

Yokohama Rubber Industrial Products-Shanghai Co., Ltd. (YIP-SH) CSR Report

Business activities: Sales of Yokohama Rubber industrial products (imports and Chinese domestic products) within China.
Total site area: 280.66m²
Number of employees: 19 (including concurrently working at group companies)
Location: 3209-10, 32F, New Town Center NO.83 Loushanguan-rd., Changning District, Shanghai
Contact for consultation and complaints:
 Tel: +86-21-6236-8811 Fax: +86-21-5206-7165

President's Message



Minoru Igarashi

Yokohama Rubber Industrial Products-Shanghai Co., Ltd. is an industrial products sales company that was established in May 2011. We operate from the 32nd floor of an office building located near the Consulate-General of Japan in Shanghai.

With respect to the industrial products production company that commenced operations before us, it mainly developed its business by having Japanese companies as users. However, the mission of this company is to expand sales among local Chinese businesses. When possible, we respond to customers

with domestic products that can be produced in China. When such a response is not possible, we import products from Japan. However, this year construction of a new plant in Hangzhou will be completed, and the domestic production of hoses is about to start.

Although our company has not been able to operate independently given its short history, in addition to becoming independent at the earliest opportunity through the support of our China Group companies, we hope to be able to quickly disseminate the excellent products of Yokohama Rubber throughout China.

Although China is a large country, our young sales staff works throughout the nation on a daily basis. Please let us know if you are interested in Yokohama Rubber products. We look forward to receiving your inquiries.



Organizational Governance

The following has been specified as the corporate policy for FY2014:

"Compliance is a hard-and-fast rule (make absolutely sure to observe social rules!)"

Furthermore, we have clarified "compliance with laws" within the content of labor contracts, and we instruct new hires to the company about such matters. This instruction commences from when they receive new-hire training.



Human Rights

Among Chinese customers and the civil service, we tend to witness more women working in management positions than are encountered in Japan. In that our company is a small business that does not have many new hires, when conducting recruiting activities, gender is not set down as a condition of employment. Indeed, we have female members of our sales staff who actively travel throughout China, and in spring of last year we appointed our first female section manager. Furthermore, we would also like to consider the employment of disabled persons; however, we unfortunately have no record of such practices at the current time.



Labor Practices

Although we do not currently have a production plant, in that our office is located on the 32nd floor of a high rise building, one aspect of training for new hires is educating them about evacuation routes from our office and evacuation locations, etc., that are to be used in the event of emergencies. Additionally, we cooperate with Yokohama Rubber (China) Co., Ltd., a holding company within this country. This cooperation is ongoing and we share with them information regarding responding to disasters, etc. Furthermore, a communications network has been created that can be used to link together all group companies in China during times of disaster, and we have established systems that will allow quick communication with all employees in China if and when disasters occur.

Additionally, we always have a grasp of employees who travel to China on business trips, and we have a system for them like the one for China-based employees.

Along with the aforementioned holding company and a tire sales company in Shanghai, we conduct a number of common activities such as medical check-ups and employee education, etc.



The Environment

We conduct environmental management practices in accordance with the Environmental Basic Policy of Yokohama Rubber. However, we do encounter environmental issues that are beyond our control in that we cannot obtain data because our premises are rented within an office building. Also, our lighting and heating expenditures are included in the rent. Furthermore, we are not required to segregate our garbage before disposing of it, etc.

We have nevertheless continued activities such as saving energy and segregating garbage in order to raise future awareness, even if the only result of such activities at the current time is our own self-satisfaction.

Furthermore, through our core business of “sales”, we are working to expand the market for the environmentally-friendly products recommended by Yokohama Rubber.



Fair Operating Practices

We feel that “compliance must be observed” so as to conduct Fair Operating Practices.

“Compliance is a hard-and-fast rule” has also been established as our company policy, and in addition to making everybody thoroughly aware of this fact at monthly management meetings, Compliance Committee Meetings are held every month, with Yokohama Rubber (China) Co. Ltd. being at their heart.



Consumer Issues

Although much of the selling undertaken by this company takes the format of being conducted through agents and trading firms, we do take care to directly visit users who use our products.

Through such activities, we get to hear the voices of users, and we attempt to obtain information from them quickly.



Community Involvement and Development

Due to the company’s location, it is difficult to have direct relationships with regional communities. However, we actively participate in YOKOHAMA Forever Forest Project activities and the Laojun Mountain Nature Reserve protection activities carried out by Group companies in China. We have also donated beehives in order to support honey production in villages.

