

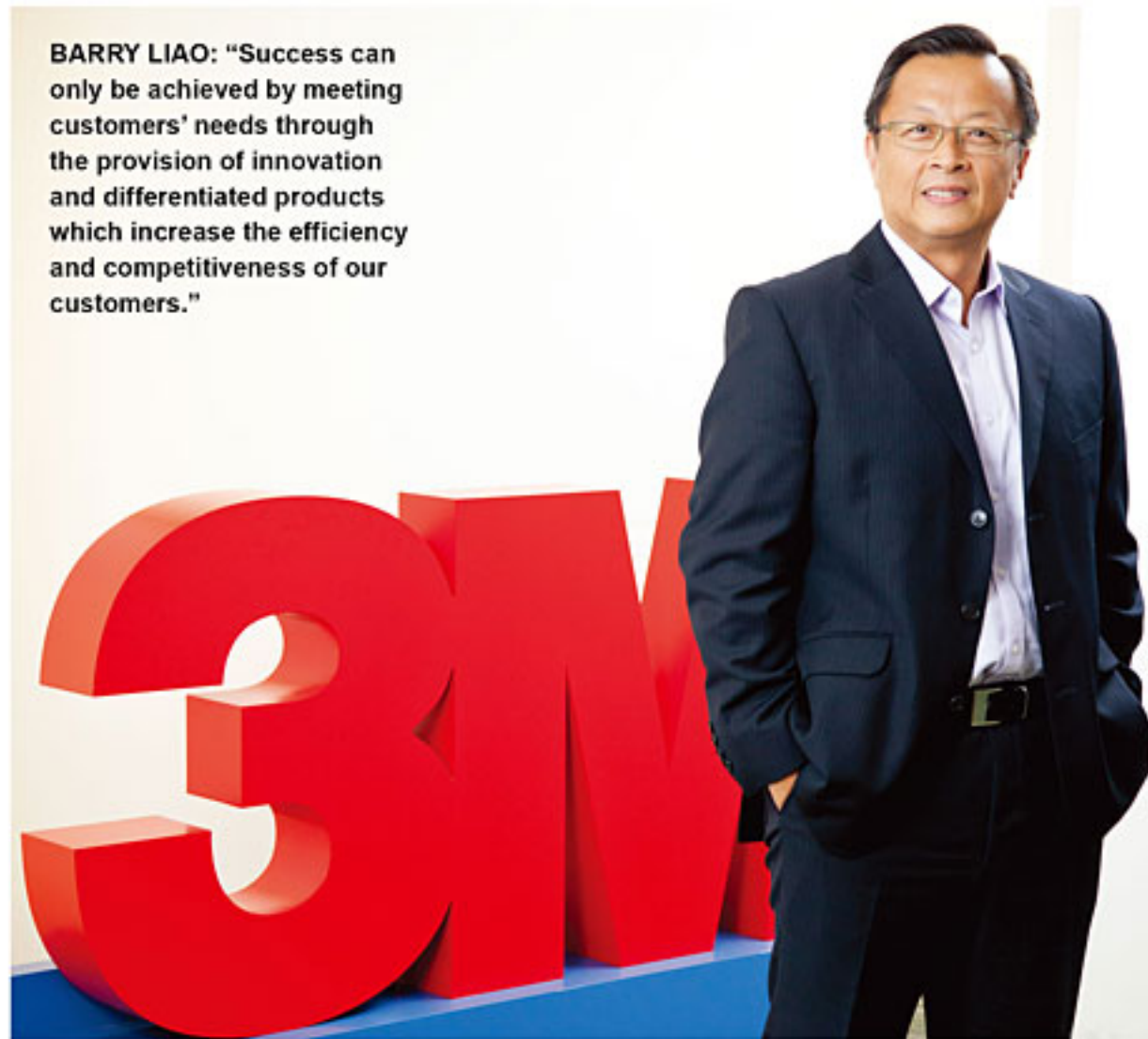


3M

Harnessing Innovation for a Sustainable Future

BARRY LIAO Managing Director of 3M Hong Kong reveals the innovative giant's secrets of success.

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3M is a \$27 billion science-based company that is leading in industrial, health care, safety, consumer and office, electronics and other markets. It has operations in more than 65 countries and serves customers in over 200 countries. In the recent years, it is growing even more internationalized with over 65% of its global sales comes from markets outside the US. This indicates that 3M has been flexing its muscles in the newly emerging countries, such as China, India and Brazil.

Golden Jubilee

"As a matter of fact, 3M extended its reach to Asia as early as in the 1960s. Year 2011 marks the golden jubilee of 3M Hong Kong which is the second wholly-owned subsidiary of the company in Asia," says Barry Liao, Managing Director of 3M Hong Kong.

For a half century, 3M Hong Kong have been growing from a team of 48 staff to a company employing over 150 people. Through 4 major business segments including Consumer & Office, Health Care, Display & Graphics, and Industrial & Commercial, 3M Hong Kong serves primarily as the marketing and sales arm of the company. Besides the main office, it has also set up its own distribution center and several technical support facilities to better serve the growing number of customers in

Hong Kong and Macau.

"3M insists that success can only be achieved by meeting customers' needs through the provision of innovation and differentiated products which increase the efficiency and competitiveness of our customers. This is the 3M way, though it might sound a bit like magic to the outside world," says Liao.

Offering Innovative Solutions

3M's ingenious products touch almost every aspect of people's life, and well-known 3M brands include Post-it, Scotchgard, Thinsulate, Scotch-Brite and Scotch – the later two have been associated with 3M innovative technologies in abrasives and adhesives for more than 100 years.

"Based on 45 core technologies, we have offered over thousands of ingenious products to solve problems at home, work or in between. To ensure that we continue to meet the ever-changing demand of our customers, the company invests more than HK\$ 11 billion annually in research and development," Liao explains.

The newly launched 3M Filtrete™ One-Touch Water Saver is one of the best examples to illustrate 3M's inventiveness.

"Clean water is becoming scarcer around the world. Simply attach this smart yet creative device to the faucet, and people can save as much as 45% of water used without any change in daily habits or washing patterns. It's fantastic, isn't it?" says Liao.

Leading in Sustainability

3M leads not only at the technological forefront, but also in environmental stewardship. In 1975, based on a preventative and proactive approach, 3M undertook the first measurable green initiative of its kind - "Pollution Prevention Pays", better known as "3P".

To date, 3M has completed over 8,600 3P projects worldwide and resulted in the elimination of more than 3 billion pounds of pollution and saved nearly US\$1.4 billion. For the coming years, 3M not



only targets to complete more 3P projects to reduce waste and greenhouse gas emission, but also participate in biodiversity preservation and enhancement on its own property and through partnership in such countries as the US, Brazil, Mexico and China.

In Hong Kong, 3M has received the ISO 14000 certification since 2006. It indicates that 3M's internal system effectively makes good use of resources and proactively prevents pollution. For example, a clear recycling procedure has been established to ensure paper waste is recycled and reused. Also, the company has controlled the indoor temperature, installed energy-efficient lighting and abandoned the use of plastic bags, and various policies have also been implemented to reduce consumption of energy and other natural resources.

On the other hand, 3M Hong Kong has actively involved in numerous environmental campaigns. It is the first "Jupiter" corporate partner of the Friends of the Earth (Hong Kong) and together work in different natural resources preservation campaigns.

Recently, 3M has significantly extended its promotional reach by buses

solar heat out and helps regulate temperature inside the vehicles. As a result, less gasoline can be used and emission of CO₂ can be cut substantially.

In addition, 3M-supported informative program - "Relief 16°C (Part III) - Save the Earth, Save the Children" produced by RoadShow is shown on the bus-TVs, and the "Power Smart Contest", the annual city-wide competition organized by the Friends of the Earth, is also promoted through the body of environmentally friendly "Euro 3" buses.

Furthermore, 3M actively responds to projects initiated by the Environmental Protection Department. For example, it donates unused computers to different voluntary groups and charities.

3M's green efforts are well recognized by the public. Last year, 3M received the Merit Green Enterprise Award in the "Capital Entrepreneur Green Enterprise Awards 2010" for its outstanding performance in turning concern for the environment into increased profit and taking environmental factor into consideration while formulating the business strategies.

Liao says, "3M innovates because we are passionate, curious and creative. We will continue to bring better life to people by further training of our staffs, investment in R&D, exploring of new markets, and harnessing innovation for customers' benefits." ■



to advocate a green lifestyle. Through buses, environmentally friendly products, such as the aforementioned Water Saver and 3M Automotive Sun Control Film are introduced to the general public. The proprietary film effectively keeps

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