Mission
Strive to contribute to the creation of a future where the aspirations of the people can be fulfilled.

Vision
Aim to become a global business enabler that can meet the needs of our customers throughout the world.

Values
• Build trust with fairness and humility.
• Aspire to set high standards and to contribute to society.
• Embrace the challenge of continuous innovation.
• Foster a culture of open-mindedness.
• Strive to develop others and oneself to achieve full potential.

Mitsui & Co. Group Conduct Guidelines

With Integrity

Five Key Principles
01 We will comply with laws and regulations, and act to the highest ethical standards. We will respect human rights and never engage in discrimination of any kind.
02 We will respect the individuality and diversity of every employee, and foster a culture of open-mindedness.
03 We will engage in fair business practices, and respond to the trust placed in us by society with good faith and sincerity.
04 We will place value on the global environment, and contribute to the realization of prosperity and a high quality of life for society.
05 We will speak up with courage when we have doubts or feel that something is wrong, for the good of the company.