



**GE Corporate Citizenship**  
[www.ge.com/citizenship](http://www.ge.com/citizenship)

**Japan's Citizenship Priorities:**

Perform with high integrity and ethical standards; provide innovative solutions for better health and the environment at lower cost; invest in sustainable growth; contribute to and create value for society; develop leaders who can execute; demonstrate and deliver great outcomes for communities in need

**Japan**

At GE, being a good corporate citizen is a full-time commitment. Everyone at GE is both an employee and a global ambassador for the company, as each employee represents GE with the same level of integrity and code of conduct as instilled by *The Spirit & The Letter*. GE approaches citizenship with the same set of goals, strategies and accountability that drive the other parts of the business. The company believes corporate citizenship is the inextricable link between integrity and performance to the point that they become one and the same, making responsible citizenship a natural part of the way GE works.

**Philanthropy and Volunteerism**

In 2009, over 1,400 volunteers contributed more than 9,000 hours of service helping their communities in Japan. Areas of focus included education, environment, healthcare and community development.

Last year, in collaboration with Barrier Free Network\*, GE Volunteers launched a "Braille Picture Book" project and seminar to teach people about the disabled and then donate the books to the school for the blind. The "Windmill x ecomagination" project taught students the importance of generating energy and also consideration for the global environment. In addition, GE Volunteers initiated a new project, "Be an Inventor x healthymagination," at elementary schools in the Tokyo area. The objective of the project was for children to better understand how to live and practice healthy lifestyles. Projects within the program included producing walking maps for elderly people that can help them maintain and enhance healthy lifestyles.

There are 50 GE Volunteer councils in Japan; they are located in Tokyo, Yokosuka, Kyoto and Osaka.

\* Barrier Free Network (BFN) was established in August 2004, with the goals "to become the No. 1 company that all people want to work for," and to create working environments that are barrier free to all.

**GE Presence in Japan**

GE started doing business in Japan in 1879 — using Yawata bamboo from Kyoto to manufacture electric lightbulb filaments. The first sales office for GE in Japan opened in 1903, and placed the first streetlight in Nagoya in 1923. Later, GE received orders for the first civil aviation engine in Japan in 1962. A year later, Japan's first nuclear power plant started to operate using GE's nuclear reactor. GE's continuous improvement, consistent execution and customer-focused services continue to increase business growth. Today, Japan Technology Initiative (JTI) is the key driver for GE's growing collaboration with Japanese firms such as Honda, Konica Minolta, Fuji Film and Hitachi, and partnering with laboratories and universities on ecomagination and healthymagination projects. GE is enhancing the "In Japan for Global" initiative by generating the best products, supporting emerging market growth, driving technological advancement and focusing on customers.

**Top cities in Japan with GE presence:** Tokyo, Osaka, Fukuoka, Nagoya  
**Facilities:** more than 100  
**Revenue in 2009:** \$4.7 billion USD

**Leadership Perspective**

**Yoshiaki Fujimori , President & CEO, GE Japan**



We have been establishing technological partnerships and driving sustainable growth through ecomagination and healthymagination, the key drivers for GE in Japan.

GE in Japan will continue to strengthen customer relationships and technology R&D — including corporate partnerships, government partnerships and citizenship.

Our approach to citizenship is a full-time commitment with the same goals, strategies and responsibilities that drive our business. Our long-term commitment to innovation and unique set of capabilities enable us to take on tough challenges in our communities.

## Signature Programs

### Safety Practices

The GE Hitachi nuclear services team was honored with an award from Japan Atomic Power Company for Excellence in Safety Practices for their performance during the 24<sup>th</sup> Refueling and Maintenance Outage at the 1100 MW Tokai-2 Nuclear Power Plant in Tokai, Japan. While performing during the outage, the team achieved another outstanding safety milestone — more than 1 million hours of service performed without any safety incidents. One million hours of safe operation is no easy task in any industry; this is the equivalent of 15 consecutive years of safe operation.



### Women's Network Japan

Women's Network Japan (WNJ) helps develop women's professional careers in Japan

The overall women's employment ratio\*, including managerial posts, is lower than other advanced countries. For example, in 2008 in Japan, the women's employment rate for those in their 30s was 65 percent, 10 percent below the U.S. average. GE in Japan was no exception; the female management staff ratio was only 9 percent in 2005. Since then, WNJ has offered a variety of programs, such as offering mentoring services and seminars to assist women in advancing their careers. These services are also open to male employees and employees' family members. As a result, in 2009, women in managerial positions at GE increased to 12 percent, and women in senior managerial positions rose to 26 percent.



\* Reference on labor ratio: Data book of International Labor Statistics Population, Labor force and Labor Force Participation Rates by Sex and Age Group, 2008.

### Sustainable Cities: GE Day

The first "Sustainable Cities" event in Japan, GE Day, was held at the Miyagi Prefectural Office. This event was held in conjunction with the GE in Japan, Miyagi Prefecture, and the Miyagi Association for Promotion of the Advanced Electronic Machinery Industry. The event focused on clean energy and healthcare. GE Japan used this opportunity to introduce key stakeholders to cutting-edge ecomagination and healthymagination products and to contribute to improving Miyagi Prefecture. The Miyagi Prefecture faces issues including industrial promotion, environmental concerns and community healthcare concerns. GE in Japan also hopes to utilize management skills, human resources and project management capabilities to make the most of GE-related products and services. GE in Japan is exploring further possibilities to help build sustainable cities through technological collaboration with other corporations in the future to help create efficient industry promotions and enhance global development of technologies from Japan.



## Business Strategy

### Ecomagination ([www.ecomagination.com](http://www.ecomagination.com))

GE's ecomagination efforts in Japan include products like Jenbacher gas engines that help customers generate power from a variety of fuel sources to reduce environmental impacts. Increased efforts have been made to develop highly efficient energy projects to support emission reduction in Japan, one of which is at the St. Marianna University School of Medicine Hospital. When the hospital and university's previous energy center began deteriorating with age, the hospital teamed up with Tokyo Gas Group and Kawasaki City to jointly collaborate on refurbishing the hospital's on-site energy center. The new center began operations in February 2008, with the objectives of energy reliability, emissions savings and economic efficiency. So far, the center has achieved 14 percent in primary energy savings and 24 percent less in CO<sub>2</sub> emissions compared to previous operations.

### Healthymagination ([www.healthymagination.com](http://www.healthymagination.com))

Japan's population is one of the fastest aging populations among advanced countries. GE's goal is to build partnerships with the government, private sector, healthcare industry, patients and research institutions to provide innovative healthcare solutions to turn aging into a growth opportunity — turning silver into gold. Successful results include "GE healthymagination Day 2010" that attracted over 500 participants, including high-profile government, medical, academic professionals and CEOs, as well as 70 major media reporters. Promoting the "Silver to Gold" concept, the Vscan launch also drew attention, including 116 reporters and major coverage across the country. Its light weight, easy-to-use, and fast-to-function characteristics are helping to change doctor-patient relationships. Its mobility can encourage home visits that can help not only elderly patients, but also their caregivers and family members. As part of the healthymagination vision, Vscan is helping improve quality of life.

### For more information, please contact:

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