

# Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

## Aichi and Umicore Sign MOU

The Aichi Prefectural Government and Umicore S.A. signed a MOU in June. First, Umicore confirmed its intention to construct a technical and development center adjacent to Centrair International Airport. Second, Aichi Prefecture agreed to set aside land for Umicore and to provide possible assistance and support for such construction.

As a large international company headquartered in Belgium, Umicore has offices on every continent. They are focused on utilizing technology to further refine, manufacture and recycle precious metals. They are also active in the development, manufacture, marketing and sales of catalysts, which are essential for Aichi's automotive industry.

Aichi Prefecture is dedicated to promoting regional industries and by encouraging the construction of a technical and development center in Aichi, the region's ability to further develop advanced catalyst materials will be greatly increased.

## SkyWest Gets Aboard The MRJ



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On July 11th Mitsubishi Aircraft Corporation of Nagoya, Aichi and SkyWest of St. George, Utah announced a deal that will lead to the delivery of 100 Mitsubishi Regional Jets. SkyWest has become the second U.S. company to commit to the new MRJ. The agreement in principle was announced at the 2012 Farnborough International Air Show.

Mitsubishi aims to deliver the first MRJ by the end of 2015 and SkyWest is scheduled to receive its first in 2017. When the deal is finalized it will raise the total number of MRJ orders to 230, 170 of them firm. President Hideo Egawa of Mitsubishi Aircraft said "I

warmly welcome our friends in St. George to the MRJ Family!"

## Toyota Auto Body All Electric Car



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Toyota Group has been at the forefront of hybrid technology for years now. The Prius has been setting the bar for hybrid technology and sales. Now Toyota Auto Body has released green ride from Aichi Japan, known as the COMS. The COMS is an extremely small, single-seater electric vehicles that has a wheelbase of just 60 inches and an impressive minimum turning radius of 10 feet.

On July 2<sup>nd</sup> in a ceremony at the Aichi Government Office, Toyota Auto Body presented two COMS to Governor Ohmura. The Governor said "The car was very quiet and accelerated smoothly. This new type of car has a lot of potential." The COMS complements Aichi's goal for a low-carbon society, and the COMS will be used by staff at the Expo 2005 Aichi Commemorative Park.

## First Smart House Built in Toyota

This summer Toyota Motors announced the development of a Vehicle-to-Home (V2H) System. The V2H enables the flow of energy from home to vehicle, and vice versa. The technology is designed to work with electric-powered vehicles (EVs) and Plug-In hybrids, such as the new Prius Plug-In. The first house with the V2H System has been completed and it will be installed in ten households in the future.

This is part of the Toyota City Low-Carbon Verification Project that began in April 2010. The Verification Project is introducing next-generation energy solutions and increasing society's awareness of energy needs. The five-year project was planned and

implemented by the Japanese Ministry of Economy, Trade and Industry, and Toyota City was selected as a demonstration area.

Toyota Motors is contributing to the project Prius Plug-Ins fitted with a converter that changes stored power into AC suitable for home use. The power flow is controlled between the vehicle, charging stand and the home by a special Home Energy Management System.

The car enables homeowners to store energy from solar panels or low-cost late night electricity, and then use that energy to supply power to the household during peak demand. Also during emergencies the car's batteries can be used as a power source. Toyota Motors will also equip some Prius Plug-Ins with adaptors that could supply power directly without the need of the V2H System.

With a fully charged battery and full tank of fuel, a Prius Plug-In could supply power to an average Japanese household for four days (approximately 10 kWh).

## Upcoming Industry Expo in Nagoya

Since 2006 MESSE NAGOYA has grown to become one of the largest manufacturing trade shows in Japan. The expo was designed to continue the theme "Nature's Knowledge" created for the 2005 World Exposition in Aichi. The focus is on green and efficient manufacturing. This is a chance for companies and organizations to show off their latest technologies and strike new business deals.

The 2011 event attracted over 50,000 attendees and a record 513 exhibitors including companies from 12 countries. This year MESSE NAGOYA will be held from November 7th to 10th. The theme will be "Environment and Energy."

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