Our founder Takashi Masuda said “Avoid infatuation with immediate advantage. For enduring prosperity, harbor grand aspirations.” He emphasized the importance of sincerity in recognizing and working toward solutions of social issues in order to build a better future for us all. At Mitsui, this business philosophy forms part of our core DNA and illuminates the way forward. Rather than being content to simply generate profits for the company, we want to be appreciated and respected by our customers, partners and wider society, and we want to derive meaning and satisfaction from meaningful work. The quality of our work and the profits are at our forefront from the perspective of restoring Japan and in turn to prosperity on a global scale, while we aim to contribute to future generations by making dedicated efforts in Yoi-Shigoto, good quality work with genuine value and usefulness.

Putting Our Mission, Yoi-Shigoto, into Practice

At Mitsui, we are committed to addressing many of the major issues faced by modern society. Our Corporate Social Responsibility (CSR) is to perform Yoi-Shigoto through its core business. With the global population steadily increasing, stable supply of supplies such as food as well as water and needless to say, natural resources is becoming a matter of extreme urgency. Our operations in the upstream domain of industry can have a positive impact in this area, which has particular relevance in Japan, where stable supply of energy and food are of critical importance to social stability. In this way, we need to ensure that our work constitutes Yoi-Shigoto as we strive to tackle a range of issues in wider society.

Initiatives to Nurture Human Resources

The key to performing Yoi-Shigoto is the skills and competencies of our employees. In order for the company to evolve and prosper, we must ensure that our employees are capable of adapting to changes in the external environment in a flexible and proper manner, while maintaining a global perspective. I believe that human resources programs hold the key to ongoing corporate growth. Our people represent the foundation that enables this company to work towards the goal of a sustainable society. For this reason, we do not hesitate to invest in training and development programs for our precious human resources.

Towards the goal of a sustainable society

In order to make an ongoing contribution on the domestic and global stages, the first and most important step is to build the foundations for sustainable operation here in the company. And in order to put a sustainable management system in place, we must be prepared for constant and flexible evolution and adaptation of business responding to the changing needs of society predicated on a “sound crisis awareness” that things can change quickly at any time. I believe that it is extremely important to be always aware of the changes that are happening around us, to be always asking ourselves “does the work that each of us is doing Yoi-Shigoto to the benefit of society?”, and to be prepared to adapt and modify our business model as necessary. To this end, Mitsui must maintain close dialog with our stakeholders in order to proactively monitor the needs of society and carry out management with a keen awareness of our corporate social responsibility.

Mitsui remains committed to enhancing the quality of our work and of our profits and providing ongoing value to society in the form of Yoi-Shigoto as we are dedicated to contributing to the goal of a sustainable society.

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