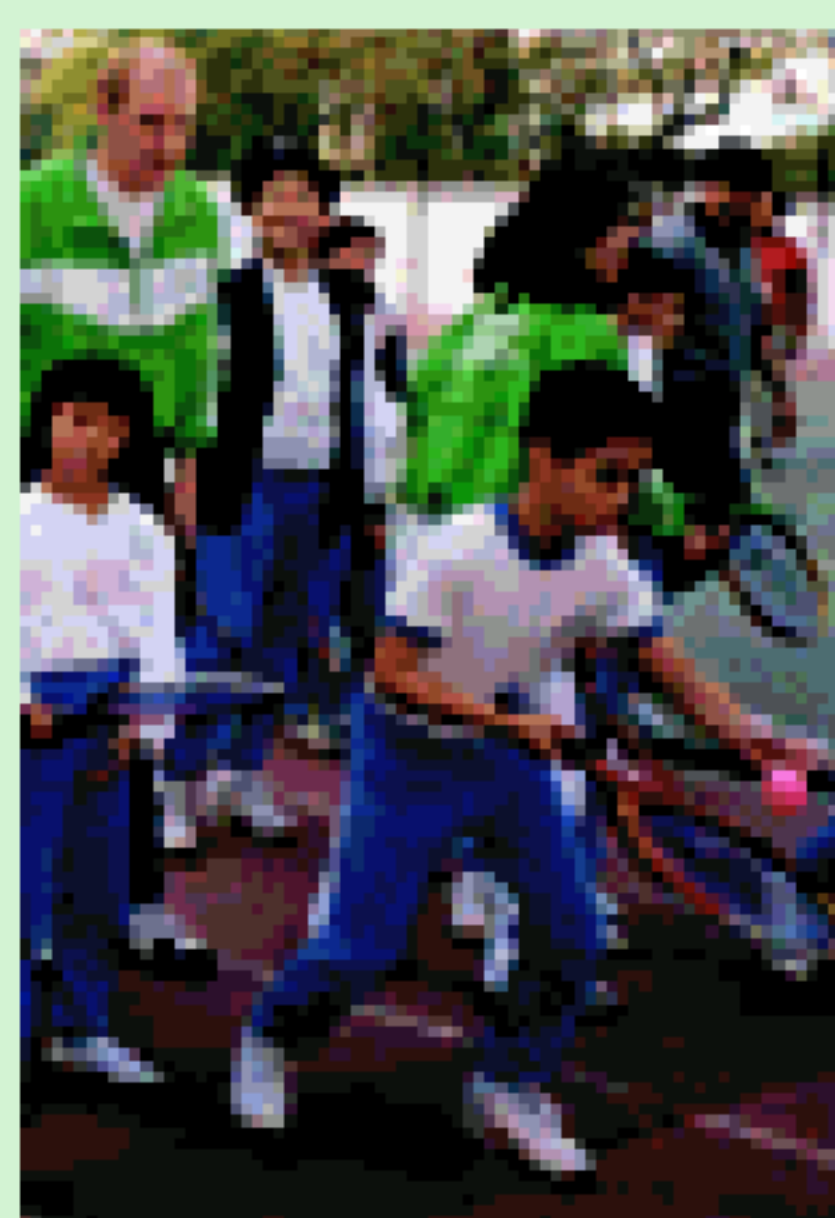




*Sponsorship of FIFA World Cup is the major force in improving brand awareness and recognition.*

贊助在韓國及日本舉行的二〇〇二年世界杯足球賽，是提升品牌形象及讓大眾廣泛認識的最佳宣傳機會。



*Mini-Squash Promotional Campaign 2000 received an encouraging response among students, teachers and parents.*

贊助香港壁球總會舉辦的「富士菲林小型推廣活動2000」，獲得學生、教師及家長們的讚賞及歡迎。

We continued to sponsor the National Football League and, for the fourth consecutive year, we will be supporting the 9th National Games in Guangdong Province. This will be the largest sport event to take place in Guangdong and will provide excellent exposure for our image. A press center will be established to provide a wide range of photographic services during the games.

Football is one of China's most popular sports with an estimated 3.6 million fans attending the 182 matches played annually, many of them televised nationally. The Fujifilm stadium boards, including one displayed behind the goal at every match, increases brand awareness among the millions of spectators and TV viewers.

Fuji's sponsorship of the FIFA World Cup 2002 in Korea and Japan also will provide brand exposure on a scale unparalleled by any other televised sport event.

Again we were the official film of Hong Kong Primary Schools Mini-Squash training Scheme. Our sponsorship of this community event received the "Best Budgeted Sports Sponsorship Award" in the Excellence in Sports Marketing Awards organized by the Sports Development Board. The scheme was judged to be highly cost effective in reaching more than 6,000 students in three months.

To reinforce our position as a leader in the professional photographic industry, the Group organized and sponsored more than 10 photo contests throughout China, Hong Kong and Macau with over 10,000 contestants participating. The major photo contest included the Tsim Sha Tsui East Festive Illuminations 2000 in Hong Kong and the "Fuji Cup" in China.

我們連續第四年贊助二〇〇一年全國甲A足球聯賽，並獲委任為在廣東省舉行的第九屆全國運動會的大會指定菲林。全國運動會將成為廣東省最大型的體育盛事，並為集團提供最佳的曝光機會。在運動會舉行期間，集團將成立新聞發布中心，為新聞界提供多元化的影像及沖印服務。

足球是中國內地最受歡迎的體育活動之一，中國甲A足球聯賽每年舉辦一百八十二場球賽，吸引約三百六十萬名球迷到場，而許多賽事均由電視作全國轉播。富士的場館廣告板，包括每場賽事均放置於觸目位置的廣告板，可提高數以百萬計的現場及電視觀眾對集團品牌的認知程度。

集團更贊助在韓國及日本舉行的二〇〇二年世界杯足球賽，以把握電視轉播賽事所帶來的重大宣傳機會。

集團贊助香港壁球總會舉辦的「富士菲林學校灌苗計劃」，獲得香港康體發展局頒發「最精算活動贊助」獎項。該贊助計劃在三個月內讓超逾六千名學生接受壁球訓練，其成本效益備受讚揚。

為提倡及鼓勵攝影活動，集團在中國、香港及澳門舉辦及贊助逾十項攝影比賽，參加者超過一萬名。其中的大型比賽包括本港的金光璀璨耀尖東二〇〇〇年攝影比賽，以及內地舉行的「富士膠卷杯」二〇〇〇年全國攝影十傑年賽。



## Robust popularity of Instax expands instant camera market share

富士即影即有相機深受市場歡迎，  
預料市場佔有率將持續擴展。



**instax  
mini**

### *Instax mini 20*

- > Advanced performance in a stylish package
- > Exceptional prints fit right in your wallet
- > Twin shutter releases, new macro lens for versatile convenience

### *Instax mini 20* 迷你即影即有相機

- > 性能卓越，外型奪目
- > 照片精巧，攜帶方便
- > 創新雙按鈕設計，自由伸縮廣角鏡頭