Mitsui’s Business Activities and Corporate Social Responsibility

Mitsui’s Core Values: Origin in Its Founding Philosophy

The former Mitsui & Co., which was established in 1876, was disbanded at the time of the dissolution of Japan’s zaibatsu (industrial conglomerate) shortly after the end of World War II, bringing act one of the company’s history to a close. Today’s Mitsui was founded by employees sharing the same values as the former Mitsui & Co.—“Challenge and Innovation,” “Open-Mindedness,” and “Nurturing Human Resources”—employees who continue to contribute to the creation of new value for society.

The way we work and the way we think are still very much based on the values espoused by Takashi Masuda, the founder of the former Mitsui, and are reflected in our stance toward our work. The principles of Mitsui’s CSR have always reflected its founder’s values, a way of thinking unchanged to this day.

“Avoid infatuation with immediate advantage. For enduring prosperity, harbor grand aspirations.”

“I started Mitsui & Co. with the goal of realizing trade on a large scale, not in pursuit of money, but from the desire to work.”

“Mitsui has a pool of very talented individuals. This is Mitsui’s most important asset.”

Business Activities and Corporate Social Responsibility

Mitsui’s business activities include the following four areas: mineral resources and energy, global marketing networks, lifestyle business, and infrastructure. To fulfill our corporate social responsibility through our business activities, we are particularly focusing on four areas (human rights, the environment, consumer issues, and community involvement and development) out of the core subjects specified in ISO 26000*, and have formulated the Mitsui’s CSR Matrix.
While modern society is becoming increasingly diverse and dynamic, undergoing ever faster change and growth as globalization and the integration of information and communications technologies accelerate, it is also facing a long and varied list of economic, environmental, and societal challenges: climate change, food, energy, water, and other environmental and resource-related issues, problems with human rights, poverty, child labor, and educational inequality.

Our sustainable growth as a private corporation cannot be achieved without improvement in the sustainability of society as a whole. We believe that our duty as a member of society is to assist the local communities, nations, and international communities in which we operate as they take steps to overcome these challenges toward a better future.

Mitsui believes its corporate social responsibility is to continually contribute to society through its core business as a sogo shosha. As we launch businesses, create new value, and build interpersonal relationships, we hope to contribute directly and indirectly to the healthy growth of local communities—domestic and abroad—and the global economy, for better standards of living for everyone.

To see CSR Management Accomplishments and Goals, which describes the CSR management activities for Mitsui, as well as CSR Objectives and Accomplishments for Fiscal Year Ended March 31, 2011 by Business Area, please visit our website.*ISO 26000: An international standard related to social responsibility, established by the International Organization for Standardization, to encourage organizations in helping to achieve sustainable development. It consists of the following seven core subjects: organizational governance, human rights, labor practices, the environment, fair operating practices, consumer issues, and community involvement and development.