

With Local Communities

## Social Contributions Activities in China

### Taiwan Brother Hosts "3D Embroidery Competition"

#### Publicizing the performance of Brother's embroidery machines and the fun of making things

In October 2010, Taiwan Brother Industries, Ltd. (Taiwan Brother), which produces home sewing machines, hosted a 3D embroidery competition in collaboration with sewing machine dealers and the National Kaohsiung University of Applied Sciences.

Unlike ordinary 2D embroidery, 3D embroidery helps create objects such as corsages and brooches with wire and other materials. The competition was intended to encourage contestants to create unique works beyond the concept of conventional 3D embroidery, publicize the excellent features of 3D embroidery, and expand the scope of applications of Brother's embroidery machines.



Sharing the joy with prize winners of the competition

Back in April 2010, prospective contestants were solicited via websites and PR magazines, and 40 individuals (20 adults and 20 students, including nine males) were selected out of 120 applicants. Taiwan Brother provided the contestants with a three-day basic training course, and made more than 20 embroidery machines available in the company which could be used at any time during office hours by contestants without their own machines. Taiwan Brother also arranged for embroidery machines to be available at dealers on holidays. Contestants spent about three months completing their works, and the works were presented on October 2 for screening.

A wide variety of exquisite works was screened based on artistic representation, the extent to which machines' performance was utilized, and the level of perfection. The gold prize went to a work that looks just like a 3D painting, silver to a work exhibiting advanced techniques, and bronze to a work with playful mind. INNOV-IS 1500D, Brother's embroidery machine, was presented to the three individuals who won the prizes. The competition was covered by a Taiwanese newspaper, "Taiwan News", and the works of this competition will be put on public display.

This was the first competition of its kind. Taiwan Brother will continue to host similar events to publicize the performance of embroidery machines and raise public awareness about the fun of making things.



Works that expand the horizon for 3D embroidery: from left, "The Lotus of the Jasper Lake" (gold prize), "Happy Angels" (silver prize), and "Delicious Sushi" (bronze prize)

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### Helping Young Women from China's Rural Villages to Acquire Sewing Skills

**Contributing to human resources development and self-reliance by donating sewing machines, offering scholarships, and promoting communications**

On August 28, 2010, 30 employees of Brother Machinery Xian Co.,Ltd (BMX), a company that manufactures industrial sewing machines and machine tools in Xian City in Shaanxi Province, visited the Weinan Peihua Art School, a secondary vocational and technical school in Weinan City. The BMX employees donated five industrial sewing machines, offered maintenance of sewing machines that the company donated before, and provided a technical training program about sewing machines to teachers and students of the sewing course.

In China, large numbers of young people move out of rural villages to work in large cities, but many young women cannot find work because they lack the skills needed for prospective jobs and thus struggle to make a living. This has become a serious social issue. To ease such difficulties, the Weinan Peihua Art School offers various vocational training programs for young women from rural villages, and is authorized by the national, provincial, and municipal governments as a skill training center for women.

BMX started to support and make donations to the Weinan Peihua Art School in 2008 as part of its social contribution activities by utilizing its own resources and engineering capabilities, with the assistance of Plan China (the Chinese chapter of Plan International, an NGO). Each year, BMX donates sewing machines and repair parts, while supporting 20 outstanding students with a scholarship fund of 10,000 yuan annually.

In addition to donations, BMX has been building a close relationship with the school via periodic maintenance of sewing machines, sewing skills training, BMX factory tours, and other communications activities.

Many of on-site workers at BMX are from rural villages. As a locally based company, Brother is proud to fulfill its social responsibilities by training young people from rural villages and helping them to become self-reliant. BMX will continue its support and communications programs to build an environment that encourages many young people to play an active part in society.



BMX donated industrial sewing machines.



The sewing course of the Weinan Peihua Art School offers programs in which women from rural villages can acquire sewing skills.