



33 Ubi Ave 3 #03-02 Vertex Singapore 408868
Tel +65-6634-7677 Fax +65-6634-7477
UEN No. 201021599C GST Reg. No. 201021599C

HIOKI Contributes to Society: Green Point to Plant Trees at Khao Yai, THAILAND

Location: Khao Yai, Thailand

Objective: Green Point Campaign

Donor: HIOKI Singapore

Date: 1st October 2014

No. of trees planted (2014): 191 Trees

On the October 1, 2014, about forty participants, including 8 HIOKI representatives from HIOKI Singapore, Thailand, and Japan, and 30 local students and teachers from Subtai School, gathered at the Khao Yai National Park for a tree-planting event as part of Hioki's Green Point Campaign.

HIOKI has planted trees in Nagano, Japan, for many years as part of its efforts to contribute to society, and over the years more than 800,000 trees have been planted in the nation. This tree-planting event symbolizes Hioki's next step in their efforts give back to society throughout the world.

The "Green Point Campaign" is a donation program that assigns a certain number of points for every purchase of a qualifying product by a Hioki customer. For every 10 points accumulated, Hioki plants one tree. In 2013, more than 1910 points were accumulated as a result of Hioki Singapore customer purchases, and on behalf of its customers, the company planted 191 trees at Khao Yai National Park with the cooperation of the PATT Foundation.

The event was a very joyous and educational experience for everyone involved, and allowed all the participants to share their passion and show their respect to humanity while involving students from Subtai School to join in the activities. To round off the day, HIOKI also presented footballs and snacks for all the students as well as taught them some simple Japanese words such as "tanoshi", which means "fun".

HIOKI Singapore would like to express its deepest gratitude to everyone for their enthusiastic participation and cooperation in making a better world for the next generation.



Project Overview

Plant A Tree Today Foundation (PATT) established and has maintained a native plant nursery which provides the foundation for ongoing sustainable forest restoration and community development projects in and around **Khao Yai National Park** since August 2008.

The **Khao Yai Forest Restoration Project** aims to restore the forest and biological diversity of that area. This not only assists with conservation efforts in the region but also globally, the reforestation will help to combat and reduce the impact of climate change. PATT's vision is to establish a nursery to provide the foundations for ongoing sustainable reforestation and community development projects in and around Khao Yai National Park. The nursery center would also act as a training center for local people and an environmental education facility.

Why PATT? Singapore is a small country that has limited land resources, and the cost to plant one tree would cost \$200 each. In short, to plant trees in Singapore, Hioki Singapore would have needed to contribute a significant amount of additional money in order to plant its target of 191 trees. Based on this constraint, the company researched alternative sites and found the PATT Foundation. PATT receives support from many established companies as a non-profit organization. Hioki Singapore found their philosophy to be sound and in line with its mission, so the company made the decision to collaborate with PATT. After this extremely positive experience at Khao Yi National Park, Hioki Singapore hopes that it will be able to work with PATT on a long-term project in the near future.



<http://www.pattfoundation.org/how/our-supporters/>



Mr. Kenneth Soh provides an introduction of HIOKI Singapore and the Green Point Campaign.



Everyone is serious during the seeding process.



The new home of HIOKI trees. See you next year.



Group photo after the planting. Say HIOKI.



What a beautiful scenery at Khao Yai



Quiz and games time. Two winners is chosen to win the adidas soccer ball. Besides, all children receive a goodies bag that contains stationary, titbits and candies. The children are contented with a simple gesture.



Hioki writeup <http://www.pattfoundation.org/hioki-contributes-society-green-point-green-trees-khao-yai-thailand/>

Photo link <https://www.flickr.com/photos/126765567@N06/sets/72157648607447675/>

Video link <http://www.youtube.com/watch?v=FLQ59r-vRU&list=UUMC86uRSqo6S7Y-LIQyYunQ>

Google map of trees

https://mapsengine.google.com/map/viewer?mid=zGQSVuJPDDJU.kH_xYFRlr620

Certificate from PATT to show their appreciation for our supports.



Summary

Due to the advance of economy and lifestyle, people tend to forget the basic needs. The campaign have raise some awareness on why we need to plant trees. Although the activity is only a day, I feel it is very meaningful. Everyone loved and volunteer to take part in the campaign again. It is also a team bonding event. We are glad that we have contributed a little effort for saving the environment. There are no boundary or races to stop anyone sharing loves. We hope that we can continues the spirit and also influences other organisation to involve. Nevertheless, we continue to explore other terriority to continue our Green Point Campaign. Lastly, Respect Humanity, Contribution to Society.

Best Regards

Dalton Leong

Asistant Marketing Manager

HIOKI Singapore

Press release links.

1. <http://www.thaipr.net/general/575598>
2. <http://www.thailand4.com/.gen/2014-10-11/8b3e626c55a6839bda00cc3a556c7e54/>
3. <http://www.tivarati.com/general/157657/>
4. <http://www.newswit.com/.gen/2014-10-11/8b3e626c55a6839bda00cc3a556c7e54/>