

富士通 网络世界创意无限



to service the Chinese. With its progressive products and services, it will continue to contribute to China's IT revolution.

ACHIEVEMENTS

Fujitsu is the world's third-largest IT services company, and ranks among the top five companies worldwide in the production of PCs and servers. It is also Japan's largest maker of servers and its second-largest PC-maker.

Fujitsu serves more than half of the Fortune 500 enterprises.

A joint venture with Hitachi is the world's largest manufacturer of plasma displays.

Fujitsu is also the world's second-largest maker of hard drives and the fourth-largest maker of mobile hard drives.

Fujitsu holds more than 32,000 patents worldwide and ranked among the biggest patent holders in the US in 2003.

In 2003, Fujitsu was ranked number one in environmental sustainability by the Dow Jones SAM Sustainability Group.

HISTORY

Fujitsu's development in China can be divided into four phases: the 1970s was the entrepreneurial phase, the 1980s a growth phase, the 1990s a phase of comprehensive development, and the 21st century a leap into the new millennium.

In 1974, Fujitsu embarked on a submarine cable project linking China and Japan. In 1979, the first M160 was installed in the Tianjin Computer Center, and one year later Fujitsu established its first liaison office in Beijing.

In 1982, China's first Fujitsu SPC switch FETEX-150 was installed in Fuzhou. In 1984, 24 universities under the State Education Commission and the Ministry of Agriculture purchased 24 sets of M340/ M-360R. Five years later in 1989, Fujitsu was invited by the Chinese government to help train and develop a new generation of Chinese software engineers.

In 1993, an exhibition showcasing Fujitsu's comprehensive technologies was held at the People's Congress Hall. In 1994, it established a joint panel committee with the Ministry of Information Industry with a memorandum of understanding signed by both parties. In 1995, the Hope Project was started. The same year saw the establishment of the Fujitsu (China) Co Ltd.

In 1996, Fujitsu signed a memorandum of understanding with the Jiangsu government. Two years later in 1998, the Fujitsu Research and Development Center – China's first foreign-funded R&D center – was established.

THE PRODUCT

Fujitsu's products can be divided into three main segments: semiconductors, software services and platforms.

Its main products in its semiconductor portfolio are the ASIC, micro-control unit, micro-code, ASSP, Flash Memory, FCRAM, FRAM, compound semiconductors (microwave semiconductor devices, optical semiconductor devices, GaAs IC), media devices (SAW devices, inet devices, high frequency modules), electronic parts (relays, connectors, input devices, touch screens), and monitors (plasma displays and liquid crystal displays).

Fujitsu's semiconductor device operations are mainly for media, digital home electronics and computer networks, with capabilities stretching from design to development to manufacturing. As we step into the 21st century, Fujitsu will use semiconductors to provide clients with network solutions, thus creating a better living environment both at work and at home.



Fujitsu's competitive strength in semiconductors is derived from its top-rate LSI (SoC) solutions. It also has a leading position in the flash memory market. Laptops are built with 90nm CMOS technology, 8-die MCP and surface mounted technology. It has one of the world's most progressive research and development capabilities and has a global supply chain linking everything from design to development, production and sales.

Fujitsu's software services consist of two core components: SI solutions and infrastructure services. It has the ability to provide clients with comprehensive solutions from IT consulting to systems operations and maintenance. As the

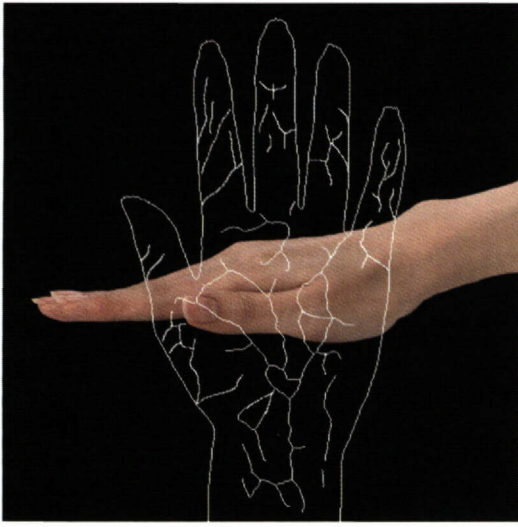
THE MARKET

The rapid development of the Internet has made IT an indispensable part of life and work today, and has given way to a whole new world of social networks with limitless potential and creativity. Fujitsu's portfolio of proprietary technologies and comprehensive product lines, including semiconductor technology, and highly reliable hardware and software products, are now found in over 60 countries around the world.

Fujitsu entered the Chinese market in the 1970s. It has been committed to the research and development of telecommunications, computer hardware and software, and semiconductor technology in China, reaping great results. In the last two decades, it has invested an accumulated Rmb4.2 billion in China, and established 41 subsidiaries with over 15,000 employees.

With massive changes in the economy, particularly following China's accession to the WTO, there has been a great need to adapt. Fujitsu has helped in that process, a guide for Chinese people as they take great strides forward in the area of technology. With its localisation philosophy, Fujitsu has dedicated itself to building long-term trusting relationships with Chinese consumers – in education, health, administration and logistics. By helping clients with their information systems, Fujitsu has helped clients enhance competitiveness and realise dreams.

It has been Fujitsu's unswerving commitment to play a role in Sino-Japanese cooperation and



world's third-largest provider of IT services, it is committed to the research and development of highly stable and reliable IT systems, while improving quality and safety.

In specialised areas such as manufacturing, transportation, finance, government administration and health, Fujitsu is able to provide solutions to different kinds of industries based on their unique needs. Its 60,000 engineers around the world work around the clock to provide customised solutions that fit the local environment. With a clientele that includes both the largest multinationals as well as small- and medium-sized enterprises, Fujitsu specialises in providing solutions that meet customers' needs.

Fujitsu also leads the industry in platform technologies and is committed to providing powerful, reliable and high-quality IT infrastructures. This requires not only a high degree of reliability and usability of each and every product, but a high degree of compatibility, integration and scalability.

In the area of platform technologies, Fujitsu's main products include servers (Unix, IA, mainframes, HPC), storage systems, PC and mobile clients, storage products and peripherals, optical transmission solutions, media/wireless technologies, submarine cable networks, and IP solutions.

RECENT DEVELOPMENTS

Talent exchange programs: In March 1989, at the request of the State Administration of Foreign Experts Affairs and the China Association for the International Exchange of Personnel, Fujitsu began accepting Chinese computing and software students for training in Japan, paving the way for greater Sino-Japanese exchange of talent. As IT continued to revolutionise China, this move expanded cooperation from information technology training to macro-economic cooperation, and brought positive development not only to individual technical experts but managers of multiple levels. The programme lasted 15 years, ending in 2003.

The cooperation with the China Association for the International Exchange of Personnel took young Chinese software engineers to Japan for training. And in working with the National School of Administration, overseas training was provided for public officials at director levels. Seminars

and surveys have also been conducted for Chinese managers working in the finance and logistics industries. Lectures on the Japanese economic system were also held in conjunction with the State Development Planning Commission. These various activities all received positive response.

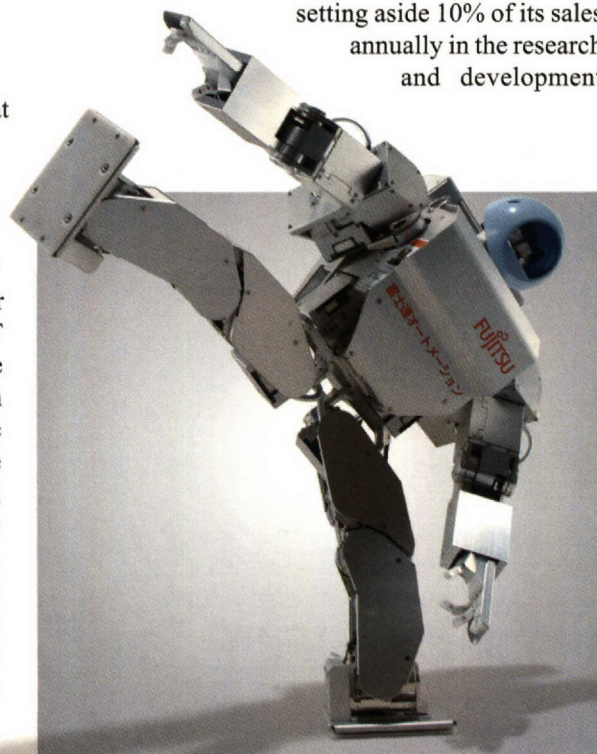
For over a decade, Fujitsu's talent exchange programmes have yielded tremendous results. Over 400 people have graduated from Fujitsu's various programmes and are now contributing to the information revolution of China in various sectors. Meetings are still being held for alumni to provide them a place to contact and network.

PROMOTION

To further deepen the exchange between Japan and China and to develop Go as a sport, Fujitsu established the Fujitsu Cup World Go Championship in 1988. Seventeen annual championships have been held since. The first Fujitsu Cup World Bridge Championship has also been held in conjunction with the China Bridge Association, attracting thousands of bridge fans yearly; 22 championships have been held so far. Since 1995, Fujitsu's staff union began supporting the China Hope Project, funding the establishment of Hope Schools, the expansion of existing campuses and the building of new ones, in addition to supporting the return to school of dropouts and increasing students' chances of furthering their education.

In May 2001, the Vessel of Youth set sail from Japan to China with Japanese staff from the union aboard. A memorandum of understanding was signed with the All-China Federation of Trade Unions to reforest 50 hectares of land within five years. The Fujitsu union has also embarked on several reforestation projects in Vietnam, Thailand, Malaysia and the Philippines, under the slogan "Making the earth green, giving the children love".

Research and development: This is the lifeline of any enterprise. As a leading provider of IT services, Fujitsu has always given R&D a central role in the life of its businesses, setting aside 10% of its sales annually in the research and development



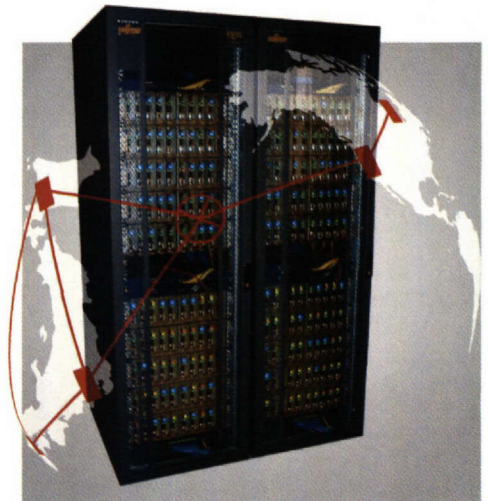
of telecommunications, semiconductor and software operations.

In China, the Fujitsu Research and Development Center was established in 1998, the first R&D centre in China funded by a multinational. Fujitsu is actively involved in the development of next-generation technologies, semiconductors and modules, and works closely with Chinese universities and research institutes.

BRAND VALUES

Fujitsu will continue to develop its strengths in order to boost overall competitiveness. It does not believe in satisfying single customer orders. Its mission and corporate culture lies in developing and maintaining long-term trusting relationships with its clients, constantly helping them sharpen their competitive edge and fulfilling their dreams.

A high level of efficiency is the hallmark of excellent service. Fujitsu is sensitive to latest trends and opportunities and can swiftly meet the



demands of clients and build customized solutions suited to their needs.

Fujitsu believes in the localisation of talent and giving each employee maximum opportunity for development. It aims to bridge the culture gap between the Japanese and Chinese and achieve total integration.

The prevalence of IT today has revolutionised the way we live and relate to each other. In facing the challenges of the new economy, Fujitsu remains committed to play its part in the development of society with its technologies and innovations, and to provide value-added products and services to meet the information revolution needs of various industries – from consulting to development to operations and maintenance, Fujitsu is dedicated to providing customised and comprehensive solutions.

THINGS YOU DIDN'T KNOW ABOUT FUJITSU

- The Fujitsu Cup World Go Championship is the world's first international Go championship, with the most traditional of Go regulations. It is widely followed in China
- Fujitsu has established five Hope Schools – in Hebei, Anhui, Jilin, Hubei and Yunnan