

/ Comments from participants



SHMS* Jin Guanghe
SEPH* Wu Huaming
Manager of ALMT & Direct Sales Department (left)
 Vice General Manager and HR Manager (right)

We will contribute to raising our profile in Greater China through unique activities of the Area Committees

We are sales staff from two different sales companies. It is our pleasure that we can contribute to the growth of the Sumitomo Electric Group in Greater China. Both of us are currently working as a PR committee member. At the Sumitomo Electric Group Executive Conference of Greater China held in December 2016, the enhancement of the branding of the Group in Greater China was selected as a subject for the Action Learning program. The initiative evolved into the PR Committee, one of the Area Committees, in the following year. The Group, which is in the B-to-B business, has a low profile in Greater China and no Group company in the region has a PR function. We were a little surprised when salespersons like us

were expected to work as PR committee members. At this Regional Executive Conference, we reported our achievements for the two years, which was the launch of an official account of our Group for WeChat, an SNS application commonly used in China, from scratch to successfully increasing the number of followers to more than 50,000 through initiatives such as posting of videos introducing the Group. We assume that we were able to adopt this approach, which leveraged the SNS, because we did it as part of the Area Committee activities. Participation in the Regional Executive Conference allowed us to widen our perspectives and find colleagues from other divisions with whom we can have discussions. We consider that our collective efforts in the Group will also lead to "Connect with Innovation," a new tagline for the Group.



SEWS-STC* Hui Jianming
Vice General Manager

Starting with CSR procurement, which is becoming increasingly important, we will make our CSR activities in Greater China more active

I joined the Shanghai-based company selling harnesses to car manufacturers across China in April 2017 after working for a Chinese car manufacturer and other companies. I started to participate in the executive talent development program in March 2018 and was committed to the Action Learning program included in the second half of the training. While the original subject of the program was shared services, the program members voluntarily suggested the change of the subject to CSR after discussions because demand for CSR efforts has been growing recently in Greater China, and actually adopted CSR as the subject. Considering the fact that European and US car

manufacturers have increased the items to be assessed for CSR procurement from suppliers, we expected that CSR-related assessment by customers will become ever more important, and that the Group companies in Greater China, as well as headquarters in Japan, will have to promote CSR activities. We carefully examined our report for the conference through monthly meetings where the six members gathered, as well as teleconferences and SNS, with focus on how to make the importance of CSR understood by even those who learn CSR for the first time. During the breaks between my daily duties of sales activities, I thought about what subjects can be implemented, which was fun and rewarding. Many local employees also attend the Regional Executive Conference and can learn the policy of the Group to place emphasis on their development. I believe that VISION 2022 can be achieved through the commitment of the whole Group based on the Sumitomo Spirit.



TJWS TIANJIN JIN ZHU WIRING SYSTEMS Co.,Ltd.

I certainly feel that our efforts to executive talent development in Greater China are producing results

Toshihiko Niki
General Manager, TJWS



TJWS was jointly established by the Sumitomo Electric Group and former Tianjin Automotive Corporation, a state-run enterprise in China, in 1994 as the Group's first company to manufacture and sell wiring harnesses for local automotive companies in China. While it is said that there is a labor shortage in China, TJWS is focusing on training new hires to create an industry-ready workforce and reduce the employee turnover rate. TJWS also provides local students with learning opportunities in response to the requests from schools. In fiscal 2017, TJWS won the GEC Award* in the Sumitomo Electric Group and also took first place in the commendation of the performance of Group

companies in the Sumitomo Wiring Systems Group. I assume that we received the prizes for the recognition of our efforts to restore the management of Group companies through the expansion of sales channels in China and improvement of profitability by seeking reasonable prices, as well as the aforementioned educational activities. Vice General Manager He Shihong, who is at the highest position among the local employees of TJWS and concurrently serves as General Manager of another Group company, completed the Global Leadership Development Program. In the workplace, she puts what she has learned into practice. Even when she is away, the top management of TJWS functions well and I suppose this fact demonstrates that our efforts to executive talent development are producing results. We will continue to be committed to developing human resources in Greater China.



After the 4th Sumitomo Electric Group Executive Conference of Greater China

We will further strengthen and penetrate the Sumitomo Spirit and the Sumitomo Electric Group Corporate Principles to enhance synergy among the Group

At the 4th Sumitomo Electric Group Executive Conference of Greater China, I listened to reports on Area Committee activities and suggestions from the Action Learning program, which reminded me of the importance of working for human resource development with the Sumitomo Spirit and the Sumitomo Electric Group Corporate Principles set as the basis. This conference was attended by SEG Global Executives in Greater China as well as many executives from the Group companies. I was pleased to see them have enthusiastic discussions from the perspective of the whole Group beyond the borders of individual companies. In particular, while the "dissemination of the Sumitomo Spirit" was one of the subjects for the Action Learning program, I was greatly impressed when a participant strongly claimed the need of sharing the Sumitomo Spirit among all Group employees, with an acute awareness of its importance, in a presentation on the subject. Efforts to develop human resources are indispensable for the Group to continue to expand its business activities and achieve growth on a global scale. In those efforts as well, the Sumitomo Spirit presents the "ideal future state" and "direction" for us. Sharing of the philosophy will be a significant initiative for us to reaffirm our social roles and learn our relationships with society. I felt that the executives in Greater China who participated in the conference deeply understand and sincerely agree to the Sumitomo Electric Group Corporate Principles and have great potential to support and lead the Group. We at the Human Resources Development Department will continue to work for the development of a variety of global human resources based on the Sumitomo Spirit and the Sumitomo Electric Group Corporate Principles.



Yoichi Seki
General Manager, Human Resources Development Department

Glossary
 *SHMS: Sumitomo Electric Hardmetal Trading (Shanghai) Co., Ltd.
 *SEPH: Sumitomo Electric Interconnect Products (Hong Kong), Ltd.
 *SEWS-STC: SEWS-STC Co., Ltd.

*GEC Award
 GEC stands for Glorious Excellent Company. The Group companies recognized to be especially excellent for their performance, safety, quality, etc. are commended once a year with this award.