Top Commitment

Message from the President

Aiming to Be a Global Business Enabler
Responding to the Expectations and Requirements of Society

The collapse of Lehman Brothers Holdings the year before last triggered a worldwide financial crisis that led to a rapid deterioration in the global economy. In the latter half of 2009, however, the positive impact of economic stimulus policies adopted by countries around the world began to emerge gradually, and the world economy appears to be moving toward a moderate recovery trend. Nevertheless, the recovery this time is forecast to be unlike previous cyclical recovery phases, and, instead, it will be a period of structural transition in which global growth will be led by a new set of industries, regions, and corporations.

In the midst of these far-reaching trends in the world economy, the environment surrounding society is undergoing change at a rapid pace, and, year by year, these changes are becoming more complex.

I believe that, in these times of change, the mission of Mitsui must be to respond at all times to the expectations of the world around us. This means we must quickly identify the emerging needs of our customers and society as a whole and respond flexibly to the growing complexities of society and changes in the economic environment.

It is in times of change such as these we are experiencing today that we of Mitsui should return to an expression that is familiar to everyone, “Mitsui is people,” and renew our drive to further strengthen our earnings base through the creation and pursuit of Yoi-Shigoto (good quality work). We are committed to devoting all our strengths and resources to enhancing the quality of our people, who must be the implementers of Yoi-Shigoto; displaying our global, comprehensive business engineering capabilities as a sogo shosha, or general trading company; and, thereby, aiming to be a company whose contributions are widely recognized throughout the world.
Mitsui has been continuing activities to comply with and put these guidelines into practice. Also, in December 2007, we formulated our Supply Chain CSR Policy, and subsequently sent a letter to all the suppliers of Mitsui and its subsidiaries asking for their understanding and cooperation with this policy. We are continuing initiatives in this area, and, with the aim of making organizational improvements in supply chains that are linked to Mitsui’s business activities, we are providing individual support for participants in these supply chains. In addition, in response to a call from then Prime Minister Gordon Brown of the United Kingdom in May 2008, Mitsui became a signatory to the proclamation of the United National Millennium Development Goals, which establishes objectives to be met by 2015, and we are implementing measures to attain these goals.

Following this, in May 2008, Japan’s Basic Law concerning Biodiversity went into effect. Then, in March 2009, the Japan Federation of Economic Organizations (Nippon Keidanren) issued its Nippon Keidanren Biodiversity Proclamation, which reflects its resolve to promote business activities with substantially greater regard for biodiversity. In January 2010, Mitsui participated as one of the partners supporting this proclamation. Since the 10th convention of signatories to the biodiversity treaty (Aichi-Nagoya COP10 Convention on Biodiversity) will be held in Nagoya, Japan, in October 2010, interest among members of society in preserving biodiversity is rising. To respond to social needs of this kind, Mitsui is providing support for and promoting many activities within and outside the Company aimed at addressing issues related to the earth’s environment through its Mitsui & Co. Environmental Fund. Also, with the goal of contributing to the future of the irreplaceable earth and the fulfillment of the aspirations of the earth’s people, Mitsui is responding in various ways and is giving increased attention to preserving biodiversity through the activities of its core businesses and through its social contribution activities.

We at Mitsui will continue to identify forthrightly the many social issues that are becoming increasingly more complex every day and take initiatives to address them aggressively based on our traditional spirit of “Challenge and Innovation.” As we fulfill our social responsibilities through the pursuit of Yoi-Shigoto, we will aim to contribute to the sustainable development of society.

Masami Iijima
President and Chief Executive Officer
Mitsui & Co., Ltd.