

Asia, Oceania and The Middle East

The Brother Group has placed persons in charge of promoting CSR in each country and region of Asia, Oceania and the Middle East because of the growing awareness of social issues and environmental problems. In FY2008, these representatives met together for CSR Meetings to share their best practices.





Report on CSR activities implemented based on action plans (Thailand)



Group discussion for sharing best practices (Thailand)

CSR Meetings in Thailand to Promote CSR Management

In FY2008, the Brother Group held a CSR Meeting in Thailand to manage progress of CSR activities and share best practices in Asia, Oceania and the Middle East.

Sharing best practices in group discussions

Over the two days of February 16 and 17, 2009, the 2nd Asia Pacific CSR Meeting was held in Brother Commercial (Thailand), hosted by Brother International Corporation (Japan) (BICJ) in charge of sales operations for Asia, Oceania and the Middle East. About 15 CSR promoters from BICJ and sales facilities from seven countries (Thailand, Singapore, Malaysia, Philippines, Australia, New Zealand and UAE) attended the meeting.

At the 1st meeting held in Japan in March 2007, action plans were drafted for each region, e.g., improving customer satisfaction by organizing customer information, improving employee satisfaction through trainings, environmental awareness activities for all employees including management, etc. to partake in. At this 2nd meeting, CSR promoters from sales facilities respectively made a report on implemented activities based on the action plans. Also, group discussions were held to share best practices of each company on the four themes of "consumables recycling," "mangrove planting project," "CSR and brand," and "cooperation with NPOs and NGOs." One example of those practices came from Brother International (NZ), which recounted their efforts to build a consumable recycle system in cooperation with collection/recycle operators.

Promoting CSR management around the world

In Asia, Oceania and the Middle East, various activities have been undertaken in order to increase employee satisfaction, such as to upgrade personnel training program, and year after year those activities yield results. Moreover, employees have already been well aware of environmental problems that they face, and each facility has a strong interest on correlation between CSR activities and brand value improvement. So that it is considered that the groundwork has already been prepared for promoting CSR.

To enrich CSR activities furthermore, employees will be encouraged to take part more in activities through stronger efforts to share the principles set forth in the Brother Group Global Charter. Plans are being made to hold these meetings periodically in the future so as to promote and cooperate in the CSR activities of Asia, Oceania and the Middle East.

From participants in the CSR meeting

We came out highly motivated

Brother Commercial (Thailand) Ltd. develops a number of CSR activities, e.g., a biodiversity program, a tree-planting program and a program for providing educational opportunities to local children, and is also looking into implementing ink cartridge recycling. I manage CSR activities like these as a CSR team leader. This CSR meeting, in which I participated with other team members, gave us some clues for innovations, and highly motivated us. We will work together with all our stakeholders, with a strong emphasis on "respect," "fairness," "consistency" and "responsibility."



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