

Contribution to Local Economy through Business Activities

The ASEAN region represents a key market for Mitsubishi Motors. We aim to achieve a further leap forward to this end during the three-year period of this mid-term business plan, putting in place foundations that will contribute to future growth.

■ Basic Approach

Mitsubishi Motors has been developing business in the ASEAN region since prior to the rise of motorization, and we have grown up alongside these countries while developing close ties with the region based on the idea that "regional development" is "Mitsubishi Motors development."



"Contributing to local economies through business" is one of the material issues, and we are promoting activities with the aim of "contributing to local economies through employment, human resource development, investment, technology transfer and export by developing business in the ASEAN region." *1

By providing ASEAN customers with the products that they need, we will expand business from now on. In addition, by responding to social needs unique to the ASEAN region we will also leverage our distinctive technologies and services in the areas of environmental and social contribution.*2

*1 For details on identifying materiality issues, see page 19.

*2 For specific examples, please refer to pages 57–58 and 76–78 of the Sustainability Report 2020.

■ Management Structure

Local subsidiaries take charge of planning and implementing activities for initiatives that target materiality issues in the ASEAN region. Mitsubishi Motors' Sales Division, which maintains administrative and supervisory functions, is responsible for promoting these initiatives. In Thailand, Indonesia and the Philippines, where Mitsubishi Motors' production bases are located, every six months we check with local subsidiaries on the rate of progress and results of initiatives, reporting to the management team via the Sustainability Committee.

Contribution to Local Economy

Employment	Through ongoing business development, we strive to create employment in the community.
Human Resource Development	We support the growth of personnel responsible for the development of the local economy by furnishing them with specialist knowledge and skills through their experience of work.
Investment	We contribute to local economies through capital investment in our plants as our business expands.
Technology Transfer	By providing technologies and expertise in its areas of strength—electric vehicles and EV infrastructure—Mitsubishi Motors contributes to the growth of the electric vehicle market in the ASEAN region. In addition to increasing local production, we work to enhance the competitiveness of plants and promoting reforms to local manufacturers' value chains.
Export	We promote complementary production structures within the ASEAN region and contribute to the regional economy through increased exports, both to other ASEAN countries and outside the region.