

CSR Report of YOKOHAMA INDUSTRIAL PRODUCTS ASIA-PACIFIC PTE. LTD.

Business activities: Sales and marketing of industrial rubber products within the Asia-Oceania Region, and the provision of technical support for such products

Number of employees: 7 (as of May 12, 2014)

Location: 1 Tampines Central 5, #07-10 CPF Tampines Building

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President's Message



Shigemichi Mori

As a company selling industrial rubber products in the Asia-Oceania Region, YOKOHAMA INDUSTRIAL PRODUCTS ASIA-PACIFIC PTE. LTD. commenced operations in May 2013. In addition to our area of operations encompassing the entire ASEAN Region, we cover as far west as India and as far east as New Zealand. Singapore was selected as our base due to its business environment and the great access it offers to customers. It might be said that being able to found the company and commence sales a mere four months after deciding on its establishment

could only be achieved in Singapore, a country with a high degree of freedom in economic activity.

Our customers range from large corporations who are well-known as major players in petroleum and resources; down to small and medium-sized businesses who are deeply-rooted and active in local regions. Roughly 1% of our customers are Japanese companies.

The major products we handle are marine hoses, pneumatic fenders, conveyor belts and high-pressure hoses. We are energized by the thought of such high-quality YOKOHAMA products proving valuable to the business activities of customers throughout the Asia-Oceania Region.



Conveyor belts



Marine hoses



Company inauguration



Organizational Governance

External audits by auditing firm

Although only a relatively small locally-incorporated company, we are nevertheless subject to accounting audits conducted by a major auditing firm.



Human Rights

Promoting employee diversity

In Singapore, a country comprised of a diverse mix of races, we recruit with no distinctions made on race, religion or gender. Moreover, the current period is one of recruitment of elderly persons who have taken voluntary redundancy. We have received incentives from the Singaporean Government to recruit such candidates.



Labor Practices

Securing employee safety

In that we also operate in regions where public order is unstable, our sales staff carry with them emergency ID cards. Furthermore, as part of technical support, our employees who conduct work at sea undergo survival training.

When Singapore haze (smoke pollution) appears, masks are issued to protect employee health, and pertinent work regulations have also been established.



The Environment

Environmental management

To help keep down the electricity consumption of air conditioners that operate year-round in Singapore's hot climate, employees are encouraged to dress lightweight in a style similar to Japan's "cool biz" (cool business) trend.

Moreover, we are adopting a thorough approach to power savings with respect to office automation equipment and lighting. We have not introduced company vehicles, and we work to reduce CO₂ emissions by having our employees both commute and travel domestically using public transport.



Fair Operating Practices

Promoting fair business practices

Centering on energy-related business matters, on many occasions we have either direct or indirect dealings with state-run businesses. On these occasions we comply with international rules on bribery-prevention, and our business is conducted fairly.

Furthermore, contact with competitor companies is totally prohibited for any reason whatsoever.



Consumer Issues

Communication with customers

In addition to being a sales company, we also fulfil the role of being a technical support base whose tasks include the provision of aftersales service. If by any chance customers experience a problem, we respond immediately.

We also visit customers to conduct seminars on topics such as the correct usage, inspection and repair of products, etc.



Community Involvement and Development

Contributing to local communities

Even though Singapore boasts the highest per capita GDP in Asia, there are nevertheless many elderly people and people with disabilities, etc., requiring assistance. Accordingly, this company donates to charitable organizations in Singapore. Although in our first year we did not engage in any particular volunteer activities, in 2014 we have planned activities involving a facility for the elderly. Furthermore, we also plan to conduct activities so that local children can learn something of Japanese language and culture.