
Project to Commemorate the 80th Anniversary of Mitsui Fudosan's Foundation
FUTURE SPECIAL ZONE PROJECT

“FUTURE SPECIAL ZONE Conference” to be Held on May 27
Started to Issue Call for Participants

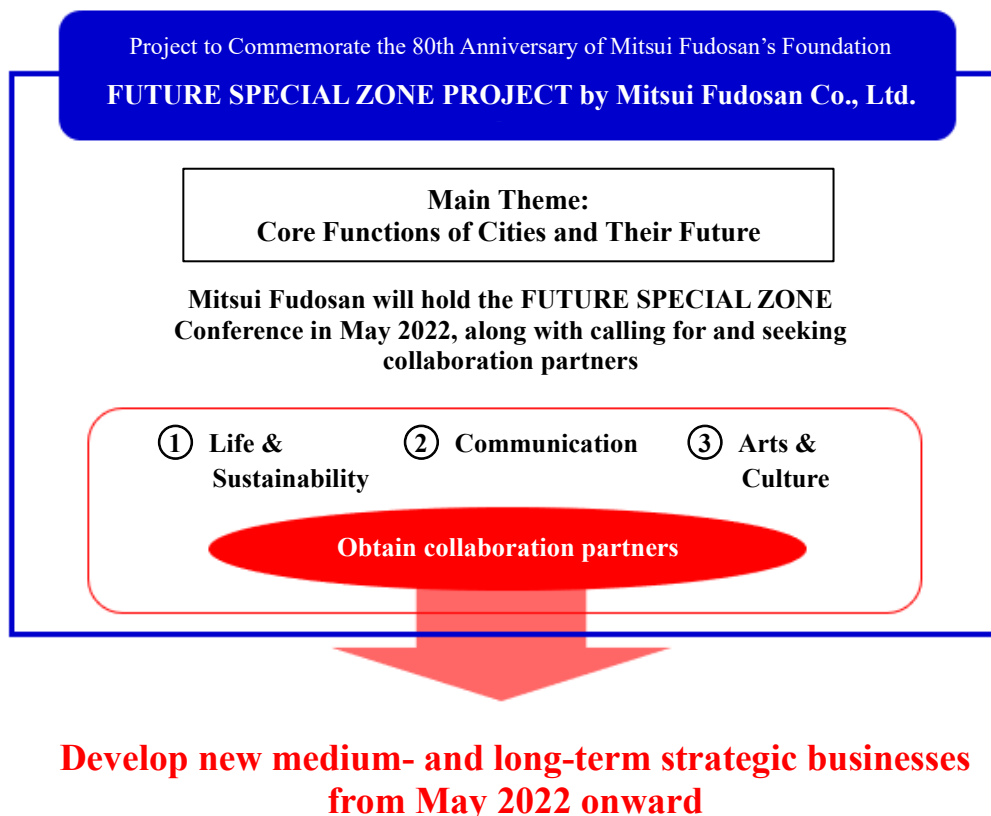
Announce Results of “FUTURE SPECIAL ZONE PROJECT by Mitsui Fudosan Co., Ltd.”
Attractive Near-Future Cities Start from Here

Tokyo, Japan, April 8, 2022 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, will hold the FUTURE SPECIAL ZONE Conference in the Nihonbashi area on May 27, 2022, as a compilation of the “FUTURE SPECIAL ZONE PROJECT by Mitsui Fudosan Co., Ltd.” (hereinafter, “FUTURE SPECIAL ZONE PROJECT”) to commemorate the 80th anniversary of the Company's foundation.

The FUTURE SPECIAL ZONE PROJECT has called for business partners to collaborate in new businesses under the three themes of Life & Sustainability, Communication and Arts & Culture that Mitsui Fudosan defines as Core Functions of Cities and Their Future, and conducted co-creation of prototypes.

The FUTURE SPECIAL ZONE Conference will announce co-creation partners adopted for the project, dispatch co-created prototypes at the same time as holding interactive discussions on-site about open innovations that should be addressed for next-generation neighborhood creation.

To hold the event, a general call has been issued for applications to participate, starting from April 8, 2022.



■Overview of the FUTURE SPECIAL ZONE Conference

Title	FUTURE SPECIAL ZONE Conference
Date and time	13:00–18:30 Friday, May 27, 2022 (Planned. Includes social gathering)
Format	Held in person (simultaneous online communication planned)
Site	Nihonbashi Mitsui Hall 5F COREDO Muromachi I, 2-2-1 Nihonbashi Muromachi, Chuo-ku, Tokyo (entrance from 4F)
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	NewsPicks, Inc.
Schedule Overview	13:00– Opening and greeting 13:15– Keynote speaker: Mr. Matt Ridley 14:15– Next FUTURE SPECIAL ZONE Session 14:45– Theme 1 Life & Sustainability: Life & Sustainability Zone 15:30– Theme 2 Communication: Communication Zone 16:25– Theme 3 Arts & Culture: Creators’ Zone 17:10– Closing: Yoshikazu Kitahara, Managing Director (Representative), Mitsui Fudosan Co., Ltd. 17:20– Social gathering, interactive discussion

■Participant Applications

A general call has been issued for applications to participate in the FUTURE SPECIAL ZONE Conference, starting from April 8, 2022. To apply, register through the dedicated page on the FUTURE SPECIAL ZONE PROJECT website below. For participation in person, in the event of a large number of applications, a lottery will be held on May 11 and results notified in the event of being selected.

FUTURE SPECIAL ZONE Conference website https://www.miraitokku.com/life_sustainability/eng

■About NewsPicks <https://newspicks.com/about/> (Japanese)

NewsPicks is a social-economic media transmitting news from 100 media bodies from within and outside of Japan, including original articles produced by its editorial division. It’s possible to read news from multiple perspectives, together with commentary posted by famous industry figures and experts.

■Mitsui Fudosan Group’s Contribution to SDGs https://www.mitsui-fudosan.co.jp/english/corporate/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsui-fudosan.co.jp/english/corporate/news/2021/1129_02/

