



PRESS RELEASE

December 18, 2009
Future Design Center Incorporated Association

Conceptualization of national problems, such as education, health care, food supply and the environment, and presentation of cutting-edge models of solutions to the world

Establishment of the Future Design Center

The Future Design Center Incorporated Association (hereafter “FDC”) was established in July of this year by Koichi Yamada, advisor to the Office of the President of the University of Tokyo; Mitsui Fudosan Co. Ltd.; and e-solutions, inc., with former president of the University of Tokyo (presently Chairman of the Mitsubishi Research Institute) Hiroshi Komiyama as Advocate. Based in the Kashiwanoha Campus area in Chiba prefecture, the FDC will work in collaboration with the University of Tokyo, which has facilities in the same area, to clearly conceptualize the problems facing Japan and the world, such as environmental problems, food supply issues, medical care and education problems, and to collect Japan’s superior know-how and technology to develop concrete cutting-edge models of solutions to these problems, which can be presented to the world.

The problems currently being faced in Japan will soon confront many nations of the world. The FDC plans to be a leader in presenting cutting-edge models of solutions to these problems to the world, through a process of ① identification of the mechanisms national problems, ② conceptualization of the optimal social systems, ③ bringing together the superior know-how and technologies available in Japan, ④ matching action plans to business strategies and ⑤ producing a project.

The FDC selected the [Kashiwanoha Campus^{*}] as the optimal field for implementing this process. It is planned to test and implement models of solutions to a variety of problems in the future. The first project conducted using this process will be the Smart City Project. The Smart City Project is a joint effort involving SAP AG, SHARP Corporation, Hewlett-Packard Japan, Nikken Sekkei Co. Ltd., Mitsui Fudosan Co., and e-solutions, inc., and was officially inaugurated on December 18, 2009. For this project there are plans for Tokyo Electric Power Co. (TEPCO) to act as an observer, and for the University of Tokyo to collaborate as well.

※ FDC base of operations: 「Kashiwanoha Campus」

The Kashiwanoha Campus is located in the northern portion of Chiba prefecture. It is an area being actively developed through a collaboration of government, academia and the public, including Chiba prefecture, Kashiwa City, the University of Tokyo, Chiba University and private enterprises such as Mitsui Fudosan Co. This next-generation urban development is proceeding based on the Kashiwanoha International Campus City Concept (established March 2008). Numerous projects and proving tests related to environmental measures are being conducted here to develop a cutting-edge model of urban design. For example, the Kashiwanoha International Campus City Concept set a target of a 35% reduction in CO2 emissions by 2030 relative to the 2010 levels. To achieve this [Electricity consumption visualization devices] are distributed to residents of the area, and a [CO2 reduction visualization project] is being implemented to promote CO2 reductions at the household level. There are also [Smart cycle] and [On-demand buses] being tested as environmentally-conscious means of transportation.

【Outline of the Future Design Center Incorporated Association】

■ Established

July 1, 2009

■ Base of operations

Kashiwanoha Campus facilities / Planned opening February 2010

(Address: Kashiwanoha Campus Block 151, Tower B-SB-5, Wakashiba 173-8, Kashiwa-shi, Chiba)

■ Executives

FDC top advisor Hiroshi KOMIYAMA

(Chairman of the Mitsubishi Research Institute, University of Tokyo Presidential Advisor)

FDC Center Chairman Keishin SASAKI

(President & CEO e-solutions, inc.)

FDC Center Chairman Koichi YAMADA

(Advisor to the Office of the President of the University of Tokyo)

FDC Comptroller Takao KITABATA

(Vice President Institute for International Policy Studies, Special Advisor Japan New Business Conferences)

FDC Executive Director Yuichirou AKASAKA

(Mitsui Fudosan Co. Ltd. Senior Manager Kashiwanoha Campus City Project)

■ Web Site

<http://www.fdc.or.jp/>

【Contact for inquires about this announcement】

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