

2021 May

Global Spotlight

Global Spotlight focuses on employees from the Mitsubishi companies who are excelling in their respective fields around the world. In each issue we will get to know different employees, who will tell us about their hometowns, businesses, culture, and pastimes.

from
the USA



Mr. Gene T. Shiraishi
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New York City, the City that Never Sleeps

Located at the southern tip of the State of New York, New York City (NYC) is the most populous and most densely populated city in the United States (US) with over 8 million people. NYC is also one of the most ethnically diverse cities in the world as nearly half of the residents were born outside of the US and more than 600 languages are spoken within the five boroughs of NYC.

The first European explorer, Giovanni da Verrazzano, arrived in New York Harbor in 1524 followed by others including Henry Hudson in 1609. The first European colony, named New Amsterdam, was established by the Dutch in 1624. Fun fact: in 1626, the island of Manhattan (one of the five boroughs) was purchased by the Dutch from the Native Americans for \$24 worth of trade goods. In 1664, the colony was renamed New York by the English after the Duke of York. New York City was the first capital of the US from 1785 to 1790. It is now home to the United Nations headquarters.



© gettyimages The Statue of Liberty

World-leading center for finance, the arts and culture

Today, New York City is the financial capital of the US and possibly the world. It is home to Wall Street with the New York and NASDAQ stock exchanges along with many of the world's largest financial institutions. NYC is also a major tourist destination with world-famous attractions including Times Square, the Empire State Building, and the Statue of Liberty.



© gettyimages Broadway

New York City is a major influencer in world culture and entertainment. It is home to many performing arts venues including Broadway, Carnegie Hall and Lincoln Center, and museums including the Metropolitan Museum of Art and the American Museum of Natural History. NYC is also home to eight major professional sports teams including the New York Yankees baseball, Giants football and Knicks basketball teams. NYC's food scene features world-class cuisine and local favorites such as NY-style cheesecake, NY-style pizza, bagels, and pastrami.



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The New York Stock Exchange (NYSE)

Promising prospects in US markets

Meiji Yasuda Life Insurance established a New York City representative office in the 1970s. By the 1980s, Meiji Yasuda America (MYA) was formed and was involved in insurance, investment management and real estate activities. Today, MYA conducts research on the US insurance industry and financial markets and invests in US real estate. Additionally, MYA actively participates in various international insurance accounting standards organizations, and reviews M&A opportunities in the US. As a member of the US real estate team, I have been involved in numerous transactions, and regularly participate in industry organizations with the ultimate goal of repatriating stable dividend distributions to Japan.



MYA members

For more information about the Mitsubishi companies, see "mitsubishi.com"

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The *Mitsubishi Monitor* is published by the Mitsubishi Public Affairs Committee

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Phone: 81-3-5218-8660 Fax: 81-3-5218-8661

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Official Website ■ <https://www.mitsubishi.com/en/csr/mpac/monitor/>



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from
China



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Nikon Imaging (China) Sales—Flagship Store Opening

Though 2020 was a challenging year for all of us due to Covid-19, the flagship store project team at Nikon Imaging (China) Sales didn't give up on opening the very first flagship store in China in 2021, which will be a one-stop brand concept store where professional photographers and avid photography lovers can gather and immerse themselves in the Nikon brand. This is how I came to join Nikon Imaging (China) Sales as the flagship store assistant manager.



Gearing up for the opening

A brand-new experience with Nikon

From 2018, I worked for a world-famous sportswear group as a retail management trainee.

I took shifts not only in the flagship store but also in small boutiques, which makes me proud to say I know the operation of retail stores very well. In 2020, I decided to join Nikon Imaging (China) Sales to seek new challenges as a store assistant manager.

The greatest challenge I have encountered after joining Nikon is the preparatory work for the opening of the flagship store, including indoor design, decorating, legal processes with the government and all the related minor tasks. For me and Nikon Imaging (China) Sales, preparing a retail store is a new experience. This is a new challenge for the whole team, and all my colleagues are excited and enthusiastic about the flagship store.

The flagship store will be a creative station unlike any traditional retail store. We will have regular workshops welcoming photography lovers to share their experiences, and will hold photo contests showing their works. Every month, fantastic pictures taken by Nikon fans will be exhibited on the store gallery wall. While Nikon fans are appreciating their best works, visitors can check out some adorable Nikon original goods. We hope to create a gateway for young creators to freely touch and try Nikon products and a space in which to communicate and share.



Skyscrapers crowd the Shanghai skyline

“Oriental Champs Elysees” in Shanghai

Known as the “Paris of the Orient,” Shanghai is the largest financial and commercial center of China. Unlike many other cities in China with their long and diverse histories, Shanghai's history is quite short, but it has a population of over 24 million. Before the first Opium War (1840-1842), Shanghai was just a small fishing village on the estuary of the Yangtze River. After the war, Shanghai became a treaty port and opened part of its land as foreign concessions. With the special context of embracing the cultures of diverse foreign concession culture, Shanghai has developed into one of the world's most modern cities.

As the main road running through the past French Shanghai concession, Huaihai Road represents French-toned delicacy and romance with the old oriental plants by the roadside alongside the many world-famous luxury department stores and hotels. In the near future, the first Nikon flagship store in China will stand at the busy crossing of this main street welcoming all the visitors from the world. If you have the chance to visit Shanghai, make sure you come to this three-story creative space and say “Hi” to me. I will work at this lovely store then.



Night view of Shanghai's iconic tower and skyscrapers

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