January 16, 2020

Announcement Regarding the Revision of ITOCHU Mission

ITOCHU Corporation (“ITOCHU”) has decided at the meeting of the Board of Directors held on January 16, 2020 to revise ITOCHU Mission (as applied to ITOCHU and its Group companies) to “Sampo-yoshi” (meaning “good for the seller, good for the buyer, and good for society”) as from April 1, 2020.

Since its founding in 1858, ITOCHU has developed business while carrying on the spirit of “Sampo-yoshi,” which is the management philosophy of the merchants of Ohmi (the merchants based in the former Ohmi Province of Japan (present-day Shiga Prefecture)) and is said to be originated from the message of our founder Chubei Itoh I.

The existing ITOCHU Mission “Committed to the Global Good” was established in 1992 based on the spirit of “Sampo-yoshi.” However, the rapid changes in business environment are occurring such as the Fourth Industrial Revolution and structural changes in facing industries, which were not even expected at that time. In order to respond to those changes and to achieve further growth, it is necessary to express ITOCHU’s values and spirit more clearly so that all of the officers and employees can empathize with them and unite our minds in one. Therefore, we have decided to adopt “Sampo-yoshi,” which is the origin of our business, as our new ITOCHU Mission so that we again deeply engrave the spirit of “Sampo-yoshi” on our minds and remind ourselves that it is the mission of ITOCHU, whose founder is Chubei Itoh I, to pass down this spirit into the future.

Additionally, together with the revision of the ITOCHU Mission as above-mentioned, we redefine the current corporate message “I am One with Infinite Missions” as guideline of conduct (as applied to ITOCHU and its Group companies). “I am One with Infinite Missions” represents ITOCHU’s spirit that each individual employee should consider his or her business conduct on his or her own initiative in order to provide what is required to the right person and in the right manner and thus we will be able to fulfil our individual capabilities and so on.

“Sampo-yoshi” is in common with the idea of SDGs which intend sustainable growth of corporate value as well as solving social issues and is the basis of ITOCHU’s development for approximately 160 years since its establishment. We will promote the unity of ITOCHU Group as a whole by practicing “I am One with Infinite Missions” on the basis of “Sampo-yoshi,” and aim to create further corporate value towards the next 160 years.

(Note) The origin of “Sampo-yoshi” is that the merchants of Ohmi were permitted to promote business activities in Ohmi Province due to their contribution to the economy of the region with the spirit of “seken-yoshi” (meaning “good for society”) in addition to “urite-yoshi” (meaning “good for the seller”) and “kaite-yoshi” (meaning “good for the buyer”). Therefore, “Sampo-yoshi” can be said to be the roots of today’s idea of sustainability. This spirit is evident in the personal motto of Chubei Itoh I, “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.”