

Guiding Principles at Nara Prefecture Institute of Industrial Development (Guiding Principles at The Public Utility Foundation for Nara Prefecture Regional Industrial Development)

• Concept of operations

Slogan: "A fresh new start for the industrial community in the ancient capital"

• Motto

A-Shi-Ta (tomorrow)-ism

- 1) *A* --- *Akaruku* (brightly) and vigorously
- 2) *Shi* --- devote to *Shigoto* (job)
- 3) *Ta* --- *Tanoshinde* (enjoy) your work for good results

• Operational strategies

- 1) Contribute to the development of industries in Nara Prefecture
- 2) Support companies to strengthen their business foundations
- 3) Encourage the companies to train and secure their prospective leaders
- 4) Vitalize communities in Nara area through 1), 2) and 3)

• Oath for working staff

Article 1

We, Nara Prefecture Institute of Industrial Development, will work towards creating a society where people are able to live in and work in, and where investment, employment and consumption are circulating actively, by supporting preponderantly highly-motivated enterprises and entrepreneurs with a motto, "spirit of service."

Furthermore, we will respect the progressive spirit and creativity. We will devote ourselves to make the community more active through supporting enterprises in Nara Prefecture.

1. We will encourage the development of industries in the prefecture to accomplish the main policies of the prefecture such as "Living Science."
2. We will pursue "willingness to take on challenges" to assist enterprises which intend to engage in new projects.

Article 2

We will continue to make an effort to contribute to Nara Prefecture and to provide people in Nara Prefecture with delight and happiness through supporting the growth of enterprises.

1. We will support improvement of profit of enterprises in Nara Prefecture through our research results.
2. We will make an effort to strengthen "ties of trust" with enterprises.

Article 3

We will continue to behave in sincere and responsible ways as the staff at the Nara Prefectural Office.

1. We will "improve from day to day" at all different parts of the job.
2. Each of us will have confidence and responsibility towards "result and achievement."
3. We will behave responsibly in all activities.