

Members of the Press

January 4, 2011  
Mori Building Co., Ltd.

Mori Building Co., Ltd., 2011 President's New Year's Remarks

At 9:30 am today (January 4), Mori Building Co., Ltd. (Minato Ward, Tokyo; President Minoru Mori) opened for work for the first time in 2011. Following is a summary of the New Year's remarks offered by President Minoru Mori at that time.

■Mori Building President's Remarks on January 4, 2011 (Summary)

Last year was one during which we experienced large swings in the economy and a decline in Japan's standing in the world, which is why I feel even stronger that Mori Building has a mission to fulfill.

To work through this crisis the government has extended and strengthened the Act on Special Measures Concerning Urban Regeneration and is preparing to establish "International Strategic Special Multi-use Zones." We want to redevelop Tokyo from the Shinbashi, Toranomon, and Roppongi areas based on the Vertical Garden City concept we have been enthusiastically advocating. I am convinced that making Tokyo a truly international city that leads the global standard will lead to the renewal of Japan.

The key to becoming an international city is to integrate with the world and especially rapidly growing Asia. Mori Building and, of course, the government, want to attract businesses, people, and capital to Tokyo and actively meet requests for urban development overseas, which will lead to new urban development techniques and capacity development through which we will evolve into a truly global developer.

The Business Planning Office established the year before last identified some clear problems regarding management and organizational issues. This year we will be working to resolve these while as a global developer building an organizational structure for actively seeking partnerships in Japan and around the world and transitioning to an organizational management structure.

This is the Year of the Rabbit, making this the year to pioneer new areas and open the door to new worlds. With all of you I want to take on the challenge of making Mori Building a global developer, making Tokyo the best city in the world, and opening new paths into the future.

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