

Promoting Internationalization

In addition to its exchange activities with power companies in Taiwan, Hawaii, and South Korea, OEPC promotes internationalization from a wide range of perspectives, including procuring materials and equipment from overseas and conducting tours of overseas facilities as part of its cost-cutting efforts, and sending its employees for overseas study and training in order to foster the development of its personnel.

Items procured from overseas recently include lead batteries, coal ash processing equipment, insulated cables, and wind power generation equipment. In order to expand the range of equipment procured from overseas, the Company is reassessing equipment designs and specifications, while at the same time investigating the diversification of sources of procurement. During the term under review, we once again participated in the Electric Power Equipment and Materials Trade Seminar held in South Korea and in the US-Japan Coal Conference.

Moreover, OEPC executives attended the World Energy Conference, held in Houston, USA, and we conducted a study of EC/EDI (Electronic Commerce/Electronic Data Interchange) in the US with a view to raising management efficiency and improving services to customers.



Tour of power station

Regional Contributions and the Okinawa Electric Power Company Group

In order to assist in building a prosperous Okinawa for the 21st century, OEPC aims to contribute to the region from a wide variety of perspectives, including economic, cultural, and sporting. In addition to cooperating with local economic groups, such as the Nansei (South-West) Regional Industries Promotion Center, in April 1999 we assisted in the establishment of "FROM (Frontier Region of Multimedia)," an organization comprised of local corporations, academic institutions, local government bodies, and citizens groups to promote the construction of a "multimedia island structure" in Okinawa Prefecture, and OEPC President Hirokazu Nakaima was appointed chairman of this organization.

As part of our continuing community activities, we hold the company-wide "Okiden (OEPC) 10-day Dialogue." In 1998, the 21st year of this annual event, under the slogan "Okiden, always by your side," we held a variety of sports and cultural events and conducted activities that contribute to the region in each part of the prefecture.

Aiming to discover and develop young classical musicians, we sponsor the Okiden Sugar Hall Newcomers' Performance Audition, and to broaden interest in science among elementary school, and junior and senior high school students, also sponsor the Exhibition of Science Works by Students. Moreover, through volunteer activities at sports events, and participation in various festivals and events held in various parts of the prefecture throughout the year, OEPC deepens exchange with the regional community.



Okiden Sugar Hall Newcomers' Performance Audition

Another important issue is expanding the collective power of the Momosoe-kai, the liaison organization of the Okinawa Electric Power Company Group, which has OEPC at its core and is comprised of 10 affiliated companies. With a view to strengthening consolidated management, as well as forming closer ties between companies in the Group, we are devoting ourselves to improving the earning power of the whole Group.