioned activities and guidelines. We will continue to make steady and sincere efforts for our CSR initiatives, and further increase our corporate value in order to open the door to a safer, more secure society and offer greater peace of mind to various stakeholders involved in the group.

This Social and Environmental Report 2009 is intended to help all stakeholders better understand the OKI Group's social and environmental activities carried out in fiscal 2008. We sincerely hope that as many people as possible will read this report. Your honest opinions regarding our CSR initiatives would be greatly appreciated.

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