

# Efforts of FISA, Our South American Hub



## Profile

Furukawa Industrial S. A. Produtos Electricos, or FISA, Furukawa Electric Group's Brazilian arm established in 1974, has consistently invested heavily in R&D and delivered telecommunications infrastructure and IT solutions. A front-runner in South America in structured cabling and optical network infrastructure, FISA has five factories in the region (three in Brazil and one each in Argentina and Colombia) and its business is growing.



Latin American Economic Mission (August 2014)  
From left: Mr. Kawazoe (then-Chairman of FISA), Mr. Yoshida (Chairman of Furukawa Electric), Prime Minister Abe, and Mr. Otake (Director of Furukawa Electric)

## Sustainability-oriented product development and environmental management

FISA pays attention to environmental issues from the first stage of its product development, creating new products based on the Restriction of Hazardous Substances (RoHS), Low Smoke Zero Halogen (LSZH), life cycle analysis, energy and water saving, reduced emission of greenhouse gases, and its "MOTTAINAI" waste-reduction concept of the 5 R's — Recycle, Reduce, Reuse, Repair and Rethink.

FISA's own "Green IT" program also plays a vital role in environmental conservation. Through the program, much

of the waste produced by FISA's customers is disposed of properly, preventing environmental and human contamination by heavy metals and dioxins.

The program contributes to the three main pillars of sustainability — Environment, Society and Economy — and provides benefits to participating customers too, thereby generating new business opportunities for FISA. By 2014, the program had expanded to include customers in Argentina and Chile.

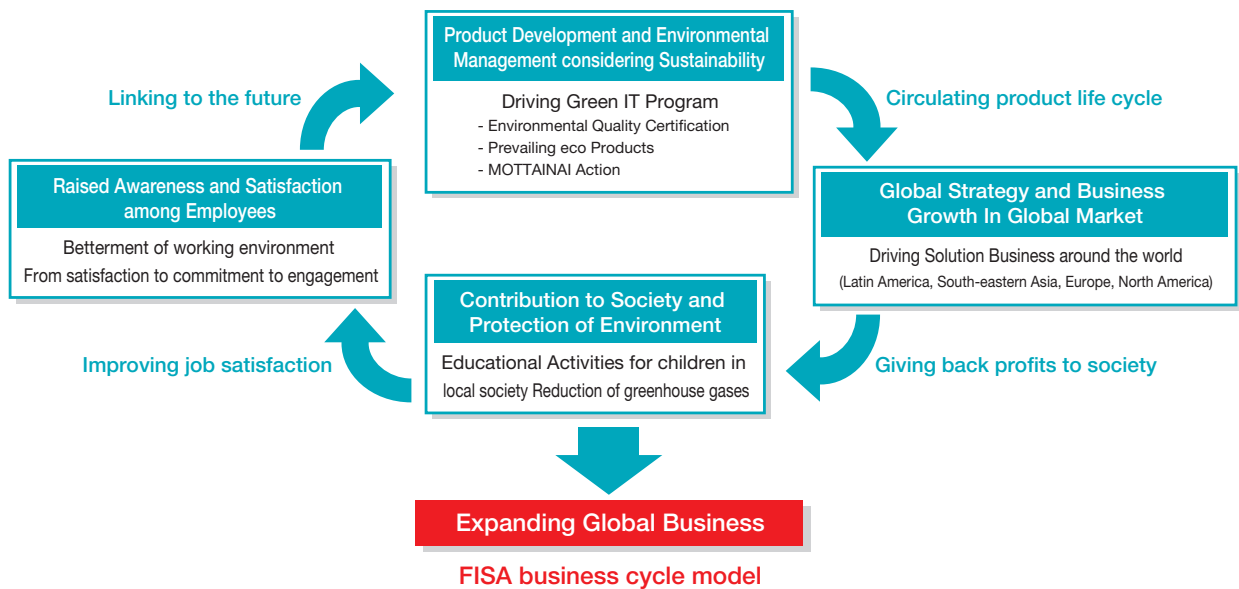


The MOTTAINAI mark is FISA's original concept

## Global strategy and business growth

FISA's communications solutions are not only easy to install, they also exceed customer expectations by delivering optimum performance and prompt service. This is verified by surveys conducted among customers in Central and South America such as Brazil, and leads to increased business profit. In this business

model, a series of partners including distributor, integrator, reseller, installer, designer, and others all work together to provide the customer with the best possible communications solution, from project proposal to products, distribution, service and warranty.



## Contribution to society and protection of environment



FISA's social contribution activities

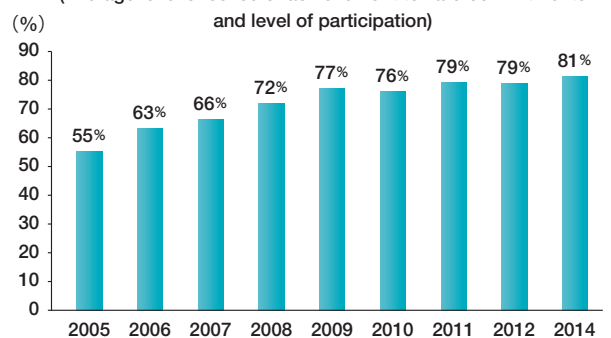
The FISA program “Preparing Children for the Future” is not simply about teaching. It conducts activities that enable a better future for underprivileged children by educating, guiding and giving them hope. Some of the children living nearby work at FISA and other companies as trainees while still minors and as full-time employees later. Of these youngsters, some receive an annual scholarship to help them through technical school.

Apart from this program, FISA also conducts cultural-type social contribution activities such as supporting books, stage plays and sports events or providing backing for athletes. It has also conducted campaigns to promote and raise funds for blood donation and bone marrow donation organizations. Another globally important contribution it makes is to manage a greenhouse gas emission inventory and conduct activities to contain and reduce such emissions.

## Raised awareness and satisfaction among employees

Employees who feel satisfied at their company engage enthusiastically in their work, enabling the company to conduct its day-to-day operations more efficiently and deliver better quality products and services to customers, which all results in improved corporate performance. FISA stresses the importance of satisfaction levels among its employees and has developed and implemented employee satisfaction surveys since 2005. Having identified where improvements are needed, it then introduces any required measures throughout the company. It even repeats surveys according to a PDCA cycle, calculating and analyzing the results before taking further new measures. For the health of its employees, FISA supports a street running team and swimming team and provides the latest infrastructure for workers to enjoy doing sports. It also encourages employees to take part in its choir and volunteer activities, part of its “Preparing Children for the Future” program.

**Trend in results of employee satisfaction surveys**  
 (Average level of sense of achievement toward commitments and level of participation)



\*No survey done in 2013

