



The spirit we have upheld as a Merchant

Founded in 1858

“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 society.”

Chubei Itoh I

ITOCHU Mission *Sampo-yoshi*

ITOCHU upholds the spirit of “*Sampo-yoshi*” (meaning good for the seller,
good for the buyer, and good for society) as our corporate mission,
based on the philosophy of our founder, Chubei Itoh I.

This founding spirit has been passed down to the present day and
will continue to be upheld as an enduring value into the future.



ITOCHU



Embracing the voices of all stakeholders with a market-oriented perspective,
we are moving into a new phase of management.

Toward a new phase of management



ITOCHU