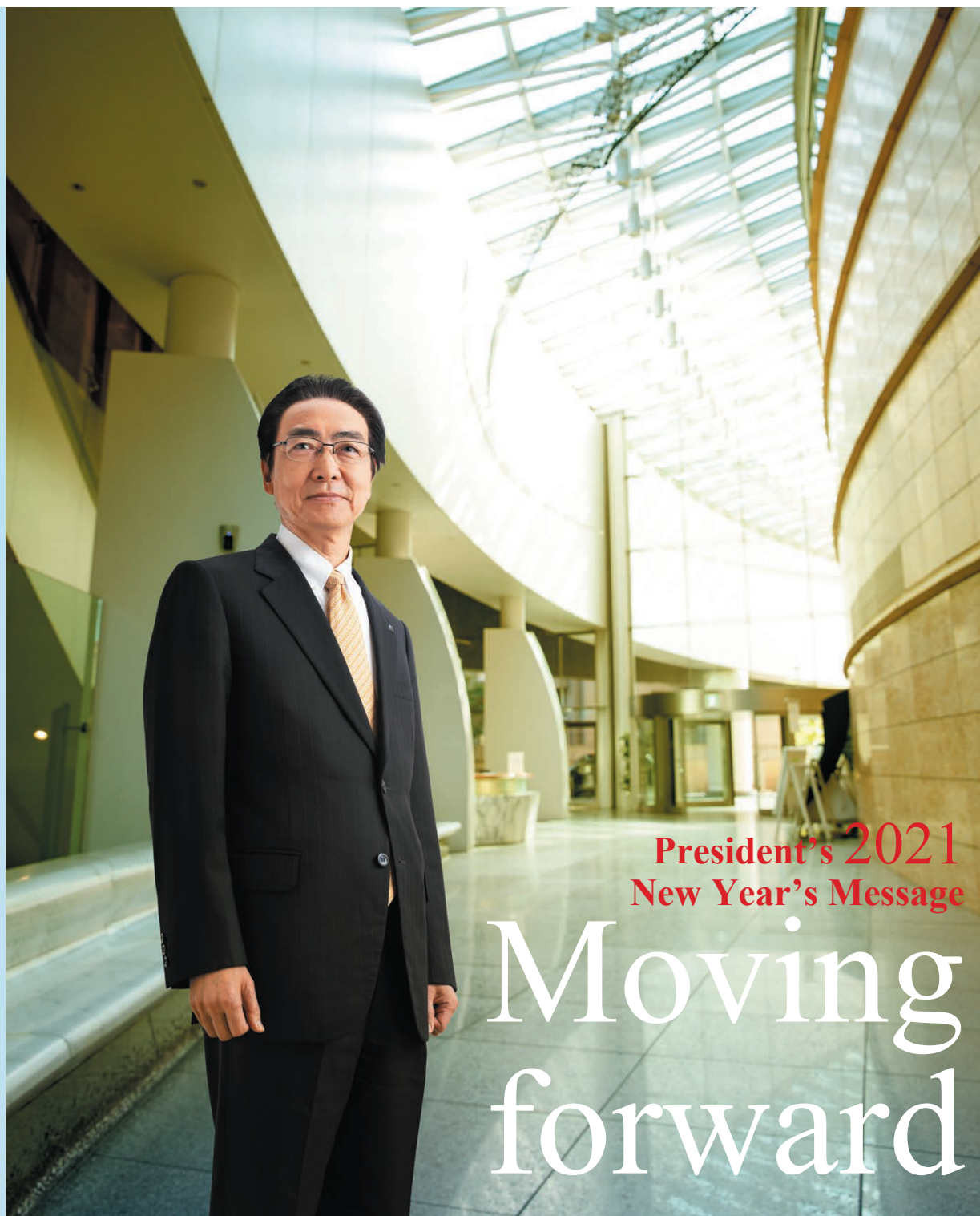


# CONVEX

- International -



President's 2021  
New Year's Message

Moving  
forward



# President's 2021 New Year's Message

*Masaru Nidehara*

President & Representative Director  
Toppan Printing Co., Ltd.

**H**appy New Year everyone.  
I would like to give my message to Toppan Group employees around the world as we start a new year.

Last year, the spread of COVID-19 impacted people all over the world. It is nearly a year since the WHO declared a pandemic. However, we still do not know when it will end, and the number of people infected continues to increase in many countries. I offer my heartfelt sympathy to all employees and family members who have been affected. I would also like to express my sincere thanks to Toppan Group employees around the world for taking great care while keeping business going.

## Looking Back at 2020

During the pandemic, Toppan Group employees in every country have adapted in many ways to continue their work in the face of lockdowns and other restrictions. People have used online tools for sales activities and created new production systems. Thankfully, overall there has not been a significant impact on the Toppan Group's performance.

Looking back at my own activities, it was very disappointing that I was not able to visit Toppan sites around the globe as I had planned. Our lives have been transformed. Opportunities for face-to-face communication have been limited, but online tools remove the constraints of distance and time and make





# President's 2021 New Year's Message



it is easy to talk to people who previously may have been difficult to meet in person. Moving forward, I want us to make the best use of online tools and face-to-face communication and take advantage of the strengths of both.

## TOPPAN Business Action for SDGs

Even after the COVID-19 pandemic has ended, society will not return to what it was before. We need to increase the pace of our transformation and make use of the resources of the entire group to create new value for a new society and a new way of living. I believe that we have an opportunity now to transform our business.

My view is that activities targeting the achievement of the Sustainable Development Goals (SDGs) are very important.

Following on from the “TOPPAN SDGs STATEMENT,” we announced “TOPPAN Business Action for SDGs” in November last year. Since its founding, Toppan has grown together with society by contributing to solutions to social issues. We have now set more specific targets for our business to contribute to achieving the SDGs by 2030. By accelerating our activities, Toppan can achieve sustainable

growth and contribute as a member of international society.

## 2021 Action Slogan

The Action Slogan for 2021 will continue to be “GO BEYOND EXPECTATIONS.”

The themes under it will be:

Take the lead.

Break the mold.

Create new possibilities.

I hope you all take this slogan to heart and “go beyond expectations” with your actions. I will continue to take the lead to exceed the expectations of our customers and society and shape a Toppan that we are all proud to work for.

## Closing

Finally, I want you to take care of your health this year and take on your work with vitality. I hope that this year is a happy one for all of you and your families.

**Toppan and China's Palace Museum to Continue Research on the Digitization of the Forbidden City's Cultural Heritage**

Toppan and China's Palace Museum signed an agreement for the fifth phase of the Palace Project in a ceremony held online on October 23.

The Palace Project was launched in 2000, and the two organizations have now

been working together for more than 20 years on research focused on the digitization of the Palace Museum's cultural heritage. With the signing of the new agreement, the project will be extended to 2025. The fifth phase will include present-

ing research results representing the culmination of the last 20 years of collaboration at venues outside the Palace Museum and holding various exhibitions and online events.



Palace Museum Director Wang Xudong (left) and Toppan Chairman Shingo Kaneko (right) at the signing ceremony for the fifth phase of the Palace Project



A VR reproduction of the Imperial Garden of the Forbidden City produced in the fourth phase of the project (top) and a VR presentation of *The Night Revels of Han Xizai*, a 10th-century painted handscroll considered to be a masterpiece (bottom)

©The Palace Museum/Toppan Printing Co., Ltd.

**Eat Your Words (Tasteful Words) Picture Book Wins Top Prize in Branded Journalism at SABRE Awards Asia-Pacific 2020**



A picture book that lets children taste and eat words  
Illustrated by Kanae Sato



A picture book titled *Eat Your Words (Tasteful Words)* and published by Toppan Group company Froebel-Kan re-

ceived multiple accolades, including the top prize in the Branded Journalism category, at the SABRE Awards Asia-Pacific

2020,<sup>1</sup> which were announced during a virtual ceremony in September.

*Eat Your Words (Tasteful Words)* is a picture book that lets children taste and eat words. It comes with seven different edible words, such as “like,” “hate,” “idiot,” and “sorry,” that are made of snacks of various colors, flavors, and aromas. In light of the global problem of verbal abuse on social media and other platforms, the book creates opportunities to understand from a young age the meaning and weight of words, which can sometimes be used as weapons and at other times guide our lives, and aims to fill the world with positive words.

1. The SABRE Awards Asia-Pacific, launched in 2008, is a PR awards program with the highest number of entries in the Asia-Pacific region.