

Corporate Mission, Vision, Values

Mitsui & Co. revised its Mission, Vision, Values (“MVV”) in May 2020, as outlined below.

The environment has changed in various ways since the former MVV was adopted in 2004, and we expect the pace of change to accelerate even further. While retaining the core spirit of our former corporate philosophy, the new MVV provides new definitions of the corporate mission and vision that Mitsui & Co. needs to fulfill through global group management in this new environment. We have also sought to express in clear and straightforward language the ways in which we will continue pursuing the spirit of “Challenge and Innovation” while responding to the expectations and needs of our stakeholders and society, so that our diverse employees throughout the world can understand and share this philosophy and reflect it in their day-to-day activities.

Mitsui & Co. will move forward as one united group under the new MVV, in order to achieve the goals articulated in the theme of Medium-term Management Plan 2023—Transform and Grow.

Mission

Build brighter futures, everywhere

Realize a better tomorrow for earth and for people around the world.

Vision

360° business innovators

As challengers and innovators, we create and grow business while addressing material issues for sustainable development.

Values

Our core values as challengers and innovators

Seize the initiative

We play a central role in driving transformation.

Thrive on diversity

We foster an open-minded culture and multiply our strengths to achieve excellence.

Embrace growth

We drive our collective growth by continuously growing as individuals.

Act with integrity

We pursue worthy objectives with fairness and humility, taking pride in work that stands the test of time.

Mitsui & Co’s Core Values

The former Mitsui & Co.* which was established in 1876, was disbanded as part of the dissolution of Japan’s *zaibatsu* (industrial conglomerates) shortly after the end of World War II. The current Mitsui was founded by employees of the former Mitsui that shared the values of the original company: “Challenge and Innovation,” “Open-Mindedness,” and “Focus on Human Resources.” The Mitsui of today continues 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 first president of the former Mitsui, and are reflected in our stance toward our work. The principles of Mitsui’s approach to sustainability as social responsibility have always reflected its founder’s values, a way of thinking unchanged to this day.

* Legally speaking, there has been no continuation between the former Mitsui & Co. and the current Mitsui & Co.

“Let not short term gains tempt your mind, seek only enduring prosperity by embracing grand aspirations.”

“I started Mitsui 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.”

Takashi Masuda, the first president of the former Mitsui