



THE  TIMES

TOP 50

**WHERE WOMEN
WANT TO WORK**

2007

SIGN OF THE TIMES

It's official. Canon UK & Ireland is one of the top places for women to develop their career. That's not just our opinion but the result of a survey in *The Times* newspaper.

The survey was entitled 'Where Women Want to Work 2007'. The result is especially impressive given the historical male domination of our industry, although the research measured criteria that apply to both male and female employees.

To get into the Top 50, companies had to prove themselves in five areas. These were: the opportunities they provide; having progressive, transparent cultures; an ability to celebrate diversity; an eagerness to embrace technology to promote work-life balance; and a commitment to social responsibility.

Although many respected names such as Google, Microsoft and Pepsi made it to the list, none of our direct competitors did – which should help us to keep attracting the best people.

For more information, please contact caroline_price@cuk.canon.co.uk

1. Canon is officially recognised as one of the UK's best places for women to work

CANON CAN – EVEN UNDERWATER

To support our excellent underwater photography products, Canon UK & Ireland has taken the plunge by working in partnership with two well-respected names.

The partners are the Professional Association of Diving Instructors (PADI), the world's largest diver training organisation; and the specialist sub aqua photographic supplier Cameras Underwater Ltd.

The collaboration has led to a number of exciting developments. For example, PADI has endorsed both the Canon PowerShot A570 IS camera and the WDC-12 Underwater Housing. We have provided in-house training, run by Steve Boness from the Channel Development Consultant team, for key PADI representatives including its Sales Manager, Regional Managers and the EMEA Marketing Manager.

With Cameras Underwater, we supported two product demonstration days at its London branch – which led to a 240% business increase over one weekend. We also co-funded a series of seminars and training activities on digital underwater photography at diving schools in Egypt and we co-hosted a stand at the PADI Village at the Dive Show in October.

Overwhelming success

PADI's Marketing Manager Deborah Sutton said, "Taking photographs in water is quite different from taking photographs on land, and it's not always easy to teach yourself. That's why PADI have teamed up with Canon UK & Ireland to provide a training package that will make digital underwater photography more accessible."



And CCI Account Manager, Jose Price-Castico, commented: "This collaborative project has been an overwhelming success. Key partnerships with companies such as PADI International Ltd benefit Canon by associating our products with other professional organisations."

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1. Canon has teamed up with a diving organisation to promote its range of underwater cameras



The call of PAN

High up in the mountains of Bulgaria might be the last place you'd expect to find a group of 21 Canon employees from all over Europe. Find out more.

The World Wildlife Fund has helped to create the concept of the Protected Area Network (PAN) Parks. These combine nature conservation with sustainable tourism to help promote a real future for Europe's protected areas.

For the last three years, Canon has offered the opportunity for representatives from each NSO and each HQ to visit one of the PAN Parks and spend a few days contributing to its development.

Destinations have included Bieszczady National Park in Poland, Fulufjället in Sweden and Majella in Italy and last October the latest plucky group enjoyed the beauty of Rila National Park in Bulgaria. Among them was Christine Uffindell of our European Intellectual Property Group.

Great opportunity

"It was a great chance to see the local countryside and wildlife, particularly the storks for which the area is famous," she commented. "But it was also fascinating to observe how people in eastern Europe live and find out more about Bulgarian culture."

And there was hard work to do. The aim was to open up a forgotten trail through the park to link a small mountain village with the wildest part of Rila where chamois roam freely. The trail also provides spectacular views from high altitude.

Activities included path clearance, putting down route markers and erecting hand rails and an information point. And gaining access to the start of the trail was an experience in itself. "The half-hour ride from our hotel up into the mountains put any 4x4 assault course to shame," said Christine. "It was a real bucking bronco ride and left us feeling a bit sore!"

But the trip was far from all work and no play. The group was entertained with Bulgarian songs and dances performed by girls from the local community, enjoyed bean soup and other national specialties, and visited a local winery for a Bulgarian wine-tasting session.

"It was also good to get to know more people from Canon in Europe, and to learn about our colleagues' jobs, countries and cultures," said Christine. "We forged very good team relationships in a short space of time, which may be why the farewell party went on into the early hours..."

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1. The Rila National Park in Bulgaria
2. Canon employees from across the business travelled to Bulgaria as part of WWF's PAN Parks programme which promotes conservation and sustainable tourism



EOS safari is a roaring success

In October, we invited 85 respected journalists from all over Europe to Kenya. This unique event marked the first 20 years of EOS, the world's number one SLR system.

The safari camp was the Borana Ranch, near Nairobi. Sixteen miles north of the equator and 1980 metres above sea level, it lies in the shadow of the magnificent 5180-metre Mount Kenya.

This was the perfect setting to put the latest EOS cameras through their paces: dramatic and stunning scenery, game drives through the local conservation area, helicopter trips, horse rides and nature walks produced rich material for photography.

Four professional photographers, Nick Nichols, Gary Knight, Ziv Koren and Andy Mettler, attended the event and inspired the journalists with their work. Canon product specialists gave daily presentations on EOS camera bodies, technologies, lenses and accessories, while the main camera used by journalists during the week was the newly-launched EOS 40D. For many, it was an opportunity to test the camera for the first time.

Canon and the community

Canon also provided support for three schools in the Borana area. Ranch owners Nicky and Michael Dyer, who are heavily involved in local community health, education and environmental initiatives, gave Canon advice on what was needed. As a result, we paid for the construction of two schoolrooms - complete with desks and chairs - as well as a guttering system going into a much-needed water tank and a fully equipped local library. "This is one way we can give back to the local community," explained Mogens Jensen, Head of Canon Consumer Imaging Europe.

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1. 2. 3. 4 & 5. To celebrate 20 years of EOS, Canon really pushed out the boat with a fabulous safari trip to Kenya for European journalists