

A person is sitting at a desk, looking at a computer monitor. The background is a world map with a line graph overlaid on it. The person's hands are behind their head, suggesting they are looking at the data on the screen. The overall scene is dimly lit, with the light coming from the window behind the person.

# Customs Training Russia October 2010

Kyocera Mita Europe B.V., The Netherlands  
Damon Dean, Corporate Legal Affairs

# KYOCERA GROUP: KEY AREAS OF OUR BUSINESS

---

Environmental preservation:  
Eco-friendly components and  
equipment such as  
solar-power generation  
and emission-control  
systems



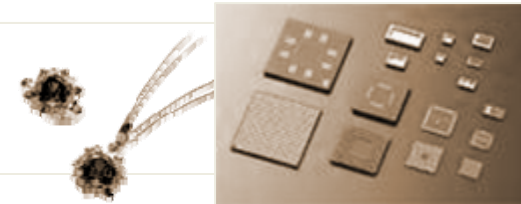
Quality of life:  
Household goods created  
using fine ceramics  
technologies, jewellery,  
electronic games and  
amusement services

Information and communications:  
Comprehensive product range of communications technology, from  
components and devices to service networks

# KYOCERA GROUP: GLOBAL PRODUCT SEGMENTS

---

Fine Ceramics  
FY 2006 (27,3%)



Electronic Devices  
FY 2006 (22.0%)



Equipment  
FY 2006 (41.8%)



# KYOCERA GROUP BRAND



# PRODUCT RANGE MACHINES

## ECOSYS LASER PRINTER B/W AND COLOUR



## COPIER AND MULTIFUNCTIONAL DEVICES



# MOST CRITICAL TONER CONTAINERS

TK-17



TK-18



TK-60



TK-110



TK-120



TK-310



TK-410



# NOT A CARTRIDGE BUT A CONTAINER

---



**Cartridge**



**Container**



# JAPAN TO ROTTERDAM

**Shipper**

KYOCERA MITA CORPORATION  
2-28, 1-CHOME, TAMATSUKURI ,  
CHUO-KU, OSAKA 540-8585 JAPAN  
PHONE: 06 6764-3555 REP  
FAX : 06 6764-3980

**Consignee**

KYOCERA MITA EUROPE B.V.  
C/O DHL ESC  
INDUSTRIAL AREA HELDEN 2175  
ZWENKGRAS 7 5986 PM BERINGE  
NETHERLANDS

**Notify Party**

1 KYOCERA MITA EUROPE B.V.  
C/O DHL GLOBAL FORWARDING  
EUROPAWEG 875,3199 LD MAASVLAKTE  
ROTTERDAM NETHERLANDS  
2 KYOCERA MITA EUROPE B.V.  
HOEKSTEEN 40 2132MS



Member of  
the Japan International  
Freight Forwarders  
Association, Inc.

Waybill No. 09065001  
NECJP

**WAYBILL**  
NON-NEGOTIABLE

**NEC NEC Logistics, Ltd.**  
TOKYO, JAPAN

Received by the Carrier from the Shipper in apparent good order and condition unless otherwise indicated herein, the Goods, or the container(s) or package(s) said to contain the cargo herein mentioned, to be carried subject to the terms and conditions on the back hereof by the vessel named herein or any substitute at the Carrier's option and/or other means of carriage, from the place of receipt or the port of loading and to the port of discharge or the place of delivery shown herein and there to be delivered unto the Consignee named herein, or his authorized agent, on production of such proof of identity as required by the Carrier.  
In witness whereof, the undersigned, has signed the Waybill(s) all of this tenor and date.

Redacted signature area

# HONG KONG TO ROTTERDAM

**SCHENKER***ocean*

for Combined Transport

(1) Shipper/Exporter KYOCERA MITA INDUSTRIAL CO. (H.K.) LTD. 13/F., MITA CENTRE, 552-566, CASTLEPEAK ROAD, TSUEN WAN, N.T., HONG KONG		(4) Waybill No. HKHKG4000908920 Express Bill of Lading
(2) Consignee KYOCERA MITA EUROPE B.V. PRS C/O DHL ESC ZWENKGRAS 11 5986 PM BERINGE THE NETHERLANDS		(5) Reference Nos. REF. (SW) : 4000908920 STT: 34470020589125 CONNIE LAU
(3) Notify Party KYOCERA MITA EUROPE B.V. C/O DHL GLOBAL FORWARDING EUROPAWEG 875, 3199 LD MAASVLAKTE ROTTERDAM NETHERLANDS		(7) For Delivery of Goods apply to: SCHENKER INTERNATIONAL B.V. NIEUWESLUIWEG 250 NL-3197 KV ROTTERDAM
(6) Vessel/Voyage (see clause 14.1 of the SCHENKERocean Bill of Lading terms) MSC DANIT /S914R		(11) Place of Receipt (Applicable only when document used as Combined Transport B/L) HONG KONG
(9) Port of Loading HONG KONG	(10) Port of Discharge ROTTERDAM **	(12) Final Destination (Applicable only when document used as Combined Transport B/L) ROTTERDAM **



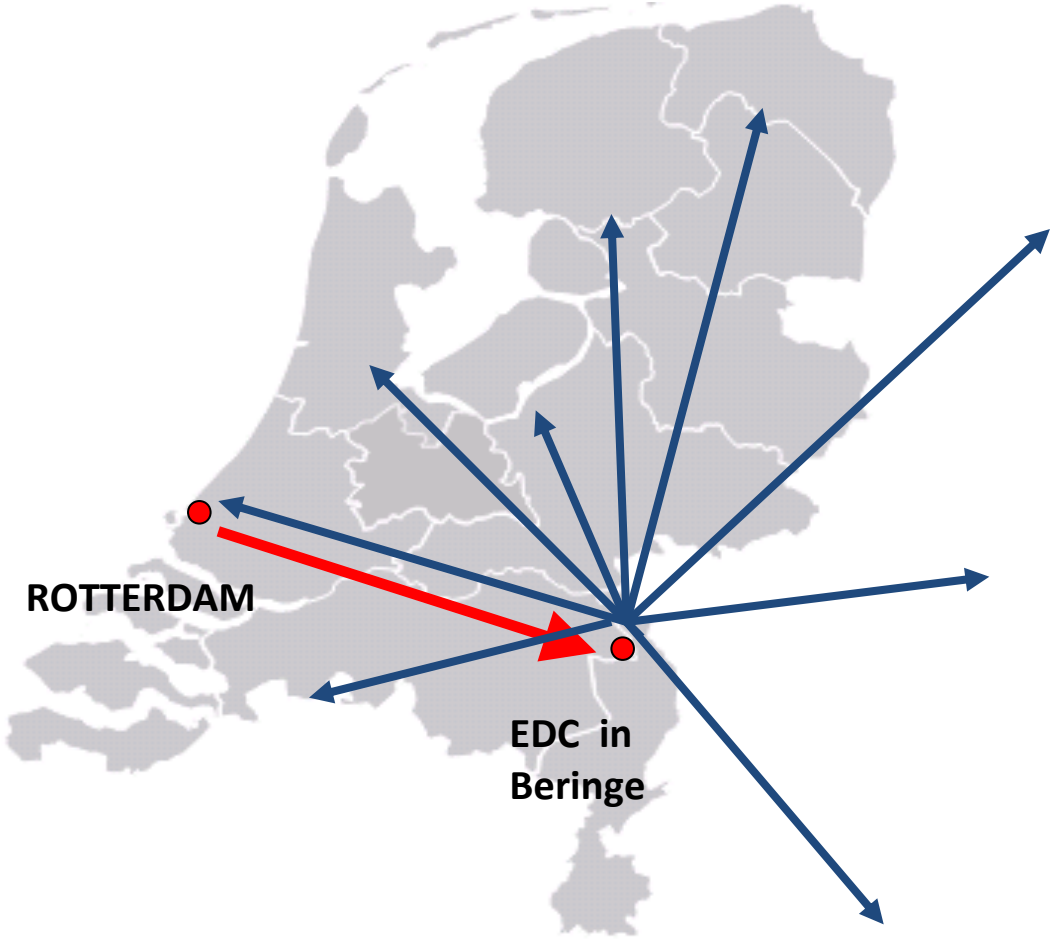




# FROM ROTTERDAM TO EUROPEAN DISTRIBUTION CENTRE IN BERINGE (SOUTH PART OF THE NETHERLANDS)

2 Destinataire (nom, adresse, pays) / Geadresseerde (na.  
Empfänger (Name, Anschrift, Land)

DHL SOLUTIONS  
ZWENKGRAS 3  
NL5986 BERINGE  
NETHERLANDS



## TRANSPORT ROUTE TO RUSSIA

---

**Kyocera toner containers arriving in Russia**

ARE :



**transported from Netherlands then driven through EU or sometimes through Belarus/Ukraine into Russia.**

Kyocera products leaving Russia heading the other way westwards are therefore SUSPICIOUS.

**If so, please try to identify from the trustgram, or contact through SNB Russia and we can arrange identification.**

# SUMMARY OF TRANSPORT ROUTE



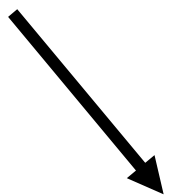
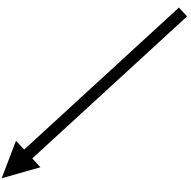
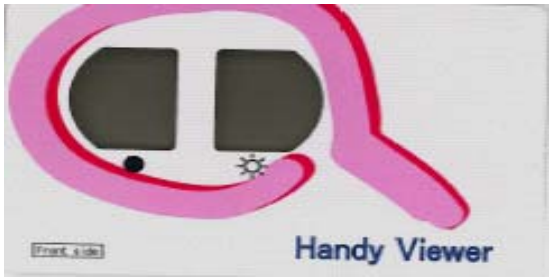
# TRUSTGRAM

---

- ▶ On all master cartons
- ▶ Not on individual cartons
- ▶ On all toner containers
  - ▶ Except: TK-17 AND TK-400
- ▶ Trustgram + Handy Viewer make a 100% reliable judgment

# HANDY VIEWER & TRUSTGRAM

▶ Handy Viewer

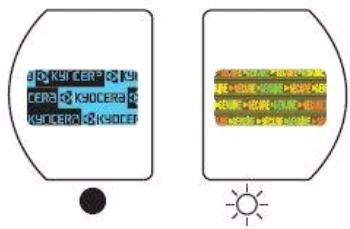


▶ Trustgram on Master carton



▶ Current Trustgram since 2009

Colour changes to black and blue





▶ Old trustgram from 2007

Colour changes to black.



# HOW TO DETECT COUNTERFEIT KYOCERA TONER CONTAINERS?

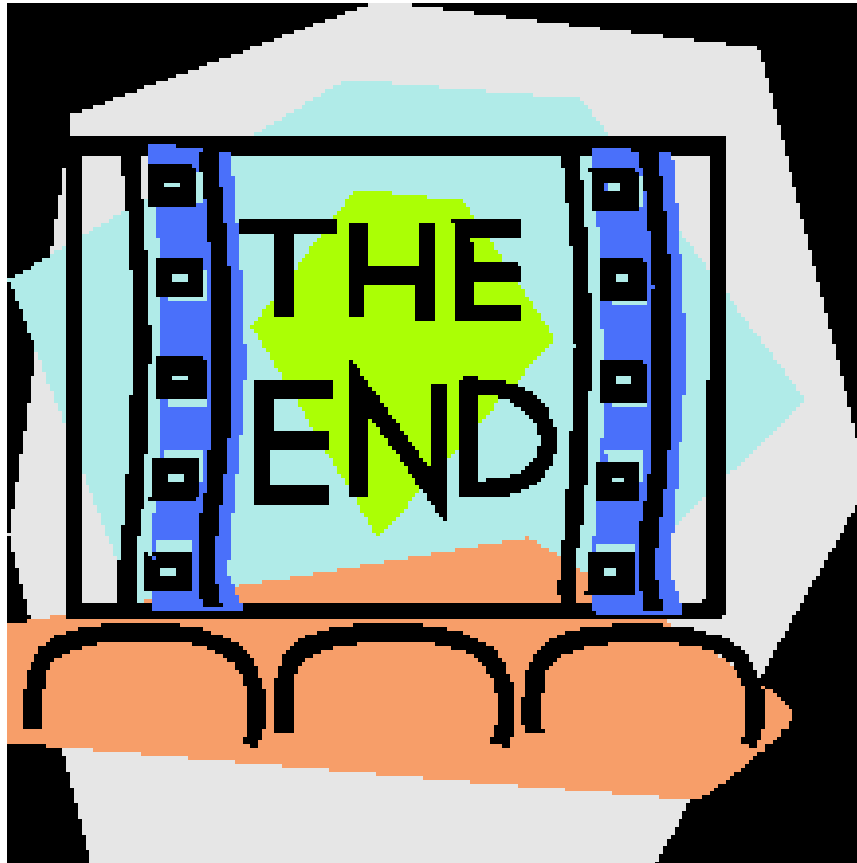
---

- ▶  **Inspect documents which accompany goods into Russia to see where goods come from.**
- ▶ **Use the Trustgram with a Handy Viewer.**
- ▶  **Contact Kyocera through SNB Russia and we will arrange identification.**

## CONTACT DETAILS

---

- SNB contacts:**        **Dmitry POLIAKOV**  
**Shevyrev & Partners bureau of attorneys**  
Email:     poliakov@shevyrev.ru  
Tel:        +7 495 981 95 04, ext. 116
- KME Legal:**         **Damon Dean, Corporate Lawyer**  
**Kyocera Mita Europe**  
e-mail:    ddean@kyoceramita-europe.com  
Tel:        +31 (0)20 654 9445
- KME Technical:**    **Juan Pons**  
**ACP & Quality Manager**  
**Kyocera Mita Europe**  
e-mail:    Juan.Pons@kyoceramita-europe.com  
Tel:        +49(0)2159/928-520



Thank you !