

Toyota Boshoku China held the 5th Tree Planting Event in Tengger Desert

Raise the corporate spirit applying the principle of Corporate Social Responsibility



Shanghai (CHINA) - May 13, 2017 – [Toyota Boshoku \(China\) Co., Ltd.](#) held the fifth event of “Toyota Boshoku Oasis Project” in Tengger desert Eco-Demonstration Region, in cooperation with the China Green Foundation. Led by Dr. Xudong Yang, Deputy Secretary-General of China Green Foundation and Mr. Sunao Yamamoto, President of Toyota Boshoku (China), sixty members including representatives of Toyota Boshoku group subsidiaries in China, affiliates, partners and suppliers attended the event.



“Toyota Boshoku Oasis Project” is a tree-planting campaign launched in 2013, initiated by Toyota Boshoku (China) to plant trees in the encroaching desert. So far, 100,000 square meters have been planted with nearly 20,000 trees in the region. This year, the members of Toyota Boshoku (China) voluntary funded for planting a new forest that is meant to mark the 15th anniversary of Toyota Boshoku (China) in 2017.



Trees donated by Toyota Boshoku (China) members and community

Focusing on R&D and manufacturing of auto parts, Toyota Boshoku group is fully committed to its mission applying the principle of Corporate Social Responsibility. In an aim to contribute to maintain the sustainability of planet, Toyota Boshoku has formulated the 2050 Environmental Vision and 2020 Environmental Action Plan in 2016, as a lighthouse for all Toyota Boshoku group members to work together targeting a specific goal of planting 1,320,000 by 2050.

“The campaign is a good manifestation of our Corporate Social Responsibility spirit based on the long-term strategy of Toyota Boshoku (China). We call on our members, affiliates and partners to be more aware of environmental issues” said Dr. Zhiqiang Zhuang, Deputy General-Manager of Toyota Boshoku (China).

There is an old Chinese saying, “It takes ten years to grow trees, but a hundred years to bring up a generation of good men.” With that belief in mind, Toyota Boshoku is committed to cultivate the common values to our members through public good activities, contributing to the wellbeing of the community we are operating in.

Toyota Boshoku will continue making effort to realize a greener China, engaging more stakeholders into this forestation project.