

Toward Environment-Friendly Corporate Activities

Message from President

It is said that 21st century is the environment century, because environmental problems are spreading globally. It is essential to create the "Recycling-based Society" in which environment and economy harmonize each other, in order to sustain human being's existence and prosperity who have been brought up in precious global environment.

Ever since Kubota was founded in 1890, we have been developing our business in various fields such as pipe systems, industrial materials, machinery, environmental facilities, housing materials and so on. We recognize environmental problem as one of the most important issues in corporate management, promoting the environmental conservation business. After the setting up of Pollution Control Department in 1972, we formulated the 'Kubota Global Environmental Charter' in 1992. In addition, we intensify and enhance our activities such as setting up company-wide environmental policies, setting up important promoting items, establishing a Global Environmental Committee and so on.

At Kubota, we promoting our business, presenting five important activity policies : namely, 'Providing Environment-Friendly Technologies and Products', 'Saving Energy and Resources', 'Reduction of Emission to zero level', 'Improvement of Local Environment and Working Environment' and 'Level up of the Ability of Environmental Management'. Through those activities above, we are promoting additional activities such as 'Chemical Substances Control', 'Green Procurement', 'LCA, Products Assessment' and so on. We also intend to improve the environmental management system of whole Kubota group including affiliated companies, and intend to disclose the information regarding environment.

Now we have arranged the "Kubota Environmental Report 2000" which describes our activities on environmental conservation at Kubota in fiscal 1999 followed by fiscal 1998.

We invite responses from our readers and look forward to a frank and open dialogue concerning these and other issues facing society today.



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