

*“Trade is a compassionate business. It is noble when it accords with the spirit of Buddha by profiting those who sell and those who buy and supplying the needs of the society.”*

*Chubei Itoh I*

ITOCHU was founded in 1858 by Chubei Itoh I, a merchant involved in the linen trade. The base of Chubei Itoh I's business was the spirit of “*sampo yoshi*” (good for the seller, good for the buyer, and good for society), which was a management philosophy of merchants in Ohmi, the province where he was born. That spirit is evident in Chubei Itoh I's personal motto, “Trade is a compassionate business. It is noble when it accords with the spirit of Buddha by profiting those who sell and those who buy and supplying the needs of the society.” This spirit has been carried down through the Company's DNA to this day as “ITOCHU-style” sustainability.

# 1858

ORIGIN

1859 1860 1861 1862 1863 1864 1865 1866 1867 1868 1869 1870 1871 1872 1873 1874 1875 1876 1877 1878



Lake Biwa, Shiga Prefecture

Lake Biwa, as viewed from Ohmi Province

Chubei Itoh I may have looked upon this same scene on his way to and from Ohmi Province.



2019 *Future*

PRESENT

The corporate message—I am One with Infinite Missions—comes to mind when pondering the corporate philosophy of “Committed to the Global Good.”

The corporate message incorporates our promise to society, that we will continue to provide the abundance that results from business activities, and it also incorporates diverse aspects “typical to ITOCHU,” such as the rich personalities of our employees, our free-spirited corporate culture, and “individual capabilities.” In this way, the corporate message expresses the values that must be shared by all employees as we take on further challenges.

Keeping ITOCHU’s spirit in our hearts and minds, we will aim for business activities to benefit the seller, the buyer, and society. In this way, we will fulfill our responsibility to society—our “infinite missions.”