

Aiming to bring about a prosperous community, constantly growing in affluence

As part of the “Strategy of a state founded on the principles of environmental protection in 21st century” featuring campaigns of International Contributions, Japan established the theme, “Cool earth 50 (beautiful planet 50)”, in May 2007 in order to realize the constantly growing society. Accordingly, a long-term target has been defined to cut the total emissions of the world’s greenhouse gasses (GHG) to half of their current level by the year 2050. Japan has proposed to the international community a shared long-term vision to stabilize the density of GHG, and Japan has set forth a course of action to achieve this target within the country. It can be assumed that global warming will not only result climate abnormalities, but also other severe adverse impacts in every region of the world including the damaging of ecosystems, a shortage in the water supply for more than several hundred millions of people, damage to agriculture, an increase of communicable diseases and an escalation of disasters. We must become familiar with and recognize this as a real issue so that we can make a start to achieving the target of Kyoto Protocol of “Framework Convention on Climate Change” and develop a recycling-oriented society in order to further realize means to prevent global warming by defining the next targets beyond the Kyoto Protocol.

Since its foundation over 80 years ago, Iseki has made exertions to improve the productivity through the promotion of agricultural streamlining and by reducing fatigue farming work through providing agricultural machines. The agriculture, a business base of Iseki Group, is the industry which is most similar to natural activities blessed by the mother earth. Iseki Group believes that our mission is to support this agricultural industry so as to be of service in securing food for the world. Recently, discussions are continued worldwide to deal with two major issues, securing food and creation of bioenergy, in order to prevent the global warming resulting from the use of fossil fuels. It is a pleasure of Iseki Group to make our contribution to society by providing support to develop a well balanced society.

Iseki Group recognizes that it is our social responsibility to hold nature in high esteem and to contribute to society which is in the stage to be recycle-oriented. We therefore position these as important management tasks among others.

Our environment preservation activities were started primarily at our manufacturing factories and they have now spread widely throughout the entire scope of our business, from headquarters to sales subsidiaries, through the implementation of the Environmental Management System (EMS). From initial product development, manufacturing, product logistics and all the way to after-sales activities all business activities at Iseki Group are based on a tangible target and the management system so as to be an environment-conscious company.

We are pleased to have an opportunity to publish this 2007 report of our approach and actions to preserve the global environment. Iseki Group carries out now and in future years, our social responsibilities to even greater improve the environmental quality through the Environmental Management activities. We would like to ask for your further support, assistance, and cooperation to make our activities successful.



President

蒲生 誠一郎

Seichiro Gamo