

March 29, 2011

**Fujitec Relocates Its Global Business Headquarters to Shanghai
Promoting Further Development of
Global Strategy and Expansion of Business!**

On April 1, 2011, Global Business Headquarters of Fujitec Co., Ltd. (Head Office: Hikone City, Shiga Prefecture; President: Takakazu Uchiyama), which supervises the entire Fujitec Group, will be relocated from Japan to Shanghai, China. From the new location, the Company will seek to further develop its global business.

As the Company strives to expand its market share and improve the sales and revenue, this relocation is expected to accelerate business expansion in Asia and increase the presence of the entire Fujitec Group in the global market.

Purpose of the Restructuring

The Chinese market in the elevator industry has been expanding, and the demand for new elevator installations in China are now approaching 300,000 units a year; considering the world's annual demand is 600,000 units, the Chinese market accounts for 50% of them.

Understanding that China is the world's largest market and that it has come to play a central role in supplying products to the global market, we have decided to locate our Global Business Headquarters in the "Shanghai Fujitec City" of the Song Jiang Industrial Zone in Shanghai.

While overseeing global business including product development, sales, production, and procurement in close contact with the markets and manufacturing process, the Headquarters will accelerate its business in developing markets, especially in Asia.

As of April 2011, Fujitec enters the second year of its mid-term management plan known as "One Goal, One Fujitec." Taking this restructuring as an opportunity, the Company will strive to further develop the global business strategy and increase the overall revenue of the group by reinforcing and expanding the business.

Organizational Structure of the Headquarters

President Takakazu Uchiyama will supervise the operations as General Manager of Global Business Headquarters, and Regional Manager, South Asia, and President of Fujitec Singapore, Sugumaran N. Pillai will assume the position of Deputy General Manger.

Also, Senior Executive Operating Officer, Jitsuo Funami will assume the position of General Manager of "Global Operations Headquarters," which promotes global business and supervises two departments, "Global Marketing Department" and "Global Business Department": The former plans global marketing strategies, supervises global sales and provides sales support. The latter plans and manages production and procurement systems as well as providing sales engineering support.

Reference Data

"Shanghai Fujitec City"

A site measuring 150,000 m² of the Song Jiang Industrial Zone in Shanghai is called "Shanghai Fujitec City," which features an escalator production base, "Shanghai Huasheng Fujitec Escalator Co., Ltd.," a R&D base, "Fujitec Shanghai Technologies Co., Ltd.," and a base for production and supply of elevator equipment, "Fujitec Shanghai Sourcing Center Co., Ltd."

"Shanghai Huasheng Fujitec Escalator" is a specialized manufacturer of escalators and moving walks. It was established in December 2001 through a joint venture with Chinatex Corporation.

Established in December 2003, "Fujitec Shanghai Technologies" is dedicated for development of major equipment of elevators and escalators as well as for studies on safety measures, and vibration and noise studies related to the said products.

"Fujitec Shanghai Sourcing Center" was established in September 2006, and in 2009, a new plant was completed. They export elevator units and supply equipment to Fujitec's global bases.



From left: "Fujitec Shanghai Technologies," "Shanghai Sourcing Center," and "Shanghai Huasheng Fujitec"

"Huasheng Fujitec"

"Huasheng Fujitec Elevator Co., Ltd." is a specialized manufacturer of elevators in Langfang City, Hebei Province, on the outskirts of Beijing. It was established in December 1995 through a joint venture with Chinatex Corporation.

Since the launch of its full-scale operation in July 1997, the Company has been expanding its production system in response to the booming market demand in China.



"Huasheng Fujitec"