

Topics

30th Anniversary

In May 2002, we celebrated the 30th anniversary of our founding. With the reversion of Okinawa to Japan in May 1972, the Okinawa Electric Power Company Inc. was set up as a special entity with funding from the Japanese government and the prefecture, for the purpose of taking over the operation of the Ryukyu Electric Company. In April 1976, the Company absorbed five local electric power distribution companies. The Company was privatized in October 1989.

Revision of Electricity Fees

On October 1, 2002 we reduced electricity fees by an average 5.79%. In addition to savings achieved through improvements in management efficiency and lower costs, we factored in the maximum amount of anticipated cost reductions, and came up with 3.97% for residential use and 7.32% for industrial and commercial use. The combined total, resulting in a reduction of 5.79%, surpassed the previous figure of 3.78% by 2 percentage points in December 2001.

Acquisition of ISO 9001

In May 2001, we set up an office to handle preparations for the introduction of ISO 9001, and since then all employees have been working together toward the acquisition of the ISO 9001 certification. In October 2002, a preliminary inspection for ISO 9001 was conducted by Det Norske Veritas (DNV), an international consulting firm headquartered in Oslo, Norway. In December of the same year, we acquired the international standard ISO 9001:2000 certification for our quality management system.

Our Operational Base

Okinawa Prefecture, our operational base, is an island chain comprising approximately 160 islands, located at the southernmost tip of the Japanese archipelago and scattered over an area 1,000km from east to west and 400km from north to south. The area developed its own distinctive culture under the rule of the Ryukyu Kingdom, which lasted from the 15th to the 19th century, as a result of contact with other countries through foreign trade. Now, known as a leading marine resort area in Japan, Okinawa is blessed with a pleasant subtropical ocean climate and an abundance of natural beauty.

Through the Okinawa Promotion Plan, which was launched in fiscal 2002, special measures promoting industry, particularly tourism and IT, and newer businesses have brought increased vitality to Okinawa. The Okinawa Urban Monorail commenced service in August 2003. This service links Naha Airport with Shuri in Naha City (a distance of 13 km), stopping at 15 stations in a 27-minute trip. As Okinawa's first railway in the post-war period, it is the focus of much attention.

Amid the liberalization of the electric power supply market nationwide, in Okinawa OEPC has benefited from a number of special measures and provisions — such as reduced enterprise and fixed property taxes — which take into account the particular difficulties under which OEPC labors. These include the unavailability of power support from mainland Japan and the high cost of servicing remote islands.

We will continue to improve customer services by increasing management efficiency, making further efforts to ensure a steady power supply at reasonable rates, and maintain cross-the-board services.

