

**Greetings by  
Mr Hisakazu Maeda, Chief Representative  
Panasonic Asia Pacific Myanmar Branch**

**22<sup>nd</sup> Dec 2015, Tuesday, 10:00-12:00  
Novotel Hotel, Pathein Room**

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His Excellency Dr. Zaw Min Aung, Deputy Minister, Ministry of Education

Mr Sardar Umar Alam, Head of UNESCO Myanmar

Mr Taro Watanabe, Counsellor, Embassy of Japan

Mr Hirokazu Yamaoka, Managing Director, Japan External Trade Organization

Mr Hideaki Kato, Japan Chambers and Commerce, CSR Committee

Distinguished guests and media friends

Good afternoon ladies and gentlemen

First of all, a big “Thank You” to all of you for taking the time to be part of today’s ceremony to commemorate the UNESCO-Panasonic partnership.

I am Hisakazu Maeda, Chief Representative of the Panasonic Asia Pacific Myanmar Branch Office. We are very excited to share with you the initiatives we have planned under this collaboration.

When Panasonic was founded in 1918, Konosuke Matsushita strongly believed in the potential of electricity. He believed availability of electricity in homes can improve one’s quality of living significantly. Since then, Panasonic’s business activities have always embodied our founder’s management philosophy of contributing to the progress of society and the well-being of people.

This philosophy mirrors what we’re aiming to do today; bringing light to the people living near the Bagan monuments using our enloop solar storage. Together with UNESCO, Panasonic will donate 500 of these systems to 40 schools located in areas with limited electricity. The enloop solar storage will hopefully make it more convenient for students to study at night or when there is a power outage during heavy rains. It operates using clean energy and is easy-to-use. The bright, long-lasting LED light can operate between 7 and 24 hours.

Later on, Mr Aoki, Director of Energy Development Division, will share with you more on how the system functions as a convenient and practical light as well as power source.

In addition to the UNESCO-Panasonic collaboration, a Micro Finance Scheme has been rolled out to facilitate purchase of the systems to those in need. By partnering with PACT, one of the largest micro finance companies in Myanmar, Panasonic hopes to better people's lives by making electricity readily available. Panasonic has tied up with the Japan External Trade Organisation (or JETRO) and the Ministry of Cooperative to expand sales channels of Panasonic products including the enloop solar storage . Two cooperative shops such as Khayan and Daw Pon cooperative shops have been selected under this initiative.

Today's donation is part of the many electrification projects we have done in Myanmar. Since 2012, Panasonic has donated more than 7,000 Solar Lanterns to various social institutions under the umbrella of our global 100 Thousand Solar Lanterns Project. The lanterns assist in providing safe and stable lighting for homes, schools and the community, helping to increase access to education, healthcare services and business opportunities. We are planning to donate another 2,500 Solar Lanterns here next January.

The second project we are working with UNESCO on is the Eco Learning Programme. The programme is focused on raising awareness on the importance of taking positive environmental action and putting in place the right foundation to grow future leaders who are passionate about environmental sustainability.

Through these activities, I sincerely believe that we can help resolve social challenges and improve the quality of life of those in the base of economic pyramid. Going forward, we hope more social institutions will come on board this cause together with us so as to provide much needed electricity to even more people in Myanmar. Panasonic is committed to achieving our brand promise of providing A Better Life, A Better World for everybody, everywhere.

With that, thank you once again for your kind attention.

Thank you. "chei-zu tin-bar-te".