

## From Overseas Bases

## Americas



**Shigeru Isayama**

*Representative in the Americas  
President, Mitsui Chemicals  
America, Inc*

Two decades have passed since the Mitsui Chemicals Group opened a key office in North America. In the ensuing period, concerted efforts have been made to develop business through a wide range of measures, including M&A. Today, Mitsui Chemicals is represented in the area by a regional managing affiliate that oversees seven bases and business activities that cover a broad spectrum of automotive, advanced, and other performance materials. In addition, the Group established an office in Brazil in 2010. Every effort is being made to strengthen sales in the South American market, which has been recording notable growth.

In recent years, plans for a major petrochemicals project have steadily crystallized following the discovery of substantial reserves of cost-effective shale gas in the United States. This, in turn, has triggered a resurgence in the petrochemical and related downstream industries. The United States plays a leading role as a source from which information is transmitted to the rest of the world, particularly in the fields of green energy and cutting-edge technology development for the ubiquitous computing era, and Mitsui Chemicals is aware of how meeting stringent product specifications is increasingly essential to the Group doing business with leading U.S. companies and developing its new material business globally. As the representative of the Mitsui Chemicals Group in the region, steps will be taken to bolster capabilities throughout the Americas, including Central and South America, and to reinforce business activities in an effort to realize the objectives of the Group's Mid-Term Business Plan.

## Singapore



**Terunori Fujita**

*President, Mitsui Chemicals Singapore  
R&D Centre Pte. Ltd.*

As a part of efforts to accelerate global management strategies, the Technical Centre of Mitsui Chemicals Asia Pacific was spun off to establish Mitsui Chemicals Singapore R&D Centre Pte. Ltd., in June 2011. This initiative represents the Group's first step toward building an overseas R&D base. The new company is charged with the three-tiered mission of conjoining R&D with business model development to intensify new business opportunities, supporting market development by accelerating access to information on rapidly growing demand in Asian markets, and developing and strengthening global human resources. In order to achieve this mission, the company will focus on development activities in the twin fields of innovative, cutting-edge technologies including bio as well as petrochemical feedstock manufacturing technologies, and advanced materials. To this end, energies will be directed toward attracting highly qualified personnel inherent in Singapore's human resources market and significantly increasing the pace of research and development. Driven by the efforts local personnel and local initiatives, the Group will strive wholeheartedly to develop a new overseas R&D framework.