

May 23, 2011

Sumitomo Forestry Co., Ltd.

Public, Private Groups in China and Japan Team Up to Stage International Green Business Trade Show in Beijing!

Sumitomo Forestry Group to Exhibit in China-Japan Green Expo 2011

In Bid to Expand Business in China

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) will exhibit in China-Japan Green Expo 2011, the first international green business trade show to be organized by Chinese and Japanese economic organizations, to be held starting June 1 in Beijing. Sumitomo Forestry considers the Expo an ideal opportunity to showcase in China the Sumitomo Forestry Group's numerous environmentally friendly technologies, products, and services, and through its participation aims to plant seeds for future business expansion.

By exhibiting in the China-Japan Green Expo 2011, Sumitomo Forestry plans to build its brand in the Chinese market and at the same time seize new business opportunities. As many look toward China for sustained economic growth, Sumitomo Forestry positions the country as a key market in its business strategy, and has been extending its business domain in the country by developing its manufacturing and distribution operations for timber and building materials, and its housing-related business. Addressing an audience that includes members of Chinese industry, government, academia, and general consumers, Sumitomo Forestry will promote the environmentally friendly business activities undertaken by its group companies, and will provide details on the business fields in China the group is already involved in, including plantation forest operations, the manufacture and distribution of timber and building materials, and housing-related businesses.

Over the course of its 320-year history, Sumitomo Forestry has managed its own forests, the combined land area of which covers 1/900th the total land area of Japan (approximately 42,600ha), and has established a reputation for being the "leading timber and building materials trading company" and the "top brand in custom-built wooden housing" in Japan. At the same time, the company has run a vertically integrated business model that covers all of the upstream to downstream processes involved in the utilization of wood, with most operations taking place around the Pacific Rim. These processes include management of forests and forest plantations, manufacture of primary processed wood products made from timber resources, manufacture of secondary products such as interior materials, distribution of timber and building materials, and business operations related to wooden housing. Going forward, Sumitomo Forestry will promote greater collaboration between Sumitomo Forestry Group companies operating in China and in others locations around the Pacific Rim with an eye also to share manufacturing technologies and human resources, and by pushing horizontal synergies to their full potential, will strive to further increase its profitability.

Exhibition Profile

- Title : China-Japan Green Expo 2011
- Theme: “Energy-saving, Emission-reduction, Energy-efficient”
- Date: June 1–3, 2011
Day 1: 12:00–5:00 p.m.; Day 2: 9:00 a.m.–5:00 p.m.; Day 3: 9:00 a.m.–4:00 p.m.
(Doors open until 3:00 p.m.)
- Venue: China National Convention Center
Address: No. 7 Tianchen East Road, Olympic Green, Chaoyang District, Beijing 100105
- Organizers:
Japan
NPO China-Japan Green Expo Management (NPO established by Keidanren)
China
China Council for the Promotion of International Trade (CCPIT)
- Supporters:
Japan
Ministry of Foreign Affairs; Ministry of Economy, Trade and Industry; Ministry of the Environment; Embassy of Japan in China; Japan-China Economic Association; Japan-China Economic Relations and Trade Centre
China
National Development and Reform Commission; Ministry of Commerce; Ministry of Industry and Information Technology; Ministry of Environment Protection
- Exhibitors: Over 80 companies and organizations from Japan and China



View of the planned Sumitomo Forestry's Booth

Reference

■ About Sumitomo Forestry's Booth

The Sumitomo Forestry booth at China-Japan Green Expo 2011 will focus on the group's operations in China that utilize the natural, sustainable material of wood. It will introduce current and potential ways of using wood resources to help mitigate global warming and preserve biodiversity, and will present safe and reliable wooden homes for healthy living. Designed to express the unique qualities of wood, the booth will feature a variety of theme-based displays, including the company's corporate philosophy and history, its business activities in China, and detailed panel presentations on the group's global Forestry & Environment Business, Timber & Building Materials Business, and Housing Business. The booth will also show visitors the various features and applications of timber products actually offered by Sumitomo Forestry and display samples of house flooring materials covering a broad spectrum of tree species and colors.

Featured Displays

**C o m p a n y
P r o f i l e** Presents Sumitomo Forestry's corporate philosophy, action guidelines, and its history over the last 320 years, at the same time showing how the company has expanded its business to incorporate the entire stream of processes from forest management through housing construction, all based on the natural material of wood.

**B u s i n e s s
A c t i v i t i e s i n
C h i n a** Presents in detail the business activities conducted in China by Sumitomo Forestry Dalian Trading Ltd., a distributor of timber and building materials; Paragon Wood Product Co., Ltd., a wooden housing and interior construction company; Dalian Sumirin Information Technology Service Co., Ltd., a company that processes housing design data; Fuxin Sumirin Wood Products Co., Ltd., a manufacturer and seller of plywood; and Yantai Golden Bridge Enterprise Co., Ltd., a real estate agency that arranges rental properties in Japan for Chinese exchange students.

**F o r e s t r y &
E n v i r o n m e n t
B u s i n e s s** Introduces Sumitomo Forestry's company-owned forests in Mombetsu, Wakayama, Niihama, and Kyushu, which, taken together, cover 1/900th the total land area of Japan. Also presented are Sumitomo Forestry's achievements in having restored devastated forests in Japan and overseas back to their natural states, and its "new forest management" projects aimed making use of the myriad functions that forests serve.

**T i m b e r &
B u i l d i n g
M a t e r i a l s
B u s i n e s s** Presents the achievements of Sumitomo Forestry's Timber & Building Materials Business, a general trading company that, in accordance with the group's Timber Procurement Philosophy and Policy, procures timber and building materials from countries around the world and distributes, produces, and sells timber and building materials primarily around the Pacific Rim. Also exhibited are Sumitomo Forestry's biomass power generation business and other initiatives that raise the potential for wood as an energy resource.

**H o u s i n g
B u s i n e s s** Delivers the message that wooden houses have a smaller environmental impact than do other constructions and offer exceptional earthquake- and fire-resistance performance. Also presents various simulations to help with achieving an environmentally friendly lifestyle and the *Ryouonbou* design concept for natural heating and cooling systems. Housing Business initiatives in North America, South Korea, Australia, and China are also introduced.

**G r e e n i n g
B u s i n e s s** Introduces Sumitomo Forestry's environmentally friendly "urban forestry" business for office buildings, houses, and plants, and *Koke Kanmuri*, a green roof system that delivers an energy saving effect. Tropical forest restoration activities in Indonesia using cutting-edge biotechnology, and technologies for propagating heritage trees over 300 years old are also featured.

**B u i l d i n g
M a t e r i a l s
E x h i b i t** Describes the relative strengths of plywood, MDF, LVL, particle board and other timber products and what parts of trees they are made from. Also features a hands-on, see-for-yourself exhibit of flooring material samples made from oak, teak, cherry, walnut, and other tree species, demonstrating Sumitomo Forestry's extensive procurement capabilities.

House Model Displays a 1:50 scale model of a wooden house constructed by Paragon Wood Product Co., Ltd. using a two-by-four construction method. Part of the model is left open to reveal the house's structural framework. Descriptions of house features and the construction method used to build it are presented to generate greater demand.